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Study On Online Home Appliance Consumer Behavior With Utau2 Model With Perceived Risk And Perceived Trust

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Abstract

The present research applies UTAUT2 model with perceived risk and perceived trust to study the online electronic consumer behavior. Facilitating condition have significantly influence buying intention and hedonic motivation positively significantly influence by the buying intent of the online shopper under study.

Keywords perceived risk, perceived trust, buying intention

1.THE THEORETICAL BACKGROUND OF THE UTAUT MODEL

Venkatesh, Morris, Davis, and Davis (2003). made an extensive study on eight major theories to frame the UTAUT model. The eight theories are Theory of Reasoned Action (TRA) (Fishbein 1975), Techknowldge Acceptance Model TAM (Davis 1989), the motivational model (MM) (Elliot & Fowell., 2000), Theory of Planned Behavior (TPB) (Ajzen 1991), the PC utilization model (MPCU) (Thompson, Higgins, and Howell 1991), IDT (Rogers 1962), the social cognitive theory (SCT) (Bandura 1986), and an integrated model of technology acceptance and planned behaviour (TAM-TPB) (Taylor and Todd 1995).

UTAUT model has six primary constructs, i.e. (i) performance expectancy, (ii) effort expectancy, (iii) social influence, and (iv) facilitating conditions influencing (v) behavioral intentions and (vi) usage behavior of Individuals towards the technology acceptance on the workplace. Venkatesh et al. frame four constructs performance expectancy, effort expectancy, social influence, and facilitating conditions are the direct determinants of behavioral intentions and user acceptance.

Application of UTAUT and UTAUT2 model Al-Qeisi et al. (2014) use the UTAUT model and experience to explain online banking consumer behavior. Chang Liu and Kostiwa (2007) use the UTAUT model to study Student Perceptions in Software course acceptance. Lin et al. (2010) use the UTAUT model with perceived risk. Mulyana, Hurriyati, Disman, and Adiwibowo (2017) apply UTAUT to study mobile phone usage. UTAUT model applies in varies field: for the primary bank (Jeung & Park 2017); for students IT adoption (Suki, 2018); online consumer familiarity (Chang et al. 2016); smart war (Sung & sung 2015); mobile payment (Meruku & Mohan (2020) Slade et al.,(2016) uses UTAUT2 model withs perceived risk and perceived trust in mobile payment in the UK. The present research applies UTAUT2 model with perceived risk and perceived trust to study the online electronic consumer behavior.

1.1 UTAUT with Perceived Risk and perceived trust

On this ground, the present study applies UTAUT2 with perceived risk to online consumer behavior. In addition to the variables in the UTAUT, prior studies validate perceived risk (Lin, Wang, & Hwang, 2010; Pavlou, 2003) and perceived trust (Chang, 2010) as predictors of online purchase intention. Trust can be viewed as "a willingness to rely on an exchange partner in whom one has confidence" (Moorman et al., 1992). Online shoppers experience increased, and their trust goes up and they are likely to shop more and become less concerned about safety (Chen & Barnes, 2007).

2.STATISTICAL APPLICATION

Simple random sampling – The study is intended to assess online shopper perception, especially in Tiruchirappalli city. For collecting primary data Persons who were at least once buying the online mode were considered. The present research intends to gather 310 sample responses after all screen and editing data set, the research finalize 281 response. Kaiser-Meyer-Olkin Measure of Sampling Adequacy test also shows that 281 size is appropriate for analysis.

So the researcher uses the formula which could help to determine the appropriate sample size for this study. The confidence level is 95% (Za), and the margin of error is 5% (E) of this study and sample size determined as (Determining the sample size N required when estimating population proportion; unknown P stand). Measured Structural Equation Modeling (MSEM) and Structural Equation Modeling are some of the noticeable methods to fulfill the research requirements of modern researchers, especially after usage AMOS software. The present study also uses MSEM and SEM. Before executing these models, explorative factor analysis and confirmative need to run to confirm loading in particular variables. Explorative factor analysis is part of factor analysis in SPSS and it also executes in SPSS software.

