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2000 YILINDAN GÜNÜMÜZE TEKNOLOJİ KABUL MODELİ ÇERÇEVESİNDE ÇEVRİMİÇİ ALIŞVERİŞ PRATİKLERİNİN İNCELENMESİ: BİR SİSTEMATİK LİTERATÜR TARAMASI

AN INVESTIGATION OF ONLINE SHOPPING PRACTICES WITHIN THE FRAMEWORK OF THE TECHNOLOGY ACCEPTANCE MODEL FROM 2000 TO THE PRESENT: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

It is observed that the acceptance of online shopping platforms by consumers has been a topic of great interest for marketing professionals and academic circles. In this context, the present study aims to reveal the national and international studies that examine the online shopping phenomenon within the framework of the technology acceptance model (TAM) using the systematic literature review method and to identify research gaps that can be the subject of future research. According to the research findings, which examine a total of 130 studies identified between 2000 and 2023, the most significant increase in the number of studies that investigate online shopping practices within the scope of TAM occurred between 2019 and 2021. Turkey and the United States are respectively the countries with the highest number of studies conducted in the relevant research area, and according to the type of research, articles are ranked first among the 130 studies. In terms of the themes that frame the studies, *determining factors*, *model development*, and *validating TAM* categories are respectively ranked in the top three. Furthermore, it has been determined that the vast majority of the 130 studies were carried out using quantitative methods.

ÖZ

Çevrimiçi alışveriş platformlarının tüketiciler tarafından kabulünün pazarlama profesyonelleri ve akademik çevrelerin gündemini fazlasıyla meşgul ettiği görülmektedir. Bu doğrultuda, mevcut araştırmada, çevrimiçi alışveriş olgusunu teknoloji kabul modeli (TKM) çerçevesinde ele alan ulusal ve uluslararası çalışmaların sistematik literatür taraması yöntemi kullanılarak ortaya koyulması ve bu bağlamda ileride yapılacak araştırmalara konu olabilecek araştırma boşluklarının belirlenmesi amaçlanmaktadır. 2000-2023 döneminde nihai olarak belirlenen 130 çalışmanın incelendiği araştırma bulgularına göre TKM kapsamında çevrimiçi alışveriş pratiklerinin incelendiği araştırma sayısındaki en önemli artış 2019-2021 yılları arasında gerçekleşmiştir. Ayrıca Türkiye ve Amerika Birleşik Devletleri'nin ilgili araştırma alanında sırasıyla en fazla çalışma yapılan ülkeler olduğu, araştırma türüne göre ise 130 çalışma arasında makalelerin açık ara ilk sırada yer aldığı görülmektedir. Çalışmaların çerçevelendiği temalar açısından *faktör belirleme*, *model geliştirme* veya *TKM'nin geçerliğini sağlama* kategorilerinin sırasıyla ilk üç sırada yer aldığı görülmektedir. Öte yandan, 130 çalışmanın çok büyük çoğunluğunun nicel yöntemlerden yararlanılarak gerçekleştirildiği belirlenmiştir.

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Introduction

Experiencing an era in which technology does exist amid daily life practices of human beings as well as having an increasing impact on the professional environment, technology acceptance and usage practices attract attention as an issue that occupies the minds. Accordingly, it can be noticed that the importance of issues related to information system (IS) forms and the rejection or acceptance of such systems by users has been put forward and many academic studies have been carried out in this direction since the 1980s. For example, Davis (1989, p. 319) and Davis et al. (1989, p. 982-983) evaluated the studies conducted in the relevant period. However, those attempts were far from predicting the acceptance and use of IS forms and computer technologies with valid measurement tools. Hence, Technology Acceptance Model (TAM) had been developed. Besides, IT forms have gained importance, and issues such as their acceptance or use by individuals have begun to be discussed (Venkatesh, 2000, p. 342). Similarly, the rapid development of ICTs has brought the acceptance and rejection of these technologies to the agenda, causing them to be discussed in academic circles (Marangunić and Granić, 2015, p. 81). Therefore, it can be said that these developments have contributed to the increase in the importance of the TAM. In fact, it can be said that there has been a significant increase in the number of studies in which technology acceptance (Mathieson, 1991, p. 173; Riemenschneider and Hardgrave, 2001, p. 1), acceptance of information technologies (Lim and Ting, 2012, p. 49), information system areas (Chen et al., 2011, p. 126) or internet technologies has been addressed within the scope of TAM (Lederer et al., 2000, p. 269).

Especially as a result of the developments in information technologies, different sectors have come together. Accordingly, an era began in which many sectors such as production, health, banking, agriculture, and many other sectors, especially internet technologies, provide services to meet the daily needs of individuals. So much so that a process in which almost all segments of societies use internet technologies intensively has manifested itself. In this context, it was noted that commercial life was also affected by the relevant developments (Rachmawati et al., 2020, p. 115). More specifically, advances in information and communication technologies or the telecommunications sector, as well as advances in communication tools such as smartphones, tablets or computers, have accelerated online shopping activities as well (Ofori and Appiah-Nimo, 2019, p. 1-2). In particular, it is seen that internet technologies play an extremely active role in this context. So that internet technologies have caused traditional retailing activities to evolve into electronic forms and environments, and have encouraged businesses to market their products and services through electronic channels. Thus, the retail industry and shopping practices have entered into a major transformation process (Enginkaya, 2006, p. 10). In other words, internet technologies have brought revolutionary changes in the shopping activities of consumers. In this sense, especially the communication forms of consumers with businesses and the act of getting information about products or services and purchasing them have changed to a great extent. Consumers have the opportunity to communicate directly with businesses and have direct access to the products and services they purchase (McCloskey, 2004, p. 49). In summary, considering the technology-based nature and functioning of the online shopping phenomenon, the rationale for the use of the technology acceptance model within the scope of online shopping can be seen more clearly (Pavlou, 2003, p. 101).

Considering all these reasons and the potential of online shopping forms progressing rapidly, the importance of businesses' desire to predict consumers' online purchasing behavior and determine their marketing and sales strategies in this direction emerges (Curkan, 2019, p. 4). The aim of reaching a position that is preferred by wider masses by developing the products and services they offer plays an important role in the desire of businesses to place the online shopping behavior of consumers on a predictable basis. In other words, the rapid development process experienced in online shopping practices has led to the questioning of the marketing understanding of businesses, paving the way for the development of different perspectives and strategies (Türker and Türker, 2013, p. 282-285). Thus, studies questioning the acceptance and reasons for online shopping activities have gained momentum (Liao and Cheung, 2001, p. 299).

