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Determinants of Behavioral Adoption in Influencer Marketing Platforms: The Roles of Perceived Ease of Use, Usefulness, Satisfaction, and Trust

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ABSTRACT

Influencer marketing has become a dominant strategy for engaging consumers on social media platforms such as TikTok, Instagram, and YouTube. This study investigates the factors that drive users' behavioral adoption of influencer-driven content and platforms, drawing on the Technology Acceptance Model (TAM) and its extensions. Building on a review of influencer marketing literature and empirical analysis, the research examines the relationships among Perceived Ease of Use (PEU), Perceived Usefulness (PU), Satisfaction (S), Trust (T), and Behavioral Adoption (BA). Results reveal that PEU exerts the strongest influence on BA, indicating that intuitive interfaces and low complexity are critical to encouraging adoption. Satisfaction emerges as the second-most significant factor, suggesting that positive user experiences foster ongoing engagement. PU also contributes to adoption, though its effect is weaker than that of PEU. Trust shows a moderate but meaningful impact, underscoring the importance of credibility and security in sustaining long-term participation. These findings provide practical guidance for marketers and platform designers seeking to enhance user acceptance of influencer-based campaigns.

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INTRODUCTION

Influencer marketing entails marketing goods and services to consumers who have an effect on the purchasing choices of others. This market impact usually derives from an individual's credibility and dedication. (Brown & Hayes, 2008) mentioned that Influencer Marketing is the most important new approach to marketing in a decade. It shows that key decision makers in all major markets operate within communities of influencers. Large and small businesses spend billions of pounds each year on influencing what they think are their influencer. according to the (Ranga & Sharma, 2014), the use of popular personalities to target mass customers through social media channels like Facebook, Twitter, YouTube and television.

The objective of the paper is to throw light on the emerging concept of Influencer Marketing in the today's competitive era. Marketing to an audience of industry leaders is similar to word-of-mouth marketing, but it does not focus solely on specific advice. Marketers are pushing to get a brand identity of customers to improve the behavior of consumers (Kozinets et al., 2010).(Martínez-López et al., 2020) pointed out the Proper use of influencer marketing

is a cost-effective means of advertising products, individuals or ideas, adding innovative material to the business and providing the opportunity to meet target audiences in a natural way. An influencer has the ability to effect others' transactions. These individuals are not really marketing vehicles but rather mutual relations in which brands can work to accomplish their marketing goals (Johansen & Guldvik, 2017).

The majority of those promotions will be focused on social media today. Industry professionals and thought leaders may also be prominent and hold significant part in brands.(Kádeková & Holienčinová, 2018) mentioned types of agencies have been developed around the world to encourage consumer to comment on their experiences on the site. That is a modern marketing technique. Content Corporation splits influencers into four categories. As examples, Blogger is a person who owns a blog of their passion. A blogger generates original and accurate material on a collection of articles on the internet.

These articles are also posted on social networking platforms. YouTube holds large number of followers via their blogging activities on. Celebrities are also called celebrities owing to any exceptional action or exhibition. By way of media popularity, this individual is prominent. With hundreds of thousands of fans on different social networking sites, these celebrities have more supporters to post their personal encounters and unique details about them. Instagram is something which has been able to accumulate several fans by sharing stunning and excellent images. This celebrity is not a traditional one. One of the most critical criteria for any advertisement is that it is geared at the kinds of individuals you think will become your clients. In influencer marketing, you could rely on a select community of prominent users who cater to your target audience. In order to reach the millennial generation, it may be a smart move to collaborate with influencers on TikTok. Just like YouTube, TikTok's key function is video sharing. Youtube influencer promotions will entail influencers creating, posting, and occasionally live streaming videos that will in a manner support the brand and render it appealing to their fans.

TikTok started with two independent services, WeChat and Xiaozi, both originating in China. This app, known as Douyin in China, was first called TikTok internationally. The app TikTok/Douyin initially finds most of its backers in Asia. That was the other app like Musical.ly. It is an app like "TikTok" and "Douyin", but instead of a crew of Chinese developers it had a foreign squad of developers from America. Over the past year, TikTok made a transaction (adding Musical.ly) to improve their total viewers. Outside China, they did a rebranding of their merged game, TikTok. These two companies still now run their initial Douyin app in China. The Q&A on musical.ly is that they are liked by Generation Z, when they found a relatively high amount of people to download their applications from their cell phones. As one of the most downloaded social applications of its period, TikTok is one of the most downloaded apps in the world, with significantly more downloads than the better-known Instagram. With too much success, we are witnessing the emergence of another video – driven sharing platform. Similar to Twitter, it falls short in several respects, but is intended to be the 'little brother' of a social network similar to Facebook.

