

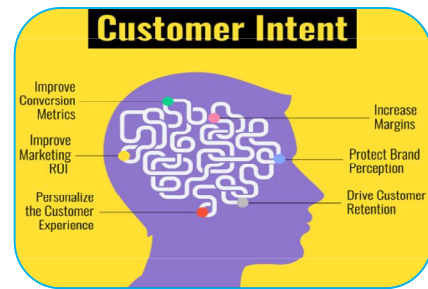


TRY TO PREDICT CONSUMER'S INTENTIONS IN ONLINE SHOPPING

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ABSTRACT

The diffusion of e-commerce is now well known as all of its types of the activities. The four types which are described in this paper is most common and shows how people now these days are familiar with Internet, tend to accept more easily than the preceding years. The results will specify which are the major concerns for peoples in order to accept one of those activities. Also, even now that the internet has been so extensively spread and used, people are so distrustful in e-commerce adaptation because of the risk. Of course, this research is by its nature web-based. So appropriate data collection is via e-mail. The discoveries of this survey might be useful for the companies and businesses which are active in these types of fields.



KEYWORDS: E-Commerce, TAM (Technology Acceptance Model), Consumers perceptions.

1. INTRODUCTION

Rapid diffusion of Internet retailers of the previous decades, was very high for the businesses to customer i.e. (B2C) in commerce field. Only in United States of America, for fiscal year 2001, total retail sales were 3.50 trillion dollars (1 Lakh Crore) while on the ecommerce retail sales was 32.57 (3,200 Crore) billions of dollars. Those numbers clearly indicate that the B2C commerce is still in growing up trajectory, and the traditional retailers are so not in great danger of being swapped by electronic commerce. There is also the possibility that the e-commerce business might be new retail medium for the supplementing, complementing and it even can replace other media.

The Internet growth had significantly changed in the operations of the retail businesses worldwide. The United States of America for instance, have witnessed larger hypermarket which have centralized their processes in order to deliver the increasing in demand for the offerings. As the result, these hypermarkets are able to provide a inexpensive and wide range of products, while some smaller retailers are struggling to be in competition against them. Because of huge sizes of these hypermarkets, they have necessity of sufficient population to support. To make sure that those hypermarkets operate normally. With the help of Internet's evolution, it is very clear that there is going to be increase in these hypermarkets sales, as an substitute distribution.

2. LITERATURE REVIEW

2.1 Technology Acceptance Model (TAM)

Many of the researches which are surrounded by the customer's behaviours to adopt in specific technologies had been taken from Technology Acceptance Model i.e. (TAM). Modification of TAM models are many, from the ERP system implementations to mobile services and much more.

Up to nowadays, rivalry of actual usage versus forecast can be easily observed by the comparing different types of studies of technology. For an example, previous studies about the personal computer had been investigated by the actual usage, while these new technological acceptances like the banking, set aside the actual usage and/of focused on the criterion of intention alone. However, since adoption of Internet purchases is still in its new form in Greece, with the help of this study measurement focuses on most of the intention of online shoppers rather than the actual purchases.

The behavioural intentions had been used to predict actual usage of successfully till now. The Behavioural intentions is degree to which the person has framed conscious plans to accomplish or to not accomplish some of the specified future behaviours. This one came across the Theory of Reasoned Actions and the theory of planned behaviour, which support the behavioural intentions is for the behaviour a virtuous predictor. In Information system i.e. (IS), TAM is used widely by many of the studies in order to forecast the behavioural intentions for Information technologies. While the past researchers found that no connectivity with subjective norm and the behavioural intentions, which had been as the result not to include it on the TAM models, nevertheless Brown et al, has found that norm does affect the behavioural intentions

2.2. Research done on TAM

According to sir Davis "the proposed future technologies acceptance study needs to address other variable that could have an effect on TAM". Thus, it is very useful to extent original TAM model so we can easily discover how it has reacted currently. Two basic constructs of TAM model are perceived usefully and professed ease of use and HCI researched after study, they get agreed to those constructs are valid in the predicting information technologies systems. There are also the needs for supplementary variables rather than those two of them, depending on precise technologies which are being used. According to sir Dillon and Morris "Demonstrable inclination with a operator cluster to facility information technologies for tasks is designed to support the purpose". Other researches label that possibility of perception of the information technologies can also be simply influenced by the explicit type of the technologies and interaction among handlers.

