

## **Online shopping consumer behaviour: Application UTAUT2 model**

**By**

**Mrs. L RENUKA**

Assistant Professor, Department of Commerce, Government First Grade College,  
Vijayanagara, Bangalore

**Dr. G.A. VENKATESAN**

Associate Professor, Department of Commerce, M.I.E.T Arts and Science College, Affiliated  
to Bharathidasan University Tiruchirappalli

### **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**

An instance of computerised trade is online purchasing. Customers can immediately purchase products or services from a vendor over the internet using a web browser or a mobile app, which is one of the frequently employed methods for easy purchasing. Customers can find products on the internet by going to the retailer's website immediately or by using a purchasing search engine to look up alternative sellers. It is a known truth that the online community prefers this method of purchasing. Online purchasing is a growing trend that is becoming more and more commonplace, whether it be for clothes, gadgets, or dogs. Consumers will buy online in 2020 using a variety of computers, including laptops, tablets, and computerised smartphones. Every year, hundreds of websites and apps are created to satisfy his growing demand. A different online payment method is used for buying products on online. Online shopping is helpful for customers to purchase products on online is easy and comfortable

The six main components in the UTAUT model are (i) performance expectancy, (ii) effort expectancy, (iii) social impact, and (iv) enabling circumstances affecting (v) attitudinal goals and (vi) utilisation behaviour of People towards the adoption of technology in the workplace. Four categories are framed by Sheehan and colleagues (2003). The factors that directly impact behavioural goals and user approval include performance prediction, effort expectancy, societal influence, and enabling circumstances. They avoid attitude toward using the technology, self-efficacy, and anxiety, and reason also explained by them they suggest these are not direct determinants of behavioural intentions

The models that provide a theoretical viewpoint for investigating the uptake of online purchasing are conceptually and empirically synthesised to form the foundation of the UTAUT. They have also adopted a new technology for core determinants. Many different variables are also used. Fear is a detrimental emotional reaction that end consumers have to new technology. Due to the intrinsic risks and perils of online purchasing, it creates a very favourable climate

for consumer worry. Anxiety is divided into five types trait anxiety, state anxiety, computer anxiety, damage anxiety, and social anxiety. The psychological traits of a person are referred to as their attribute anxiousness. Condition anxiety describes a person's momentary mental discomfort. Computer anxiety refers to all computer-related tasks. When a consumer experiences social anxiety, they may act fearfully or aggressively when making an online buy. In the context of online purchasing, damage anxiety is defined as the lack of human encounters, visible examination, information parity, reciprocal 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 war (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.

Additionally, according to UTAUT2, success anticipation is the best indicator of purpose (Venkatesh et al., 2012). Wang and Yi (2012) also suggest that PE has a strong influence on behaviour intention. According to Chang et al. (2016), their research of Indian online clothing shoppers, perceived utility has a substantial impact on those shoppers' intentions to make an online purchase. Efficiency expectations have had a beneficial impact on Indian consumers' willingness to use mobile purchasing applications (Tak & Panwar 2017). PE has been shown to have a substantial impact on customer behaviour intentions in mobile internet and m-commerce (Chong, 2013). (Venkatesh et al., 2012). According to Chang et al. (2016), performance anticipation has a negligible negative impact on perceived risk and a substantial positive impact on customer website knowledge. According to PE, behavioural desire to use mobile payments is favourably impacted (Slade, Dwivedi, Piercy, & Williams, 2015).

Online buy plans are significantly influenced by customer expectations or realisations of the practical benefits of online purchasing, such as time savings, discount hunting, round-the-clock ease, wide product availability, and hassle-free shopping (Celik et al., 2011). The UTAUT also contends that age and gender have a moderating effect on Exercise impact. According to a study by Venkatesh et al. (2003), younger men are more likely to experience the effect than women and older users because they are motivated by instrumental benefits (Venkatesh et al., 2003), concerned about performance achievement, desirous of task success, and skilled in learning about or using technology (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 fundamental ways to conduct research: a numeric strategy and a qualitative approach. Creating data in a quantitative format so it can be analysed and understood numerically is a component of the quantitative method (Kothari, 2008). The quantitative strategy can also be divided into inferential, experimental, and modelling methods depending on the circumstance or methodology they were used in. 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 current research was conducted using a group, and its traits were investigated in order to draw conclusions about the community as a whole.