In short, in a period when online retail sales are gaining importance for businesses and businesses are increasing their presence in virtual environments by establishing their own websites, it has become even more important for businesses to be able to understand consumers' wishes and preferences correctly (Yılmaz and Tümtürk, 2015, p. 358). This makes it understandable that consumers' online shopping acceptance practices are questioned by both market actors and academic circles. For this reason, it is seen that there are many studies in the literature that question consumers' online shopping acceptance. Accordingly, it is seen that many types of research based on TAM and themed as electronic or online shopping (Jain et al., 2014, p. 65; Lim and Ting, 2012, p. 49; Yılmaz,

2018, p. 331; Şıker and Ülger, 2019, p. 1246; Yadav and Mahara, 2019, p. 479; Valencia et al., 2019, p. 174; Wu and Song, 2021, p. 938; Zeba and Ganguli, 2016, p. 17), mobile shopping (Shukla and Sharma, 2018, p. 185; Seyhun and Kurtuldu, 2020, p. 599; Vahdat et al., 2020, p. 1; Toraman and Yüksel, 2022, p. 17) have been conducted in the literature. In this direction, it is aimed to present a panorama of the studies that deal with online shopping practices within the scope of TAM in the current research.

Literature Review

Issues such as the acceptance and use of new technologies by users are becoming increasingly critical issues for market actors and researchers (Venkatesh, 2000, p. 343). Especially, the increasing use of information and communication technologies by personal or corporate circles has brought with it the examination and further questioning of the reasons for the acceptance or rejection of related technologies. Accordingly, Technology Acceptance Model (TAM), specifically focusing on information technologies, provides validity, reliability, and wide application along with the accumulated research tradition it has (Sharp, 2007, p. 3). In other words, TAM can be regarded as one of the prominent and well-accepted theories in the explanation of adopting new technologies (Al-Qaysi et al., 2020, p. 2; Chen et al., 2011, p. 124; Granić and Marangunić, 2019, p. 2572; King and He, 2006, p. 740; Marangunić and Granić, 2015, p. 81; Mortenson and Vidgen, 2016, p. 1251; Rahimi et al., 2018, p. 605).

It can be said that there is a close relationship between the adoption of new technologies and the acceptance of online shopping activities. In fact, consumers basically need information technology products such as computers and the internet in order to carry out their online shopping activities (Saleem et al., 2022, p. 3). In this sense, it is seen that one of the important areas that internet-based technologies used in many areas such as mailing, receiving information and news or messaging is online shopping process. Therefore, issues such as the acceptance and use of online shopping activity by consumers attract attention as a subject that always occupies the agenda of researchers (Li and Zhang, 2002, p. 508). In this sense, the TAM, which is used extensively in studies examining consumer behavior (Guritno and Siringoringo, 2013, p. 213), is also accepted as a strong theoretical infrastructure in terms of making predictions for the acceptance of online shopping technologies (Lim and Ting, 2012).

Online Shopping

It can be said that the phenomenon of electronic commerce is one of the most important business formations that has been accepted in the business world recently. The concept covers all internet-mediated market and business processes (Fayad and Paper, 2015, p. 1000-1001). Besides, commercial activities realized through electronic connections are also included in the borders of electronic commerce. It is seen that the first introduction of the phenomenon of electronic commerce into the business literature took place with the 1970s. On the other hand, it can be said that its concrete emergence took place in the 2000s when internet technologies began to be used extensively in commercial activities (Wigand, 1997, p. 1-2).

E-commerce can manifest itself in different types and formations so that business-to-consumer (B2C), business-to-business (B2B) and government-to-constituent genres can be considered within this context (Van-slyke et al., 2004, p. 32). It is noteworthy that commercial enterprises are turning to business-to-customer (B2C) e-commerce initiatives in line with their targets and market conditions (Chiu et al., 2009, p. 347). In this process, where a very important part of the shopping styles are transformed (Chen and Tan, 2004, p. 74), modern business environments have been dominated by B2C forms so that consumers have been served along with richer and diversified options (Javadi et al., 2012, p. 81). Businesses, which have rapidly increased their presence in electronic environments, have had the opportunity to deliver many different products, from electronic products to food, stationery products, cars or automobiles, by providing 24/7 service to consumers through virtual stores. As a result, investments in B2C e-commerce forms, which seem more advantageous to businesses than trading through physical stores, are increasing day by day (Yılmaz and Tümtürk, 2015, p. 357).

It can be said that the reflections of the diversity of the opportunities offered by internet technologies have brought about important changes in many sectors, from educational practices to advertising and marketing. In this context, the phenomenon of online shopping draws attention as an area that is progressing based on the opportunities offered by internet technologies (Alagöz and Hekimoğlu, 2012, p. 1138). Online shopping, also being considered in the category of B2C (Turan, 2008, p. 725) has reshaped the definition and practices of

shopping through internet technologies (Amirtha and Sivakumar, 2018, p. 267). For this reason, shopping phenomenon is considered as a necessity and even as a form of entertainment in the recent times. Whereas online shopping is defined as an activity in which consumers carry out business transactions such as purchasing and logistics through online stores (Monsuwe et al., 2004, p. 104). According to another definition, it is expressed as a kind of sales channel or type of marketing where consumers can get ideas about products and services in a fun way, share experiences, and make their purchasing processes easier by comparing products and services without making any physical effort (Kırcova, 2008, p. 144). In the literature, the following concepts such as internet shopping (Turan, 2008, p. 723), electronic shopping or e-shopping (Lim and Ting, 2012, p. 49; Ingham et al., 2015), e-commerce (Verma et al., 2016, p. 206), mobile commerce or m-commerce (Barry and Jan, 2018, p. 158), multi-channel e-commerce (Rapp and Islam, 2003, p. 8), omni-channel commerce (Juaneda-Ayensa et al., 2016, p. 1), mobile shopping (Shukla and Sharma, 2018, p. 186; Seyhun and Kurtuldu, 2020, p. 599), as well as e-retailing (Çakır and Kazançoğlu, 2020, p. 305), online retailing (Sevim et al., 2017, p. 46) and home delivery shopping (Shukla and Sharma, 2018, p. 185) have been considered and used within the scope of online shopping as well.