According to (Haenlein et al., 2020) Influencer marketing represents a $10 billion industry in 2020 and is becoming of growing importance for many companies, particularly those working in a business-to-consumer setting. Few companies in the apparel, makeup, travel, food, or liquor industries are operating ad strategies these days that do not contain, at least to some share, a partnership with famous users on platforms such as Instagram and TikTok (Owinsky, 2020). Many brand managers are used to utilizing numerous other types of advertising, but they don't go as far into these channels as they can, and furthermore, some of them don't grasp these platforms as well because the information is rapidly evolving. To help put to rest any questions about the essence of marketing of this sector, this article would include an introduction to some of the channels including Facebook, Twitter, Instagram that have

been listed as the most relevant by marketers. The tool will then provide recommendations for companies who wish to make influencer marketing a bid, and will also answer practical questions about how to find the best influencers to partner with.(L. Hu, 2020) in her text offers a theoretical and methodological discussion of problems in foreign digital marketing in China from a cultural viewpoint.

Divided into two key sections, it starts with an examination of China's cultural characteristics and business climate, with a special focus on the Chinese digital background. The book goes on to present our initial scientific findings contained in our research report and an inquiry into paths that our multinational companies ought to pursue in the fashion industry. The two billion Internet users in China, who account for approximately half of the world's internet users, and the e-commerce business value of one thousand billion US dollars in China, account for half of all e-commerce activity. At first, this market may appear exciting, but there are a number of considerations that should be weighed before entering into foreign industry. In order to better grasp the Chinese digital economy, the book dissects certain digital technologies that Western businesses come up with, and the user behavior habits of Chinese customers.

During the last few months, COVID-19 has been has distributed in the nation, uniting us all to share a common experience that has posed the question of insecurity within our communities. As China has assumed the forefront when it comes to resolving the crisis. have seen the frontlines of the economic conditions since COVID-19. According to the group article (Antonio Achille, Caleb Balloch, LambertBu, Cherry Chen, Guang Chen, LucilleChen, Will Enger, Johnny Ho, Xin Huang, Daniel Hui, Dymfke Kuijpers, Nick Leung, Lavonda Li, Joanna Mak, Joe Ngai, FelixPoh, David Pountney, Alex Sawaya, SteveSaxon , Jeongmin Seon, n.d.) social shifts, and along with them comes the reoccurrence of the pandemic precipitated the signs. Efforts in order to stabilize the domestic economy. The phase of decontamination is still ongoing, while China's first quarter's Gross Domestic Product declined by 6.8%. According to government statistics, the majority of these happened last year. Simulations, our calculations indicate the economic effects of this intervention. operation could have bottomed out in the first quarter of 2010. Once workers are getting stronger, more significant changes will arise. Now China has changed the economic landscape in its region.

This study aims to analyze the principal aspects that affect consumers' behavioral adoption of influencer marketing platforms. This research examines the influence of perceived ease of use, perceived usefulness, satisfaction, and trust on adoption behavior, utilizing the Technology Acceptance Model (TAM) and its extensions. This study analyzes survey data across industries to offer theoretical insights and practical assistance for marketers, businesses, and platform designers aiming to improve user engagement and long-term adoption of influencer-driven content in dynamic digital environments.

LITERATURE REVIEW

Technology Acceptance Model

The technology acceptance model surrounds how an individual's acceptance of a technology isbased on v arious barriers (cost, benefits, psychology) and the degree to which the individual seeks to form or sustain helpful and dependable relationships with the system(“Technology Acceptance Model: A Survey of Literature,” 2013).

Perceived usefulness

Perceived usefulness is how effective a person thinks a system will be at helping them do their job, while p erceived ease of use is how much effort they feel it will take to use the system(Davis, 1989). TAM, as an intention-based model built for explaining user acceptance of information technology is one of the most influential theories of information systems. Compared to other models, one of the key merits of TAM is its IT-specificity, that is, it is explicitly designed to discuss user acceptance of IS technology. As well, the model has yielded several empirically validated results.(P. J. Hu et al., 1999). TAM (Theory of Acceptance and Implementation) has proved useful in helping to understand and explain how information systems are obtained and implemented (Venkatesh & Davis, 2000). Although social media is more than just a framework, TAM is a useful guide for polling B2B companies in this report, but takes some of the obstacles mentioned above into consideration.