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, and 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 five-point Likert scale. Effort expectancy and performance expectancy consists of four items and five items and most of them were adopted from Venkatesh et al., (2003). Facilitating Conditions (FC) consist of four items which was adopted from Yang and Forney (2013). Perceived Risk (PR) consist six items which was adopted Pavlou (2003). Perceived trust (PT) consist six items which was adopted Hurriyati 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 buying intention of the online apparel shoppers

**H2** Effort expectancy has a significant impact on buying intention of the online apparel shoppers

**H3** Facilitating condition has a significant impact on buying intention of the online apparel shoppers

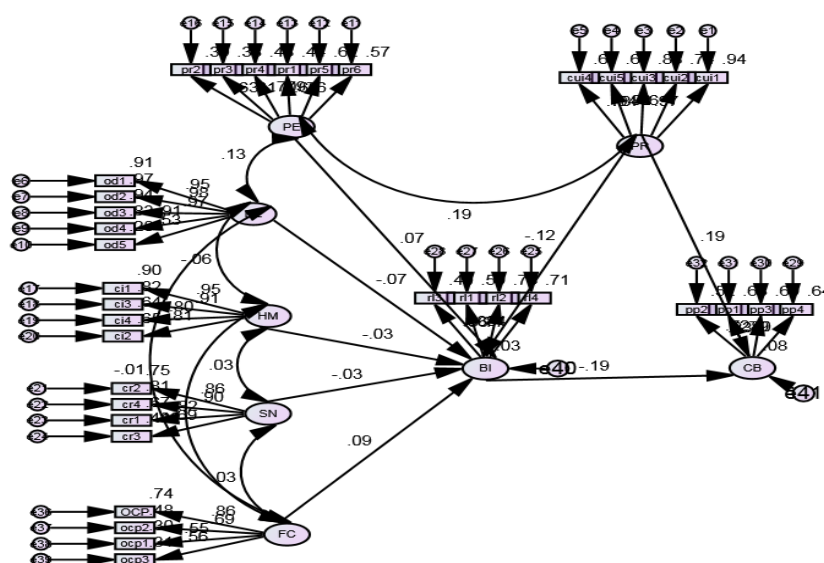
**H4** social norms have a significant impact on buying intention of the online apparel shoppers

**H5** perceived risk has a significant impact on buying intention of the online apparel shoppers

**H6** perceived trust has a significant impact on buying intention of the online apparel shoppers

**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



**Figure 1** Measured Structural equation model (MSEM)

**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 Influence On Online Apparel Shoppers' Intention to Buy. H2 is rejected at the value of 0.349. it implies that effort expectancy has also failed to have significant influence buying intention. H3 is accepted at sign value of 0.11. it suggests that Facilitating condition has a critical effect on purchasing goal of the internet based clothing customers. 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 online clothing consumers' intentions to purchase are not significantly impacted by perceived risk. Path in between perceived risk to buying intention is negative. H6 Perceived confidence has a negligible effect on online clothing consumers'

intentions to purchase. If H7 is adopted, it suggests that the purchasing habits of internet consumers for clothing are significantly influenced by apparent confidence. Accepted is H8, which indicates that the buying purpose of online clothing consumers has a substantial influence on their purchasing behaviours.

## **Managerial implication**

The present research is conducted on online apparel shoppers in which the researcher found facilitating conditions have an impact on buying intention. Buying intention and perceived trust also create value in online transactions for online apparel shoppers and managerial persons need to create trust in online shopping.

## **Conclusions**

The present research suggests that online shoppers' perceived trust has a significant influence on their shopping intention. However, at the same time, its influence on their shopping behaviour 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 much needed. The present study uses the UTAUT2 model with perceived risk and trust, which is widely accepted by researchers mainly because it can explain the high amount of variance in buying intent and usage behaviour. The ability to connect globally over the internet has greatly increased the potential for companies. Convenience, 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.