The rapid spread of internet technologies around the world has resulted in the diversification of online activities and their frequent use in daily life (Jensen and Wagner, 2018, p. 1). Accordingly, the intense preference of internet technologies by consumers in their commercial activities draws attention as an important turning point in the acceleration of online shopping activities (Delafrooz et al., 2011, p. 2837). It can be said that internet technologies contribute to online shopping activities in several important ways. Accordingly, it is seen that businesses contribute to the points such as getting information about the products or services they provide, interacting with businesses and other customers, online sales or conducting commercial transactions between businesses and their customers (Thaichon, 2017, p. 39). Thus, the number of consumers heading towards online shopping has increased rapidly (Ashraf et al., 2014, p. 68). Online shopping practices enabled buyers to access products and services on the internet, and sellers to reach buyers in the same way. Also, it allowed buyers to access a wider variety of products and services than they can reach in traditional shopping processes offering significant conveniences in comparing products and services or their prices (Alagöz and Hekimoğlu, 2012, p. 1138). On the other hand, the fact that consumers reached the chance to be aware of the experiences of people who have experienced the same products and services before which makes online shopping even more popular (Curkan, 2019, p. iv).

Especially in the 1990s, the advances in web technologies brought along the use of internet technologies in commercial activities with an increasing momentum (Turan, 2008, p. 723; Türker and Türker, 2013, p. 282). As of 2000s and the following years marked the beginning of a process in which online shopping activities became widespread. In this direction, social, commercial, and economic life practices have been transformed to a great extent (Vijayasarathy, 2004, p. 747). In recent times, it has been seen that internet technologies, websites, social media environments, personal computers, tablets, mobile devices, and applications are used in online shopping activities (Viswanathan et al., 2017, p. 36). So much so that the consumer group, which has become more sophisticated than ever, seeks information about products and services, as well as price, payment, delivery, or return details, before making a purchase. In addition, consumers who attach great importance to user experiences for products and services proceed by taking into account the opinions and suggestions of other consumers. In this sense, it is seen that consumers try to obtain the product and service details they need by following images, videos, and other various content related to products and services (Verma et al., 2016, p. 206). In this direction, it is emphasized that the consumer group, which is also accepted as 3.0, experiences online shopping practices by making use of multiple or multi-media tools such as mobile technologies, tablets, computers, websites, and the like (Juaneda-Ayensa et al., 2016, p. 1).

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was first proposed by Davis (1985; 1989) and Davis et al. (1989) as part of the adoption of new technologies such as computers, computer systems, and related information technologies. More specifically, it can be said that the original TAM was created to reveal the information technology adoption practices of white-collar employees of businesses and to provide future insights to company executives. It is aimed to contribute to the elimination of problems such as resistance of managers or employee reluctance related to the increase in the acceptance and use of new technologies. The idea behind this

is that information technologies are important tools for the future and success of businesses and such technologies should be adopted and used by people in these organizations.

It is seen that intention-based theoretical models from the field of social psychology have started to be suggested as of the 1980s, at the point of examining user behaviors towards IS forms and related systems. In this sense, it can be said that the Theory of Reasoned Action (TRA) model put forward by Fishbein and Ajzen (1975) came to the fore when it was accepted as successful in predicting and explaining behaviors in various fields. As a result of the use and adaptation of TRA as a theoretical basis, TAM has emerged. However, TAM differs from TRA, which examines human behavior in general, in the sense that it focuses more specifically on computer usage behaviors. In addition, one of the most important points where TAM differs is that it questions the relationship between basic beliefs such as perceived usefulness and perceived ease of use, and examines the relationship between users' attitudes, intentions, and behaviors (Davis et al., 1989, p. 983).

TAM is established as simply based on the hypothesis positing that internal beliefs, attitudes, and intentions of the user may have the ability to explain both acceptance and usage of the information technologies. More specifically, TAM aims to measure the effect that four internal variables have on the technology's actual usage. Herein, perceived usefulness (PU), perceived ease of use (PEU), attitude (A) and behavioral intention (BI) represent those internal variables (Turner et al., 2010, p. 464). Accordingly, it can be said that the main purpose of the model is to monitor the effects of external factors on internal beliefs (perceived usefulness and perceived ease of use), attitudes, and intentions (Davis et al., 1989, p. 985).

However, Davis et al. (1989, p. 995-996) excluded the attitude variable from the latest model developed proposing that there is a weak direct relationship between perceived usefulness and attitude. Thus, it is believed that the impact of perceived ease of use and perceived usefulness on intention would be understood better (Venkatesh, 2000, p. 343). In other words, the so-called parsimonious TAM has emerged as another version of the technology acceptance model proposed by Davis et al. (1989). In parsimonious TAM, it is suggested that attitude is not mediating completely between perceived usefulness and perceived ease of use. For this reason, the attitude construct has been cleared away from the model (Sharp, 2007, p. 4).

Accordingly, in the model, it is proposed that the impact of external variables on intention has been mediated by internal beliefs such as perceived usefulness and perceived ease of use (Venkatesh, 2000, p. 343). In this sense, in TAM, perceived usefulness and perceived ease of use are regarded as two basic determinants regarding the usage of information technologies. Accordingly, it is believed that people would be more inclined to use any technology on the condition that they believe taking advantage of that technology will enable them to perform their job better. This belief is called perceived usefulness. Besides, there is another belief in which people may believe that any information technology is quite difficult to use and the advantages of the usage of the related technology are overshadowed by the effort given towards usage. This belief is named as perceived ease of use. In this sense, *the degree to which a person believes that using a particular system would enhance his or her job performance* is accepted as perceived usefulness. On the other side, perceived ease of use is defined as *the degree to which a person believes that using a particular system would be free of effort* (Davis, 1989, p. 320).