2.3. Beliefs about online shopping Enjoyment

Perceived pleasure is one of many important influences for Internet shopping acceptances. Shopping Enjoyment in online is defined "extent to which one trusts that shopping will provide reinforcement in its personal right, going beyond performance of the consequences, and such enjoyment extend to online channels". Studies for the consumers have reached to a point that the people have a very wide range of the different inspirations and different shopping tactics which do trigger their behaviours. Furthermore, studies for reasons of the Internet shopping includes not only advantages which have consist of expediency, financial aids and countless information accessing luxury but also the hedonic aspect of e-commerce like enjoyments, normative opinions and the self-efficacy

Enjoyment is strong forecaster for acceptance of a new technologies. Davis et al, desired to cover their original TAM model which includes the aspects of the perceived enjoyment as an supplementary factor which might affect technologies acceptance. Studies for Internet shopping have found that factors of enjoyments is a very strong predictor for acceptance of Internet shopping, and that role is being different from role of PU and EOU.

3. RESEARCH MODELS AND HYPOTHESES.

Here is the modified TAM model about intentions for Internet shopping. Excluding the perceived usefulness and ease of the use which have main TAM factor, we include that perceived risk, professed enjoyment, subjective norm and self-efficacy.

3.1 Perceived risk

Bauer stated as, "Consumer behaviours involves many risks in sense that any action of the consumers will yield consequences that he cannot antedate with anything that approximating certainty. Some of which are probably unpleasant". Perceived risk will surely have the negative impact on customer's purpose to shop online.

3.2. Perceived helpfulness

According to sir Davis "Perceived usefulness is level to which the person believes that, using the particular technologies will have enhanced his or her jobs performance". These performances should be in centre with benefits through the Internet purchases adoption minus normal retailing's. For all needs of these researches, perceived of usefulness is extended to which the person believes that by adoption of Internet purchase, we will create value for him or her. Perceived of usefulness will always have a positive influence on customer's intentions to the online shopping.

3.3. Perceived comfort of use in shopping

This is, to be about the level of struggles somebody needs in order to make the e-commerce acceptance. Higher the efforts, easier the users will abandon systems. Perceived luxury of use is one very important of the two robust factors, which plays a significant part of the Internet shopping, like perceive of usefulness. This research perceived comfort of use is when, the user have faith in any possible Internet purchases, will be free from exertions Davis. Perceived of ease will have a positive impact on customer's purpose to shop at online.

3.4. Perceived Enjoyment

According to the Reid and Brown, "there are numerous motivational motives that the governed individual's purpose to shop, which includes overcoming tediousness, peer groups influence and status awareness." Potential customers are into the two categories i.e., economical and recreational shoppers in online. Also, Reid and Brown have stated for the economical customers that "they are added often than not to sliotar themselves from pointlessly engaging in shopping experiences." Historical studies of demographic variables, indicates that generally youths are always having great knowledge of Internet tools and features. The factors of satisfaction couldn't be discounted by shopping orientation in Online. Jarvenpaa and Todd, they both found that accessibility is a significant factor for acceptance of Internet purchases. Gratification can be construed by any means of ecstasy and desire which are related with user's Internet purchases. Thus, perceived of enjoyment has an positive impact on online shopping intentions. Perceived of enjoyment will always have an positive impact on customer's purpose to shop products online.

4. DATA COLLECTION AND ANALYSIS

Principal data is used in these researches in order to find the purpose in online shopping in. The Data was composed and collected through summer of the year 2012 and the targeted population of users was more than the 100 users, final numbers were 124 of respondents. E-mails were directed to the randomly selected persons through the Internet (e-mails, Facebook, Instagram, Telegram etc). The questionnaire was divided into 4 parts. First portion is the demographic variable quantity. Second part of this layout is about Internet usage questions. Third is the part which deals with the items of investigation and final class is questions for dependent variables.

5. RESULTS.

5.1. Demographic result.

Total information samples were consisted of 124 numbers of people who were nominated through this convenience method of sampling. Because of the nature of investigation, Majority of the peoples were exposed to Internet of services and shopping on internet also. Demographic results indicate in following table. From the total samples in table, 57.3% where a male respondents, while 42.7% where an female. The age groups from 21to30 years were by far the first with percentage of 50.8% of total respondents. Majority of the respondent was holding a University degree 46.8% or Master’s Degree 28.2%. However, economic slump can be shown by the results in profession, with most of them are Unemployed 27.4%, and their monthly income is below average in most of the cases 43.5%.