## **References**

- Al Qeisi, K. I., & Al-Abdallah, G. M. (2014). Website design and usage behavior: An application of the UTAUT model for internet banking in UK. *International Journal of Marketing Studies*, 6(1). <https://doi.org/10.5539/ijms.v6n1p75>
- Celik, O., Celik, N., Hascalik, S., Sahin, I., Aydin, S., & Ozerol, E. (2011). An appraisal of serum leptin levels in PCOS. *Fertility and Sterility*, 95(1), 314-316. <https://doi.org/10.1016/j.fertnstert.2010.08.058>
- Chakraborty, M., & Al Rashdi, S. (2018). Venkatesh et al.'s unified theory of acceptance and use of technology (UTAUT) (2003). *Technology Adoption and Social Issues*, 1657-1674. <https://doi.org/10.4018/978-1-5225-5201-7.ch077>
- Chang, H. H., Fu, C. S., & Jain, H. T. (2016). Modifying UTAUT and innovation diffusion theory to reveal online shopping behavior. *Information Development*, 32(5), 1757-1773. <https://doi.org/10.1177/0266666915623317>
- Chang, H. H., Fu, C. S., & Jain, H. T. (2016). Modifying UTAUT and innovation diffusion theory to reveal online shopping behavior. *Information Development*, 32(5), 1757-1773. <https://doi.org/10.1177/0266666915623317>
- Hurriyati, R., Tjahjono, B., Yamamoto, I., Rahayu, A., Abdullah, A. G., & Danuwijaya, A. A. (2020). *Advances in business, management and entrepreneurship: Proceedings of the 3rd global conference on business management & entrepreneurship (GC-BME 3)*, 8 August 2018, Bandung, Indonesia. CRC Press.

- Hurriyati, R., Tjahjono, B., Yamamoto, I., Rahayu, A., Abdullah, A. G., & Danuwijaya, A. A. (2020). *Advances in business, management and entrepreneurship: Proceedings of the 3rd global conference on business management & entrepreneurship (GC-BME 3)*, 8 August 2018, Bandung, Indonesia. CRC Press.
- Hussain, C. M., & Kumar, V. (2021). *Handbook of Functionalized nanomaterials: Environmental health and safety*. Elsevier.
- Khalilzadeh, J., Ozturk, A. B., & Bilgihan, A. (2017). Security-related factors in extended UTAUT model for NFC based mobile payment in the restaurant industry. *Computers in Human Behavior*, 70, 460-474. <https://doi.org/10.1016/j.chb.2017.01.001>
- Lin, W., Wang, M., & Hwang, K. P. (2010). The combined model of influencing on-line consumer behavior. *Expert Systems with Applications*, 37(4), 3236-3247. <https://doi.org/10.1016/j.eswa.2009.09.056>
- Lin, W., Wang, M., & Hwang, K. P. (2010). The combined model of influencing on-line consumer behavior. *Expert Systems with Applications*, 37(4), 3236-3247. <https://doi.org/10.1016/j.eswa.2009.09.056>
- Liu, C., Wang, H., Mcclean, S., Liu, J., & Wu, S. (2007). Syntactic information retrieval. 2007 IEEE International Conference on Granular Computing (GRC 2007). <https://doi.org/10.1109/grc.2007.113>
- Pavlou. (2003). The impact of customer trust and perception of security control on the acceptance of electronic commerce. *International Journal of Electronic Commerce*, 7(3), 135-161. <https://doi.org/10.1080/10864415.2003.11044270>
- Sheehan, S. M., & Et al., E. A. (2003). A four component coupling strategy for the synthesis of D-phenylglycinamide-Derived non-covalent factor Xa inhibitors. *ChemInform*, 34(42). <https://doi.org/10.1002/chin.200342137>
- Slade, E. L., Dwivedi, Y. K., Piercy, N. C., & Williams, M. D. (2015). Modeling consumers' adoption intentions of remote mobile payments in the United Kingdom: Extending UTAUT with Innovativeness, risk, and trust. *Psychology & Marketing*, 32(8), 860-873. <https://doi.org/10.1002/mar.20823>
- Suki\*, N. M., & Suki, N. M. (2018). Students' intention to use animation and storytelling: Using the Utaut model. *The European Proceedings of Social and Behavioral Sciences*. <https://doi.org/10.15405/epsbs.2018.05.5>
- Sung, H., & Sung, J. (2015). Research on intention to adopt smart wear: Based on extended UTAUT model. *Fashion business*, 19(2), 69-84. <https://doi.org/10.12940/jfb.2015.19.2.69>
- Venkatesh, Morris, Davis, & Davis. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425. <https://doi.org/10.2307/30036540>