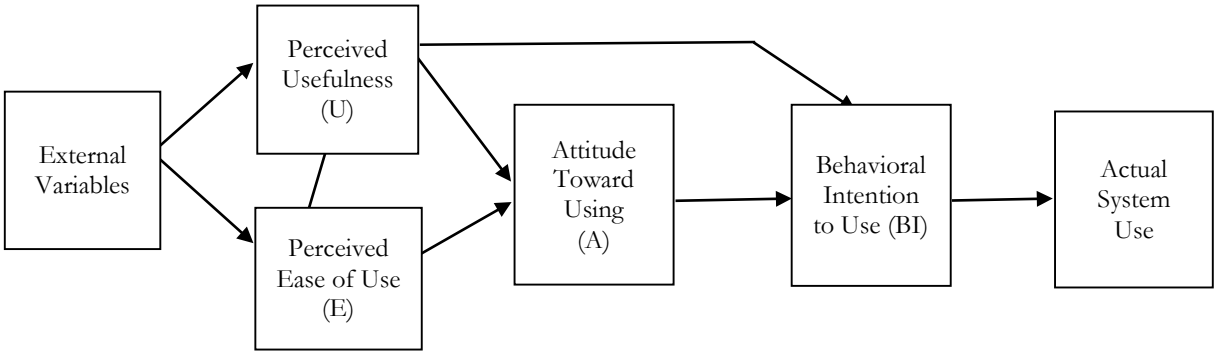

Figure 1. Technology Acceptance Model-TAM (Davis et al., 1989, p. 985).

As seen in Figure 1, the Technology Acceptance Model has two components, Perceived usefulness and Perceived ease of use. These components can be exposed to the effects of external variables. In addition, it can be said that the related components affect the attitudes towards use, and attitudes are effective on the intention towards use behavior. The intention has an effect on the final system usage.

Extended-Technology Acceptance Model (E-TAM)

It is seen that the revised version of the Technology Acceptance Model may take place in the literature under such names as extended-TAM and TAM2 (Venkatesh and Davis, 2000, p. 186) or as enhanced and augmented TAM (Vijayasarathy, 2004, p. 747-748). Considering that the original TAM is in an effort to provide explanations for the acceptance of new technologies, it is emphasized that it may be insufficient in examining online shopping behavior in its current form (Vijayasarathy, 2004, p. 748; Ha and Stoel, 2009, p. 566). So much so, that the online shopping decision is based on one's own consent, the use of online shopping can be chosen among many different options, which differ from the acceptance and use of technology in organizations; because organizations do not give their employees much choice in terms of the use of technologies or the diversity of technologies used. Therefore, it was emphasized that an extended technology acceptance model (e-TAM) should be put forward, considering that the original TAM may be insufficient to explain online shopping behavior (Fayad and Paper, 2015, p. 1001).

In addition to perceived usefulness (PU) and perceived ease of use (PEOU), enjoyment was added by Davis et al. (1992, p. 1111) to the TAM, within the scope of the revision of the model, regarding technology usage and supported by Childers et al. (2001, p. 523-525); Koufaris (2002, p. 217) and Ha and Stoel (2009, p. 565) in their studies regarding online shopping activities. Besides, trust was added by Dahlberg et al. (2003, p. 1) as a predictive variable of intention and used by Gefen et al. (2003b, p. 53); Ha and Stoel (2009, p. 566-567) and Pavlou (2003, p. 102) in their researches regarding online shopping activities. In addition, Pavlou also included the risk factor in the TAM as Yılmaz (2018, p. 336) benefited from the risk factor in the research conducted. Furthermore, privacy, security, compatibility, normative beliefs, and self-efficacy are integrated as well to the TAM by Vijayasarathy (2004, p. 747). Similarly, Fedorko et al. (2018, p. 1252) contributed to the expansion of TAM in online shopping by adding factors such as information quality, service quality, modern technologies and system quality. Besides, McCloskey (2004, p. 49) added hours spent using the internet to the TAM as an extension factor affecting online shopping acceptance. On the other hand, Yadav and Mahara included factors such as product perception, service perception, and website quality in the model (2019, p. 482) while Seyhun and Kurtuldu (2020, p. 600) added the factors of innovativeness and satisfaction in TAM, different from the factors mentioned. As for Zeba and Ganguli (2016, p. 20), their contribution to the model was by adding the word-of-mouth factor as Vahdat et al. (2020, p. 4) extended the model by integrating social influence and peer influence factors.

Method

In this research, it is aimed to reveal the studies in which online shopping practices are handled within the framework of the Technology Acceptance Model, through a systematic literature review. A literature review represents an important step for all research processes. So much so that, in a sense, the academic field related to the literature review is mapped and the resulting image is evaluated and the scope and objectives of the new studies are shaped accordingly (Tranfield et al., 2003, p. 208). Besides, it is mentioned that literature reviews have different purposes. Accordingly, one of its most important purposes is to follow the historical traces of certain subjects or ideas and to interpret the contribution made to the field. In this regard, they are generally performed in chronological order (Baumeister and Leary, 1997, p. 312). More importantly, the literature review is characterized as a research method that contributes greatly to the methodological, conceptual, or thematic development of different academic fields. Accordingly, it can be said that the studies based on the literature review method make a comprehensive examination of the existing literature on certain themes, methods, or theories and synthesize the studies in the relevant field (Paul and Criado, 2020, p. 1).

A systematic literature review represents one of the main types of literature reviews (Paul and Criado, 2020, p. 1). Simply put, in a systematic review, basic scientific contributions related to any academic field are revealed (Tranfield et al., 2003, p. 209). It is already emphasized that systematic review methodology has been widely accepted in various fields for investigation-based research since the 20th century (Callahan, 2014, p. 272). Moreover, its popularity is increasing and its use as a review method is becoming more widespread every day

(Kraus et al., 2020, p. 1023). It is noteworthy that systematic literature reviews stand out from other investigation-based methods with their scientific and informative characteristics. Many studies demonstrate the successful stance of systematic literature review as a method and the intensive acceptance based on this stance (Paul et al., 2021, p. 1).

In the systematic literature review, the identification, selection, and synthesis of main themes related to specific academic topics are carried out. In this regard, inclusion or exclusion criteria play an important role in deciding which studies will be included and examined in line with the research objectives (Marabelli and Newell, 2014, p. 480). In concrete terms, the advantages of preventing repetitive studies in any academic field, enabling and facilitating the planning of new studies that contribute to the relevant academic field, and allowing differentiation between old and new knowledge in the field can be mentioned (Paul et al., 2021, p. 4). For these reasons, it has been decided to utilize the method of systematic literature review in the current study.

Population and Sampling

The data of the study was collected from empirical studies that associate TAM with online shopping. In this context, 6 keywords: *Technology Acceptance Model*, *Extended-Technology Acceptance Model*, and *online shopping*, along with their Turkish versions, were used to find relevant resources. In this study, several databases in the Çukurova University library and Google Scholar platforms, including Library EBSCOhost, JSTOR Journals, DergiPark, Scopus, ScienceDirect, Academic Search Ultimate, SAGE Journals Online, Springer Link, Taylor & Francis, and TR Index, were used to scan the literature for the research purpose. The survey is limited to studies conducted in the 23-year period between 2000 and 2023 (April).