Hypotheses

H1) Performance expectancy significantly influences the online home appliance buying intent

H2) Effort expectancy significantly influences online home appliance buying intent

H3) Social norms significantly negatively influence online home appliance buying intent

H4) Facilitating condition significantly influences online home appliance buying intent

H5) Hedonic motivation significantly influences the online home appliance buying intent

H6) Price consider significantly influences the online home appliance buying intent

H7) Perceived risk significantly negatively influences the online home appliance buying intent

H8) Perceived trust significantly negatively influence online home appliance buying intent

Negatively influences the home appliance shopping behavior

Table 1 Master validity

	CR	**AVE**	**MSV**	**MaxR(H)**	**HM**	**EE**	**PT**	**SN**	**PE**	**BI**	**FC**	**BB**	**PR**
HM	0.944	0.771	0.100	0.966	**0.878**								
EE	0.942	0.773	0.036	0.990	0.030	**0.879**							
PT	0.920	0.745	0.134	0.968	0.180*	0.073	**0.863**						
SN	0.927	0.774	0.018	0.999	0.044	-0.081	0.133†	**0.880**					
PE	0.893	0.678	0.073	0.910	0.040	0.061	0.167*	0.062	**0.823**				
BI	0.894	0.678	0.134	0.899	0.211**	0.134†	0.366***	-0.075	0.271***	**0.824**			
FC	0.855	0.598	0.062	0.872	0.027	0.032	0.171*	-0.058	-0.060	0.250**	**0.773**		
BB	0.924	0.806	0.111	1.027	0.316***	0.190**	0.275***	0.071	0.194**	0.333***	-0.014	**0.898**	
PR	0.715	0.517	0.022	0.836	-0.051	0.038	0.062	0.026	-0.047	-0.149†	0.132	0.023	**0.638**

Source : SPSS

The validity table explains the maximum shared variance Average variance extract, and composite value is good for analysis.

Table 1 Hypotheses Results OF MSEM

S.no	Endogenous variables < Exogenous variables	Esti mate	S.E.	C.R.	P
H1	Buying intent VS performance expectancy	.232	.071	3.283	.001
H2	Buying intent VS effort expectancy	.110	.077	1.418	.156
H3	Buying intent VS Social norms	-.119	.074	-1.603	.109
H4	Buying intent VS Facilitating condition	.265	.084	3.173	.002
H5	Buying intent VS Hedonic motivation	.145	.063	2.292	.022
H6	Buying intent VS Price consideration	.285	.084	3.133	.000
H7	Buying intent VS Perceived risk	-.284	.133	-2.134	.033
H8	Buying intent VS Perceived trust	.304	.071	4.275	***

Source: primary data (Output generated by AMOS graphic 21version)

Measured Structural Equation Model (MSEM) The hypotheses test in MSEM and SEM, based on two endogenous (buying intention and buyer behavior) and seven exogenous (performance expectancy, (ii) effort expectancy, (iii) social influence, and (iv) facilitating conditions, (v) hedonic motivation (vi) perceived risk and (vii) perceived trust.)

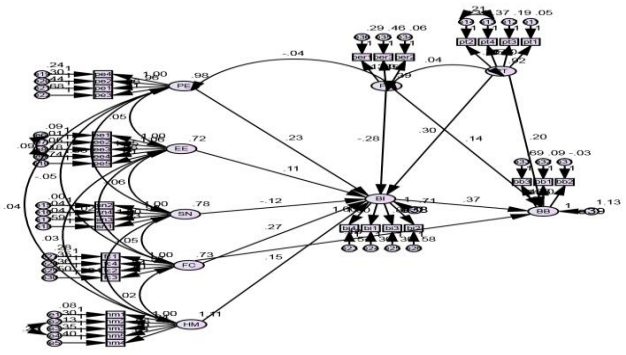

Figure 1

3.RESULT AND INTERPRETATION H1 is accepted and it suggest of online home appliance buyer buying intent significantly affected by performance expectancy with p value .001. H2 is rejected and results shows that effort expectancy failed to have significant influences online home appliance shopper buying intent. H3 is accepted Social norms significantly negatively influence online home appliance buying intent 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. H4 is accepted, Facilitating condition is significantly influence buying intention, and the path is positive. The facilitating condition has a significant impact on buying intent @ p-value of (0.002) which important impacting factor in this study. H5 was accepted, Hedonic motivation positively significantly influence by the buying intent of the online shopper, and this find is in line with (Venkatesh et al., 2012; Wang et al., 2018). The researcher suggests that Hedonic motivation of the online shopper is continuing to influence the buying intent. H6 is accepted and it suggest that price consideration significantly influences the online home appliance buying intent. H7 is accepted, perceived risk negatively significantly influence buying intent, and H9 is accepted, Perceived trust positively significantly influence buying intent. H7 and H8 suggest that consumer perception about risk significantly negatively influences the buying intent. Simultaneously, consumer perceived trust in online marketing also plays a considerable impact on online marketing. H18 is accepted, perceived risk negatively significantly influence buying intent, and H19 is accepted, Perceived trust positively significantly influence buying intent. H18 and H19 suggest that consumer perception about risk significantly negatively influences the buying intent. Simultaneously, consumer perceived trust in online marketing also plays a considerable impact on online marketing.

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