

ONLINE SHOPPING CONSUMER BEHAVIOUR: APPLICATION UTAUT2 MODEL

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Abstract

The present research suggests that online marketers need to take some steps to reduce the perceived risk, and the researcher's first suggestion is to improve brand familiarity, which is a much-needed thing. The present study uses the UTAUT2 model with perceived risk and trust, which is widely accepted by research mainly because it can explain the high amount of variance in buying intent and usage behaviour.

Keyword - Buying intention, perceived trust, consumer behaviour Introduction.

Introduction

An instance of electronic commerce is online purchasing. Customers can immediately purchase goods or services from a seller over the Internet using a web browser or a mobile app, which is one of the most frequently employed methods for convenient shopping. Customers can find a product on the internet by going directly to the retailer's website or by using a shopping search engine to look up alternative sellers. It is a known fact that the online community prefers this method of shopping. No matter what you're buying—clothes, electronics, or even pets—online shopping is a growing trend. 2020 shopping trends Customers use a variety of laptops, tablets, and computerised smart phones to conduct their online shopping. Every year, hundreds of websites and applications are created to meet this growing need. For online purchases, a separate type of payment technique is utilised. Customers that buy things online benefit from online shopping since it is convenient and comfortable.

The six main drivers of the UTAUT model are (i) performance expectancy, (ii) effort expectancy, (iii) social influence, and (iv) enabling factors impacting (v) behavioural intents and (vi) usage behaviour of individuals towards technology acceptance in the workplace. In 2003, Sheehan et al. framed four constructions. The factors that directly influence behavioural intents and user acceptance include performance expectations, effort expectations, social influence, and facilitating situations. They steer clear of technological views, self-efficacy, and anxiety since, as they clearly explain, these factors do not directly influence behavioural intentions.

The UTAUT is built upon a conceptual and empirical synthesis of the models that offer a theoretical viewpoint when examining the adoption of online shopping. For essential determinants, they have also used a new technology. Additionally, a variety of factors are used. End users' unfavourable affective reaction to new technology is anxiety. Due to the inherent hazards and dangers of internet shopping, this environment is very conducive to customer anxiety. Trait anxiety, state anxiety, computer anxiety, damage anxiety, and social anxiety are the five categories into which anxiety is separated. The personality traits of a person are referred to as their trait anxiety. State anxiety is the term used to describe a person's momentary emotional anguish. Any task involving a computer is considered to be computer-related. When a customer experiences social anxiety, they may act fearfully or aggressively when making an online purchase. In the context of online purchase, damage anxiety is defined as the absence of interpersonal connections, tangible inspection, information symmetry, mutual sales contracts, and reliable security.

Application of UTAUT and UTAUT2 model

Al-Qeisi and Al-Abdallah (2014) use the UTAUT model and experience to explain online banking consumer behaviour. Liu et al. (2007) use the UTAUT model to study Student Perceptions in Software course acceptance.

Hussain and Kumar (2021) use the UTAUT model with perceived risk. Hurriyati et al., (2020) apply UTAUT to study mobile phone usage. UTAUT model applies in various fields: for the primary bank (Jeung & Park 2017); for students IT adoption (Suki & Suki., 2018); online consumer familiarity (Chang, Fu, Jain., 2016); smart wear (Sung & Sung 2015); mobile payment (Khalilzadeh et al., 2017). Lin, Wang, Hwang et al., (2010) uses UTAUT2 model with perceived risk and perceived trust in mobile payment in the UK.

UTAUT2 also suggests that performance expectancy is the strongest predictor of intention (Venkatesh et al., 2012). Wang and Yi (2012) also suggest that PE has a strong influence on behaviour intention. Chang et al. (2016) make study online apparel consumer in India and suggest that perceived usefulness have a significant influence on their online buying intention. Performance expectancy has positively influenced behavioural intention to use mobile shopping apps users in India (Tak & Panwar 2017). PE has been proved to significantly affect the consumer behavioural intention in m-commerce (Chong, 2013), mobile internet (Venkatesh et al., 2012). Chang et al. (2016) suggest performance expectancy has a positive influence on consumer's website familiarity and it has an insignificant negative influence on perceived risk. PE positively affects behavioural intention to use mobile payment is reported by (Slade, Dwivedi, Piercy, & Williams, 2015). Online purchase intents were greatly influenced by customer expectations or realizations of the utilitarian value associated with online buying, such as time savings, deal hunting, round-the-clock convenience, wide product availability, and hassle-free purchasing (Celik et al., 2011). The UTAUT also contends that age and gender have a moderating effect on PE influence. According to a study by Venkatesh et al. (2003), younger men are more likely to experience this effect than women and older users because they are more motivated by instrumental benefits, concerned about performance achievement, desirous of task success, and skilled at learning about or using technology (Venkatesh et al., 2003; Arning and Ziefle, 2007; Morris et al., 2005).

Specific Objectives

To assess performance expectancy influence on online shopper buying intention.

To assess the Effort expectancy role in online shopper buying intention

To assess the facilitating condition role in online shopper buying intention

To assess the hedonic motivation role in online shopper buying intention

To identify the factors which are influencing the online shopper perception (perceived trust and perceived risk)

Research Approach

There are two basic approaches to research, viz., quantitative approach and the qualitative approach. The quantitative approach involves the generation of data in the quantitative form, which could be analysed and interpreted quantitatively" (Kothari, 2008). The quantitative approach further can be classified as inferential, experimental, and simulation approaches on the basis situation/method they were applied. In this research, the researcher follows the inferential approach to the research work, in which the researcher forms a database and try to infer the characteristics of the population. The present study was made on a sample basis and examined its characteristics and then inferred that the population has similar characteristics.