Inclusion and Exclusion Criteria

Approximately 1000 studies were found in the searches made in the Çukurova University library and google scholar. After the duplicate conclusions were drawn, 298 sources were examined according to the initial inclusion criteria by reading their titles and abstracts.

- It should be empirical research
- Language should be written in Turkish and English
- Must have been carried out under TAM
- Must be related to online shopping
- Should be a journal article or dissertation

The following were determined as exclusion criteria in the study and studies that did not meet these criteria were excluded from the scope of the study.

- The study was written in a language other than Turkish and English (10 studies)
- Not empirical (54 studies)
- Using different theoretical bases other than TAM (42 studies)
- Keeping the subject out of online shopping (39 studies)
- Presenting and publishing as a paper (23 studies)

As a result, 130 studies out of nearly 1000 sources were included in the systematic literature review. An Excel table was prepared under the titles of the year, number of authors, source type, country, theme, method, sample, tool, and analysis that represent the data set of these 130 studies. Descriptive analyzes were carried out for each column and the results were examined through tables and visuals.

Findings

Descriptive analyses are included in this section of the study in order to reveal details such as the sample size used in the studies examined, the number of authors involved in the research, the distribution of studies by year, the type of research to which they belong, the country in which they were conducted, the theme they represent according to their purpose, the methods used in the research, the data collection technique used, and the analysis techniques used.

Table 1. Findings Regarding the Sample Size Used in the Study

	N	Minimum	Maximum	Mean	Std. Deviation
Sample	130	34	5500	498,78	552,497

As seen in Table 1, a total of 130 studies were analyzed in the study. It was found that the lowest sample number among 130 studies was 34 and the highest was 5500. It can be said that the sample numbers of other studies vary between 34 and 5500.

Table 2. Findings Regarding the Number of Authors in the Study

Number of Authors	Frequency	Percent
1	48	36,9
2	34	26,2
3	25	19,2
4	17	13,1
5	4	3,1
6	2	1,5
Total	130	100,0

As can be seen in Table 2, the number of authors included in the studies varies between 1 and 6. Accordingly, it was found that the highest share among 130 studies belonged to those with a single author. After that, it was determined that the studies with 2, 3, and 4 authors, respectively, had the highest rates. The number of studies with 5 and 6 authors remained relatively low.

Table 3. Findings on the Distribution of Studies by Years

Year	Frequency	Percent
2000	3	2,3
2001	2	1,5
2002	5	3,8
2003	10	7,7
2004	8	6,2
2005	3	2,3
2007	2	1,5
2008	2	1,5
2009	9	6,9
2010	3	2,3
2011	3	2,3
2012	2	1,5
2013	1	,8
2014	1	,8
2015	7	5,4
2016	3	2,3
2017	3	2,3
2018	4	3,1
2019	18	13,8
2020	7	5,4
2021	27	20,8
2022	4	3,1
2023 (April)	3	2,3
Total	130	100,0

When Table 3 is examined, it can be seen that data for 23 years ranging from 2000 to 2023 (April) is provided. Accordingly, it can be said that there have been significant increases in the number of studies conducted within the scope of TAM since the 2000s. It was determined that the first jump in the number of studies occurred especially in 2003. As of that year, the number of studies reached 10. Although significant decreases were experienced in the number of studies in the period until 2019, it is noteworthy that studies have continued to be conducted every year. Especially as of 2019, there have been significant increases in the number of relevant

studies. The number of studies reached 18 in 2019. Although there was again a significant decrease in the number of studies in 2020 immediately after the increase, the number of studies conducted in 2021 has reached an all-time high of 27. The record increase in the number of studies seen between 2019 and 2021 is thought to be closely related to the global COVID-19 pandemic that erupted during that period. There has been a rapid increase in online shopping practices during the period. Moreover, it has been found that there have been significant decreases in the number of studies conducted in the past few years.

Table 4. Findings Regarding the Type of Study Performed

Source Type	Frequency	Percent
Journal	94	72,3
Master's Thesis	28	21,5
PhD Dissertation	8	6,2
Total	130	100,0

Table 4 reveals the type of the 130 studies discussed as a source. According to this, the largest share among the reviewed studies belongs to the articles. Master's theses represent the second highest type of research. Doctoral dissertations are in the last place.

Table 5. Findings Regarding the Country the Study Conducted

Country	Frequency	Percent
Australia	2	1,5
Bangkok	1	,8
Colombia	1	,8
Djibouti	1	,8
Ecuador	1	,8
Finland	1	,8
Ghana	1	,8
Hong Kong	2	1,5
India	6	4,6
Indonesia	3	2,3
Iran	1	,8
Italy	1	,8
Jordan	1	,8
Malaysia	3	2,3
New Zealand	2	1,5
Pakistan	1	,8
Pakistan & Canada	1	,8
Portugal	1	,8
Romania	2	1,5
Serbia	1	,8
Slovakia	1	,8
South Africa	2	1,5
South Korea	3	2,3
South Korea & USA	1	,8
Spain	2	1,5
Taiwan	6	4,6
Turkey	50	38,5
Turkey & Iran	1	,8
UAE	1	,8
USA	28	21,5
USA and Canada	1	,8
Vietnam	1	,8
Total	130	100,0

Table 5 presents the country where the studies were conducted. Accordingly, it is seen that the studies on online shopping practices within the scope of TAM have been carried out in more than 30 countries over a 23-years

period. The countries with the highest number of studies conducted among the relevant countries were Turkey, America, Taiwan, India, Indonesia, Malaysia, South Korea, Spain, South Africa, Romania, New Zealand, Hong Kong, Australia, and other countries, respectively. Turkey and the United States, which are far ahead of other countries in terms of the high number of studies on structures, show remarkable performance.