H1- Perceived usefulness is positively affecting using social media marketing in B2B

Perceived ease of use

In 1989, Davis established the Technology Acceptance Model (TAM), which emphasizes perceived ease of use (PEU). It means "the degree to which an individual believes that employing a particular system would necessitate minimal effort" (Davis, 1989, p. 320). Research shows that perceived ease of use (PEU) strongly influences customers' technology adoption decisions by altering their views of utility and satisfaction (Venkatesh & Davis, 2000). Customers are more inclined to employ an intuitive, user-friendly technology in their daily activities.

Perceived ease of use (PEU) boosts user satisfaction and trust, encouraging behavioral adoption in digital marketing and social media (Gefen et al., 2003). Empirical studies show that perceived ease of use (PEU) mediates Technology Acceptance Model (TAM) frameworks by predicting direct adoption and enhancing perceived usefulness (PU) (Venkatesh & Bala, 2008). Optimizing user interfaces, minimizing cognitive load, and providing clear instructions improve consumer and B2B adoption rates, according to literature.

H2- perceived ease of use is positively affecting using social media marketing in B2B

Customer satisfaction

Technology and social media adoption depend on customer satisfaction. The user's overall positive opinion of a system or platform is called satisfaction (Bhattacherjee, 2001). The Technology Acceptance Model (TAM) and its extensions view contentment as a key post-adoption characteristic that affects customers' digital engagement and behaviour (Venkatesh & Goyal, 2010). Satisfaction boosts behavioral objectives and loyalty, increasing social media participation.

Social media happiness comes from perceived utility, user-friendliness, and trust, which boost self-esteem and enjoyment (Zhou, 2011). Studies show that satisfied customers are more likely to spread positive word-of-mouth, participate in online communities, and adapt their behaviour to social media platforms (Kang & Schuett, 2013). Thus, consumer happiness drives behavioral adoption and mediates system quality perceptions and ongoing involvement.

H3 – customer satisfaction has a positive affect on social media behavior adaption

Customer Trust

The ever expanding popularity of ecommerce demands further research on generalized trust(Qu et al., 2015). This is especially true in the B2B buyer journey where brand is created across digital channels and confidence is gained through interaction and communication. Most businesses we engage with are based on money, and that money is not as important as trust. Money is used to promote transactions. Trust is the currency of transactions. The purchasing cycle for B2B goods is complex: in addition to internal discussions, consumers can seek references, demo, consult third parties and review customer feedback in the process of considering a purchase. The B2B market forces marketers to ensure that confidence is built with their prospects to increase brand interaction.

There is a risk that both sides may be dishonest with each other, or there are always chances that the other party has different interests. One critical element in a good partnership is the trust between two people. As appropriate, this trust has to occur between a person and their spouse (Conway & Swift, 2000). 16 Without confidence in a relationship, it cannot grow. Without trust between the partners, the partnership will not be beneficial to either side. (Wilson, 1995) mentioned the confidence is the belief that one can depend upon a person, institution, or practice. The principle of trust in economic transactions includes the presumption that parties will make good faith efforts to abide by agreements, not take advantage of each other in negotiations, and be frank with one another (Gil-Saura et al., 2009). It is a required component since written contracts and agreements do not cover all facets of a relationship (Dwyer et al., 1987). Furthermore, trust can be seen as a factor of position honesty, reliability, communication, and relational norms (Barry & Crant, 2000). Trust is a prerequisite for enhanced engagement of the parties (Skarmeas et al., 2016).

H4- customer trust has a positive affect on social media behavior adaption

Social media behavior adaption

As businesses see social media's potential for relationship building, branding, and lead generation, academic interest in its use has grown. Business-to-business (B2B) adoption is driven by strategic considerations like trust, credibility, and information exchange, unlike B2C adoption, which is often driven by hedonic incentives and entertainment value (Siamagka et al., 2015). According to Michaelaelidou et al. (2011), B2B enterprises use social media to boost stakeholder communication, market awareness, and thought leadership, which promotes behavioral adoption.

The Technology Acceptance Model (TAM) and its extensions help explain B2B social media behavioral adoption by emphasizing perceived usefulness, simplicity of use, contentment, and trust (Venkatesh & Davis, 2000). Research shows that decision-makers are more likely to use social media platforms if they see them as beneficial to corporate goals and easily integrated into present procedures (Lacoste, 2016). In B2B digital contexts, customer trust is crucial since long-term connections and reputational capital influence adoption (Qu et al., 2015). Thus, B2B social media adoption is complex and influenced by technology and relationships.

