

# Analyze TAM On Social Media Adoption Among Dentists In Klang Valley, Malaysia.

- **Author(s):** Vijayaletchumy Krishnana ,Wan Mohd Hirwani Wan Hussainb
- **Abstract:** This study focuses on the factors that influence dentists' intention to adopt social media for their dental practices. Social media marketing are the emerging digital communication channels which provide information sharing grounds by helping users to distribute and consume information. In today's world, usage of social media by all organisations except dentistry is growing tremendously. The adoption of social media by dentistry has received less attention. Since investments in these technologies are increasing, it is important to investigate the dentists' intention to adopt social media for their dental practices. Dentists may use the social media to potentially improve health outcomes, develop a professional network, increase personal awareness of news and discoveries, motivate patients and provide health information to the patients. Therefore, in this study, Technology Acceptance Model (TAM) and customers' pressures take into consideration for social media adoption. Based on the result, all hypotheses are accepted after analyse data from 254 respondents and the results of the quantitative analysis helps dentists to understand the benefits of social media usage and provide justification for social media investments in their dental practices. Limitation and future studies have also been discussed.
- **Keywords:** Dentists' intention, Social media marketing, Technology Acceptance Model (TAM)