Table 6. The Theme Represented by the Purpose of the Study

Theme	Frequency	Percent
Extension of TAM	10	7,7
Factor determination	31	23,8
Factor determination & Relationship identification	6	4,6
Model development	26	20,0
Model development & Factor determination	2	1,5
Model development & Model testing	11	8,5
Model development & Relationship identification	3	2,3
Model testing	11	8,5
Modification of TAM & Extension of TAM	1	,8
Relationship identification	4	3,1
Scale development	1	,8
Validation of TAM	23	17,7
Validation of TAM & Extension of TAM	1	,8
Total	130	100,0

Table 6 shows the themes that the studies were framed in line with their aims. In this context, it was found that the studies were grouped under 13 themes in total. It has been determined that the researches are mostly gathered under the themes such as *factor determination*, *model development*, *validation of TAM*, *model testing*, *model development and model testing*. Again, it is seen that more than one research was conducted within the scope of themes such as *extension of TAM*, *factor determination and relationship identification* and *relationship identification*.

Table 7. Findings Related to the Method Used in the Study

Method	Frequency	Percent
Mixed method	3	2,3
Qualitative method	2	1,5
Quantitative method	125	96,2
Total	130	100,0

Table 7 presents the methods used in the studies. In this context, it has been determined that qualitative, quantitative, and mixed methods are used in the studies. The most preferred method among 130 studies was the quantitative design, which was used 125 times. It has been found that the use of qualitative or mixed methods is relatively low.

Table 8. Findings Regarding the Data Collection Tool Used in the Study

Tool	Frequency	Percent
Both online & Face-to-face questionnaire	3	2,3
Face-to-face questionnaire	78	60,0
Online questionnaire	42	32,3
Telephone questionnaire	1	,8
Face-to-face questionnaire & Focus group	2	1,5
Face-to-face questionnaire & Interview	1	,8
Interview	1	,8
Semi-structured interview	1	,8
Observation	1	,8
Total	130	100,0

Table 8 shows the data collection tools used in the studies. Accordingly, it was determined that the survey method was mostly used in the studies. So much so that in 78 of 130 studies, the face-to-face survey method was preferred and in 42 of them online survey method was preferred. However, it has been found that the

techniques in which both online and face-to-face questionnaires or a combination of questionnaires and focus group interviews are used more than once.

Table 9. Findings Related to the Analyzes Used in the Study

Analysis	Frequency	Percent
Cluster analysis & Structural equation model	1	,8
Content analysis	1	,8
Correlation analysis	1	,8
Descriptive analysis	2	1,5
Descriptive analysis, Factor analysis, Regression analysis & Variance analysis	1	,8
Descriptive analysis, Regression analysis & Correlation analysis	1	,8
Descriptive analysis, Regression analysis, Correlation analysis & Variance analysis	1	,8
Descriptive analysis, Regression analysis & Variance analysis	1	,8
Factor analysis	20	15,4
Factor analysis, Correlation analysis & Regression analysis	6	4,6
Factor analysis, Correlation analysis, Regression analysis & Variance analysis	1	,8
Factor analysis, Regression analysis	7	5,4
Factor analysis, Regression analysis & Variance analysis	3	2,3
Factor analysis & Variance analysis	1	,8
Frequency analysis & Correlation analysis	1	,8
Frequency analysis, Factor analysis, Regression analysis & Correlation analysis	1	,8
Frequency analysis, Factor analysis, Regression analysis & Correlation analysis Variance analysis	1	,8
Structural equation modeling	75	57,7
Variance analysis	2	1,5
Variance analysis & Regression analysis	2	1,5
Variance analysis, Regression analysis & Factor analysis	1	,8
Total	130	100,0

Table 9 presents the analyses used in the studies. According to this, the most commonly used analysis was structural equation modeling. This is followed by factor analysis. It was also observed that combinations of regression and factor or correlation, regression and factor analyses were preferred more than once. In this sense, it can be said that structural equation modeling and factor analysis techniques are by far the most used ones. In light of these data, it can be said that quantitative analyses were used in almost all of the studies. Among the related analyses, it is noteworthy that factor analysis is used quite intensively. Accordingly, it can be evaluated that revealing the factor structures is considered important for the purposes of the studies.

Discussion, Conclusion and Recommendations

It can be said that shopping practices have been going through a period in which they got rid of their traditional dimensions and took on more technological forms. In this sense, a shopping culture has been emerging in which internet-based infrastructures and mobile applications are used extensively (Miandari et al., 2021, p. 248). It is revealed that the first indicators for the acceptance of online shopping practices point to the period in the late 1990s and early 2000s when the developments in internet technologies were booming. In this period, it can be said that Amazon.com, which serves as an online book site, attracted attention as a pioneering organization. In the 2000s and later, it was seen that different product categories were rapidly included in online shopping environments (Zeba and Ganguli, 2016, p. 17).

As a result of the developments in online shopping activities over time, the online shopping behavior of consumers has become more important. Thus, the idea of having foresight about the relevant behaviors outweighed in the markets. So much so that businesses have taken a more enthusiastic attitude to have more data on consumers' online behavior. In this sense, it can be said that the Technology Acceptance Model, which allows the inclusion of different components and structures in the analysis of online shopping behaviors, comes to the fore (Yılmaz, 2018, p. 331). As it is well known, the Technology Acceptance Model has been used in the prediction of user acceptance and usage practices regarding information and computer-based technologies extensively (Venkatesh and Davis, 1996, p. 451). However, it is seen that TAM is widely accepted as a theoretical basis in the research regarding online shopping acceptance as well (Monsuwe et al., 2004, p. 104).