RESEARCH METHODOLOGY

The research using quantitative survey data, we were able to examine the differences in social media adoption rates between IT, Educational and agricultural industrial B2B businesses.

The survey (see the appendix) consisted of closed-ended questions in Dutch with numerous response options and 5-point Likert-type scales, as well as open-ended questions in English and chinese languages . Initially, companies were questioned whether they used social networking platforms. Their motivations for using (or not using) social media, as well as their objectives and perceived (dis)advantages, satisfaction ,trust and Behavioral Adoption were then surveyed in response to questions drawn from the literary canon. In addition, we questioned the perceived utility and simplicity of use of the product. We used the SPSS statistical package to examine the data. There were nominal and ordinal data frequency tables utilized in this study. The data from scales, in the form of Likert-type scales, assessing respondents' thoughts, was examined using various methods.

RESULTS AND DISCUSSION

Reliability Test

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
.893	5

One of the test which can ensure the stability and consistency of the measures and help to assess the 'goodness' of a measure is reliability test. Reliability in research relates to the consistency of results over a period of time. A scale is called reliable if it produces consistent results when repeated measurements are made (Hair, et al., 2004). The results from Table 2 indicated that the Cronbach alpha for all the four constructs were well above 0.7 as recommended by Cavana et al. (2001). Cronbach's alpha for the five constructs compounded and recived the overall Cronbach's Alpha value is 0.893.

In conclusion, it can clearly be seen that the scores of the Cronbach's alpha for all the constructs used in this research are well more than 0.70 and this confirmed that the measurement scales used for measurement of the constructs were stable and consistent, therefore the reliability

of the constructs were confirmed.Given that the Cronbach's Alpha value in this case is 0.893, it can be interpreted as high internal consistency, suggesting that the items on the scale are highly correlated with one another. This indicates that the scale is reliable and consistently measures the underlying construct it is intended to assess.

Validity test

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.765
Bartlett's Test of Sphericity	Approx. Chi-Square	1.201E3
	df	10
	Sig.	.000

A Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity were conducted to assess the suitability of the data for factor analysis.

Kaiser-Meyer-Olkin (KMO) Measure: The KMO value was 0.765, which is above the commonly accepted threshold of 0.6, indicating that the data is adequate for factor analysis. According to Kaiser (1974), values above 0.7 are

considered good, and values above 0.8 are considered excellent.

Bartlett's Test of Sphericity: The result of Bartlett's test was significant ($\chi^2 = 1201.0$, df = 10, $p < 0.001$), suggesting that the correlation matrix is not an identity matrix and that there are sufficient correlations between variables to proceed with factor analysis.

Table 3. **Correlations**

		PU	PEU	S	T	BA
PU	Pearson Correlation	1	.699**	.797**	.521**	.449**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	300	300	300	300	300
PEU	Pearson Correlation	.699**	1	.803**	.598**	.845**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	300	300	300	300	300
S	Pearson Correlation	.797**	.803**	1	.644**	.618**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	300	300	300	300	300
T	Pearson Correlation	.521**	.598**	.644**	1	.435**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	300	300	300	300	300
BA	Pearson Correlation	.449**	.845**	.618**	.435**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	300	300	300	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation of Results:

1. **Perceived Usefulness (PU):**
   - PU is significantly correlated with PEU ($r = 0.699$, $p < 0.001$), Satisfaction (S) ($r = 0.797$, $p < 0.001$), and Trust (T) ($r = 0.521$, $p < 0.001$). This indicates that PU is positively related to these variables. The strong correlation with Satisfaction suggests that users who find a system useful are likely to be more satisfied with it.
   - PU also shows a moderate positive correlation with Behavioral Adoption (BA) ($r = 0.449$, $p < 0.001$), implying that higher perceived usefulness is associated with a greater likelihood of adopting the behavior.
2. **Perceived Ease of Use (PEU):**
   - PEU shows strong positive correlations with PU ($r = 0.699$, $p < 0.001$), S ($r = 0.803$, $p < 0.001$), and T ($r = 0.598$, $p < 0.001$), suggesting that users who find a system easy to use also perceive it as more useful and experience higher satisfaction and trust.
   - PEU has a very strong positive correlation with Behavioral Adoption (BA) ($r = 0.845$, $p < 0.001$), indicating

that ease of use is a major factor driving adoption behavior.