We reached out to 217 responders in all. 17 of the 200 respondents out of the total were uninterested in replying or ran out of time, which is why this analysis is being done. In the end, 200 respondents were selected as the sample for the study. Covering all shoppers who visited malls was not practical. 200 randomly chosen customers were thus chosen for the study's focus. The sample was chosen using a sampling random approach.

Questionnaire Construction

The quality of behavioural studies is dependent on the questionnaire's ability to gather information from the respondent. The present study uses a scheduled questionnaire that consists of two parts.

The first part of the questionnaire contains 12 questions designed to gather information about the respondents' demographic variables such as age, sex, experience, marital status, etc., and the second part contains 40 questions designed for measuring the behaviour, characteristics, and performance of the concern. The second part of the questions was designed on a five-point Likert scale. Effort expectancy and performance expectancy consists of four items and five items and most of them were adopted by Venkatesh et al., (2003). Facilitating Conditions (FC) consist of four items that were adopted from Yang and Forney (2013). Perceived Risk (PR) consist six items which were adopted by Pavlou (2003). Perceived trust (PT) consists six items which was adopted Hurriyat et al., (2020). Social influence consists four items which was adopted Ajzen (1985). Measured Structural equation model (AMOS 21) Measured Structural Equation Modelling (MSEM) and Structural Equation Modelling are some of the noticeable methods to fulfil the research requirements of modern researchers, especially after usage AMOS software. The present study also uses MSEM and SEM.

Research hypotheses

- H1. Performance expectancy has a significant impact on online apparel shoppers buying intention
- H2. Effort expectancy has a significant impact on online apparel shoppers buying intention
- H3 Facilitating condition significantly affects the online apparel shoppers' intent to purchase.
- H4 social norms have a significant impact on buying intention of the online apparel shoppers
- H5 perceived risk significantly affects the online apparel shoppers' intent to purchase.
- H6. Online apparel buyers' buying intentions are significantly impacted by H6 perceived trust.
- H7 perceived trust has a significant impact on buying behaviours of the online apparel shoppers
- H8 buying intention has a significant impact on buying behaviours of the online apparel shoppers

Measured Structural equation model (MSEM)

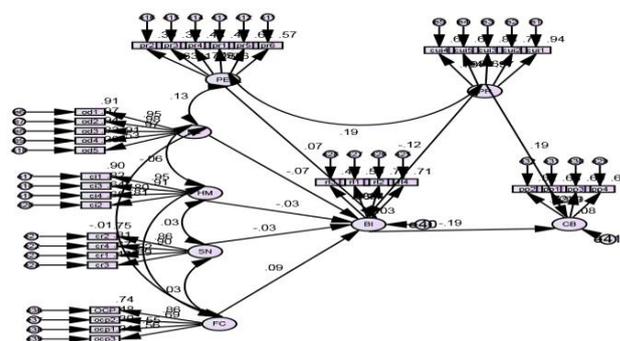


Figure 1

Table 1 – MSEM Results

S.no	Endogenous Variable		Exogenous Variable	Estimate	S.E.	C.R.	P
H2	Buying intention	<---	Effort expectancy	-.070	.074	-.937	.349
H3	Buying intention	<---	Facilitating condition	0.237	.093	-2.632	.011
H4	Buying intention	<---	Social norms	-.130	.070	-.434	.105
H1	Buying intention	<---	Performance expectancy	.173	.159	1.086	.277
H5	Buying intention	<---	Perceived risk	-.099	.124	.796	.426
H6	Buying intention	<---	Perceived trust	0.093	.062	01.492	.136
H8	Consumer behaviour	<---	Buying intention	0.227	.093	2.432	.015
H7	Consumer behaviour	<---	Perceived trust	.175	.071	2.460	.014

Results and interpretation:

H1 is rejected and it suggests that Performance expectancy has less impact on buying intention of online apparel shoppers. H2 is rejected at the value of 0.349. it implies that effort expectancy has also failed to have a significant influence on buying intention. H3 is accepted at a sign value of 0.11. it suggests that Facilitating condition has a significant impact on buying intention of online apparel shoppers. H15 was rejected, social norms negatively influence buying intention, and it is not a significant level. It suggests that the Customer’s surrounding has a negative influence on buying intention. SN influence is not significant but not minimum, and its impact is approaching the significant level (0.109) and also not a significant 5% level.

H5 is rejected and perceived risk has not significant impact on buying intention of online apparel shoppers. The path in between perceived risk to buying intention is negative. H6 perceived trust has an insignificant impact on buying intention of online apparel shoppers. H7 is accepted it suggests that perceived trust has a significant impact on buying behaviors of online apparel shoppers. H8 is accepted and it suggests buying intention has a significant impact on buying behaviors of online apparel shoppers.

Managerial implication:

The present research is conduct on online apparel shopper in which the researcher found facilitating condition has impact on buying intention. Buying intention and perceived trust also create value online transaction in online apparel shoppers and managerial persons need to create trust in online shopping.

Conclusions

The present research suggests that online shopper’s perceived trust has a significant influence on their shopping intention. However, at the same time, its influence on their shopping behavior is significant. The present research suggests that online marketers need to take some steps to reduce the perceived risk and the researcher’s first suggestion is to improve brand familiarity which is a much-needed thing. The present study uses UTAUT2 model with perceived risk and trust which is got widely accepted by research mainly because it can explain the high amount of variance in buying intent and usage behavior. The ability to connect globally over the internet has greatly increased the potential for the company. The conveniences, time aspect, offers, advertisements, prices, services, impact on the economy, adaptability to new changes, etc. are some of the factors that deter people from shopping for clothing online. Numerous issues specifically affect clothing products. When the supply chain is enhanced, new business models and accessible payment options will be a major success for online garment shopping.

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