In this regard, this study aims to reveal a general overview of online shopping practices that have shown a significant increase, especially after the 2000s, examining both national and international studies within the scope of TAM and using a systematic literature review. Ultimately, 130 studies were selected out of approximately 1000 studies obtained by searching different academic databases on certain keywords. According to the research findings, it was determined that the number of samples used in the studies varied greatly. So much so that the existence of studies conducted with different sample numbers between 34 and 5500 people in the literature has been found. It can be said that this finding gives an idea about the sample selection in the process of designing similar future studies and reveals that it is possible to be extremely flexible at this point. It is seen that 48 of the studies were carried out with a single author. However, it is noteworthy that a large part of the remainder is the research carried out by 2 or more authors. So much so that the existence of studies in which even 6 authors came together has been identified. In this sense, the idea is obtained that studies in which online shopping practices are handled within the scope of TAM can be carried out following either individual or collective working styles. Considering the findings obtained according to the year the research was carried out, it is seen that 130 studies conducted between 2000 and 2023 followed an increasing and decreasing course over the years. In this sense, the number of studies, which was below 5 percent in the early 2000s, increased to 7 percent between 2003 and 2009. A real increase in the number of studies was experienced between the years 2019-2021. In the relevant years, it is noteworthy that the research increased up to 10 and 20 percent. The outbreak of the Covid-19 pandemic can be shown as the most important reason for the significant increase in the number of studies, especially in these two years. As technology usage rates increased in the relevant years, which represented a period in which daily life practices were largely carried on remotely, there was a significant increase in the number of academic studies conducted using TAM in this context. Furthermore, when we look at the findings related to research types, it is seen that the article type takes the lead among 130 studies. Relatively few master's and doctoral theses were carried out. In this sense, it can be said that online shopping practices within the scope of TAM are mostly preferred in short-term research such as articles. On the other hand, it can be said that the subject of online shopping is handled as a research topic in many different countries of the world within the scope of TAM. However, it can be said that countries such as Turkey, America, and India are more interested in the subject. Moreover, it may be necessary to open a special parenthesis for Turkey and the United States at this point. When the research numbers of the two countries are examined, it is seen that they are far ahead of the other countries. This situation can be interpreted as online shopping practices in Turkey and the United States showing a greater and faster development or having a greater potential compared to other countries. The increase in the online shopping preferences of the societies in the relevant countries can be considered as an incentive for the academic circles to deal with the related issue within the scope of TAM. Moreover, according to the findings, it can be said that objectives such as factor identification, model development, and validation of TAM represent the most used themes in research. In this sense, it is seen that the purposes for making sense of and understanding the reasons for using and preferring online shopping practices within the scope of TAM come to the fore. In addition to these, although it was found that qualitative and mixed methods were also used in terms of the research methods used, it was determined that the quantitative method was used the most by far. In this sense, the quantitative pattern can be considered more suitable for combinations of TAM and online shopping. Thus, it can be said that based on this idea, an important idea was obtained in terms of the method to be preferred in future studies. Besides, findings regarding the data collection tool display that survey has been by far the most preferred technique in researching online shopping processes within the scope of TAM. Whether face-to-face or online, one of the most important reasons why the questionnaire is preferred over other data collection techniques may be that it is preferred in quantitative research. Moreover, we have previously revealed in the findings of the study that TAM and online shopping practices are mostly designed with quantitative research methods. In addition, it can be considered that the survey is appropriate in terms of the nature of the harmony between the questions and the answers in examining online shopping as a data collection technique within the scope of TAM. Finally, according to the findings related to the analyzes used, it is seen that the structural equation modeling is the most used analysis. However, factor analysis was also determined as the second most used analysis method. It can be considered that the relevant analysis methods are appropriate in terms of revealing the reasons and motivations of users for shopping online within the scope of TAM. Again, it is noteworthy that some studies also tend towards regression and correlation analyzes in order to determine the relationships between the reasons for using online shopping.

Finally, in line with the data obtained from the current study, some suggestions have been developed for other studies in which online shopping practices will be discussed with the method of systematic literature review within the framework of the Technology Acceptance Model. Accordingly, qualitative or mixed methods can be used more in future studies. Thus, the contributions of both quantitative and qualitative methods can be benefited more proportionally, and the qualities of the qualitative method that allow for more in-depth questioning can be evaluated as an advantage. However, to have an idea on a global scale, emphasis can be placed on studies in which Turkey can be evaluated comparatively in terms of different countries. On the other hand, it is suggested that the related subject can be studied with different scopes and limitations at the doctoral level.

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GENİŞLETİLMİŞ ÖZET

Teknolojik gelişmelerin bireylerin gündelik yaşam pratiklerini çok geniş bir ölçekte etkilediği günümüz koşullarında, teknolojinin kabulü ya da kullanımı gibi meselelerin araştırmacıların ve farklı akademik çevrelerin gündemini fazlasıyla meşgul ettiği söylenebilir. Özellikle 1980'li yıllar ve sonrasında bilgi sistemi (information system) teknolojilerinin önemi ve ilgili teknolojilerin kullanıcılar tarafından kabulü ya da reddi gibi konuların dikkat çekmeye başladığı görülmektedir. Bu kapsamda yapılan ilk araştırma örneklerinin bilgi sistemi ya da ilgili teknolojilerin kabulüne ya da kullanımına ilişkin öngörü sağlayabilecek sonuçlar ortaya koyamadığı tespit edilmiştir. Bu noktada, önemli bir ihtiyaç doğması nedeniyle Teknoloji Kabul Modeli'nin (TKM) geliştirildiği söylenebilir (Venkatesh, 2000). Özellikle bilgi ve iletişim teknolojilerindeki gelişmeler TKM'nin önem kazanmasına ve daha da yaygınlaşmasına neden olmuştur (Mathieson, 1991; Riemenschneider ve Hardgrave, 2001; Lim ve Ting, 2012; Chen et al., 2011; Lederer et al., 2000, s. 269).

Bilgi ve iletişim teknolojilerindeki gelişmelerin bir diğer önemli etkisi ise küresel ticari faaliyetlerin dönüşümü noktasında yaşanmış (Rachmawati, 2020), çevrimiçi alışveriş olgusu neredeyse tüm dünyada yaygınlaşmaya başlamıştır (Ofori ve Appiah-Nimo, 2019). Hızla ilerleyen çevrimiçi alışveriş faaliyetleri ve sahip olduğu büyük potansiyel, işletmelerin ve pazarlama profesyonellerinin tüketicilerin çevrimiçi satın alma davranışlarını tahmin etme yönündeki isteğini de artırmıştır (Curkan, 2019). Bu anlamda, çevrimiçi alışveriş faaliyetlerinde, internet teknolojilerine dayalı altyapısı gereği, teorik temel olarak TKM'den yararlanılması anlaşılabilir olarak değerlendirilmektedir (Pavlou, 2003). Bu doğrultuda mevcut araştırmada online alışveriş uygulamalarının Teknoloji Kabul Modeli çerçevesinde ele alındığı çalışmaların sistematik bir literatür taraması yoluyla ortaya konulması amaçlanmaktadır.