3. **Satisfaction (S):**
   - Satisfaction is significantly positively correlated with PU ($r = 0.797$, $p < 0.001$), PEU ($r = 0.803$, $p < 0.001$), and T ($r = 0.644$, $p < 0.001$), meaning that satisfaction increases with higher perceived usefulness, ease of use, and trust.
   - Satisfaction also has a moderate positive correlation with Behavioral Adoption (BA) ($r = 0.618$, $p < 0.001$), suggesting that higher satisfaction is linked to a greater likelihood of behavioral adoption.
4. **Trust (T):**
   - Trust is positively correlated with PU ($r = 0.521$, $p < 0.001$), PEU ($r = 0.598$, $p < 0.001$), and S ($r = 0.644$, $p < 0.001$), indicating that trust is associated with greater perceived usefulness, ease of use, and satisfaction.
   - Trust has a moderate positive correlation with Behavioral Adoption (BA) ($r = 0.435$, $p < 0.001$), suggesting that higher trust in a system leads to a higher likelihood of adopting the behavior.
5. **Behavioral Adoption (BA):**
   - BA shows the strongest correlation with PEU ($r = 0.845$, $p < 0.001$), suggesting that ease of use is the most influential factor in determining whether users adopt the behavior.
   - BA is also positively correlated with PU ($r = 0.449$, $p < 0.001$), S ($r = 0.618$, $p < 0.001$), and T ($r = 0.435$, $p < 0.001$), though to a lesser degree.

Conclusion

Perceived Ease of Use (PEU) has the strongest relationship with Behavioral Adoption (BA), followed by Satisfaction (S), suggesting that ease of use and user satisfaction are crucial factors driving behavioral adoption. Perceived Usefulness (PU) also plays an important role, though its influence on Behavioral Adoption (BA) is weaker than that of PEU. Satisfaction also has a moderate positive correlation with Behavioral Adoption (BA) suggesting that higher satisfaction is linked to a greater likelihood of behavioral adoption. Trust (T), while positively correlated with all variables, has a moderate relationship with Behavioral Adoption (BA). The significant correlations among PU, PEU, S, T, and BA support the idea that user perceptions, satisfaction, and trust are key factors influencing the likelihood of adopting a behavior.

Recommendations

Research findings suggest that perceived ease of use (PEU) is the most influential factor driving behavioral adoption, followed by user satisfaction. This indicates that systems or technologies that minimize complexity and provide intuitive interfaces are more likely to be adopted (Davis, 1989; Venkatesh & Davis, 2000). Satisfaction also plays a critical role, as positive user experiences enhance the likelihood of continued usage and adoption (Bhattacherjee, 2001). While perceived usefulness (PU) is important, its influence appears weaker than that of ease of use, highlighting that practical functionality alone may not be sufficient without user-friendly design. Additionally, trust—though exerting a moderate effect—remains essential for building long-term acceptance, especially in contexts where data security or reliability are concerns (Gefen, Karahanna, & Straub, 2003). Collectively, these results underscore that adoption is shaped not only by usefulness but also by perceptions of simplicity, satisfaction, and trust, aligning with extensions of the Technology Acceptance Model (TAM).

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Practical implications

The findings underscore the significance of intuitive design and user-friendly interfaces in facilitating adoption. Marketers and platform developers must prioritize user-friendliness, simplify interfaces, and minimize complexity to enhance engagement. Improving satisfaction via positive user experiences and establishing credibility and trust can further promote adoption. Companies implementing influencer techniques must equilibrate functional utility with emotional and trust-related elements to optimize behavioral adoption in both B2B and B2C environments.

Social implications

Influencer marketing platforms influence consumer choices and also cultivate online trust, credibility, and digital community involvement. The study highlights the significance of accessible, transparent, and inclusive platforms by illustrating how ease of use and satisfaction promote adoption. These insights can assist policymakers and digital communities in cultivating responsible influencer behaviors that promote ethical communication, safeguard user trust, and enhance digital literacy, thereby contributing to more robust online ecosystems.

Research limitations

This study is constrained by its non-random online survey sample, thereby diminishing generalizability across various businesses and geographies. Possible concerns encompass self-selection bias, inadequate responses, and technical obstacles during survey execution. Although reliability and validity assessments indicate robustness, the data must be regarded with caution. Future study should utilize bigger, randomly selected samples and incorporate longitudinal or cross-cultural designs to enhance validity and reveal more profound behavioral patterns in the adoption of influencer marketing.

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