Literatür taraması, tüm araştırma süreçleri için önemli bir adımı temsil eder. Öyle ki bir anlamda literatür taraması ile ilgili akademik alan haritalandırılmakta ve ortaya çıkan görüntü değerlendirilerek yeni çalışmaların kapsam ve hedefleri buna göre şekillenmektedir (Tranfield et al., 2003). Araştırmanın verileri, TAM ile online alışverişi ilişkilendiren ampirik çalışmalardan toplanmıştır. Bu bağlamda, ilgili kaynakları bulmak için 6 anahtar kelime: Teknoloji Kabul Modeli, Genişletilmiş Teknoloji Kabul Modeli ve online alışveriş Türkçe versiyonları ile birlikte kullanılmıştır. Bu çalışmada Çukurova Üniversitesi kütüphanesinde ve Google Scholar platformlarında yer alan Library EBSCOhost, JSTOR Journals, DergiPark, Scopus, ScienceDirect, Academic Search Ultimate, SAGE Journals Online, Springer Link, Taylor & Francis ve TR Index gibi çeşitli veri tabanlarından yararlanılmıştır. araştırma amacıyla literatürü taramak. Araştırma, 2000-2023 (Nisan) arasındaki 23 yıllık süreçte yapılan çalışmalarla sınırlıdır.

Sonuçta belirli anahtar kelimeler üzerinden farklı akademik veritabanları taranarak elde edilen yaklaşık 1000 çalışma arasından 130 çalışma seçilmiştir. Araştırma bulgularına göre, çalışmalarda kullanılan örneklem sayısının büyük farklılıklar gösterdiği belirlenmiştir. Öyle ki literatürde 34 ile 5500 kişi arasında farklı örneklem sayıları ile yapılan çalışmaların varlığı tespit edilmiştir. Bu bulgunun gelecekte benzer çalışmaların tasarlanması sürecinde örneklem seçimi konusunda fikir verdiği ve bu noktada son derece esnek olunabileceğini ortaya koyduğu söylenebilir. Çalışmaların 48'inin tek yazarla yürütüldüğü görülmektedir. Ancak geri kalanın büyük bir bölümünün 2 veya daha fazla yazar tarafından yürütülen araştırmalar olması dikkat çekicidir. Öyle ki 6 yazarın dahi bir araya geldiği çalışmaların varlığı tespit edilmiştir. Bu anlamda online alışveriş uygulamalarının TAM kapsamında ele alındığı çalışmaların bireysel ya da toplu çalışma biçimleri izlenerek yürütülebileceği fikri elde edilmiştir. Araştırmanın yapıldığı yıllara göre elde edilen bulgulara bakıldığında 2000-2023 yılları arasında yapılan 130 çalışmanın yıllar itibariyle artan ve azalan bir seyir izlediği görülmektedir. Bu anlamda 2000'li yılların başında yüzde 5'in altında olan çalışma sayısı 2003-2009 yılları arasında yüzde 7'ye çıktı. 2019-2021 yılları arasında ise çalışma sayısında gerçek bir artış yaşandı. İlgili yıllarda araştırmaların yüzde 10 ve yüzde 20'lere kadar çıktığı dikkat çekiyor. Özellikle bu iki yılda yapılan çalışma sayısındaki önemli artışın en önemli nedeni olarak Covid-19 pandemisinin patlak vermesi gösterilebilir. Günlük yaşam pratiklerinin büyük ölçüde uzaktan yürütüldüğü bir dönemi temsil eden ilgili yıllarda teknoloji kullanım oranları arttıkça, bu kapsamda TAM kullanılarak yapılan akademik çalışmaların sayısında da önemli bir artış oldu. Ayrıca araştırma türlerine ilişkin bulgulara bakıldığında makale türünün 130 çalışma arasında başı çektiği görülmektedir. Nispeten az sayıda yüksek lisans ve doktora tezi yapılmıştır. Bu anlamda TAM kapsamındaki online alışveriş uygulamalarının daha çok makale gibi kısa süreli araştırmalarda tercih edildiği söylenebilir. Öte yandan TAM kapsamında dünyanın birçok farklı ülkesinde online alışveriş konusunun araştırma konusu olarak ele alındığı söylenebilir. Ancak Türkiye, Amerika ve Hindistan gibi

ülkelerin konuya daha çok ilgi gösterdiği söylenebilir. Ayrıca bu noktada Türkiye ve ABD için özel bir parantez açmak gerekebilir. İki ülkenin araştırma sayıları incelendiğinde diğer ülkelerin çok önünde oldukları görülmektedir. Bu durum, Türkiye ve Amerika Birleşik Devletleri'ndeki online alışveriş uygulamalarının diğer ülkelere göre daha büyük ve hızlı bir gelişme gösterdiği veya daha fazla potansiyele sahip olduğu şeklinde yorumlanabilir. İlgili ülkelerdeki toplumların online alışveriş tercihlerindeki artış, akademik çevrelerin ilgili konuyu TAM kapsamında ele alması için bir teşvik olarak değerlendirilebilir. Ayrıca elde edilen bulgulara göre faktör belirleme, model geliştirme ve TAM'ın geçerliliği gibi amaçların araştırmalarda en çok kullanılan temaları temsil ettiği söylenebilir. Bu anlamda TAM kapsamında online alışveriş uygulamalarını kullanma ve tercih etme nedenlerini anlamlandırma ve anlama amaçlarının ön plana çıktığı görülmektedir. Bunların yanı sıra kullanılan araştırma yöntemleri açısından nitel ve karma yöntemlerin de kullanıldığı tespit edilse de bugüne kadar en çok nicel yöntemin kullanıldığı tespit edilmiştir. Bu anlamda TAM ve online alışveriş kombinasyonları için nicel örüntünün daha uygun olduğu düşünülebilir. Böylece bu düşünceden hareketle ileriki çalışmalarda tercih edilecek yöntem açısından önemli bir fikir edinildiği söylenebilir. Ayrıca veri toplama aracına ilişkin bulgular, TAM kapsamında online alışveriş süreçlerinin araştırılmasında açık ara en çok tercih edilen tekniğin anket olduğunu göstermektedir. İster yüz yüze ister çevrimiçi olsun anketin diğer veri toplama tekniklerine göre tercih edilmesinin en önemli nedenlerinden biri nicel araştırmalarda tercih edilmesi olabilir. Ayrıca TAM ve online alışveriş uygulamalarının çoğunlukla nicel araştırma yöntemleriyle tasarlandığını çalışmanın bulgularında daha önce ortaya koymuştuk. Ayrıca TAM kapsamında bir veri toplama tekniği olarak online alışverişin incelenmesinde anketin sorular ve cevaplar arasındaki uyumun doğası gereği uygun olduğu düşünülebilir. Son olarak kullanılan analizlere ilişkin bulgulara göre yapısal eşitlik modelinin en çok kullanılan analiz olduğu görülmektedir.