Variable	Frequency	Percentage%
Gender	Male	53 57.3%
	Female	71 42.7%
Occupation	Public servant	16 12.9%
	Private employee	31 25.0%
	Student	14 11.3%
	Freelancer	21 16.9%
	Unemployed	34 27.4%
	Pensioner	8 6.5%
Age Group	<20	14 11.3%
	21-30	63 50.8%
	31-40	21 16.9%
	41-50	12 9.7%
	>50	14 11.3%
Educational Level	Secondary high School	24 19.4%
	University Degree	58 46.8%
	Master’s Degree	35 28.2%
	PhD	7 5.6%
Monthly Income	<800\$	54
	800\$-1200\$	48
	1200\$-1400\$	13
	1400€	9

5.2. Internet Usage results

The usage of Internet questions was made, to test complete Internet adoption of users. As the table number 2 show that Internet usage have been very extensively accepted in those years. Majority of the users 79.8% were using the Internet service more than 3 years of time, while a third person out of four were connected on a daily basis on IoT. As the time spent on internet connected, 70.2% are linked more than 11 hours per week, while 18.5% are connected for 4to10 hours per week. Lastly, Internet usage seems to have a influence to online buying because 9/10 of correspondents have already made an online buying 88.7%.

Variable	Frequency		Percentage%
How long does you have been using the Internet services?	Less than a year.	4	3.2%
	1-3 years.	21	16.9%
	More than 3 years.	99	79.8%
How long does you have been using the Internet services?	Once a month.	4	3.2%
	2-3 times a month.	12	9.7%
	4-6 times a week.	13	10.5%
	Daily.	95	76.6%
Time spent connected.	<1 Hour per week.	2	1.6%
	1-4 Hours per week.	12	9.7%
	4-10 Hours per week.	23	18.5%
	10 Hours per week.	87	70.2%
Online purchases	Yes	110	88.7%
	No	14	11.3

5.3. Descriptive analysis

Descriptive analysis designates those respondents of any sample, are generally expectant for perceived of usefulness and perceived of ease, Use for the Internet purchases intentions. Self-efficacy seems to have slightly lesser PU and EOU's, while perceived of enjoyment, risk and particular norms are much lower.

Table 3. Descriptive analyses

Variables	Mean	Standard Deviation
Perceived Usefulness	4.28	0.58
Perceived Ease of Use	4.16	0.75
Perceived Enjoyment	2.6	0.97
Perceived Risk	3.0	0.77
Self-Efficacy	3.97	0.97
Subjective Norms	2.94	1.12
Intention to adopt	3.93	0.90

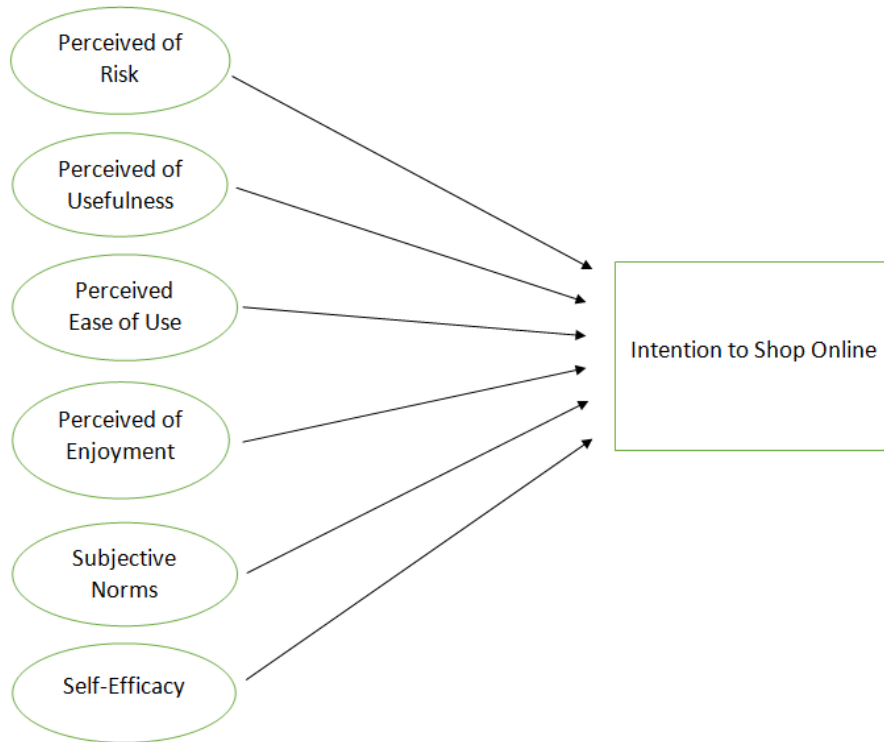
5.4. Pearson Analysis

Pearson correlation in following tables, indicates that every variable has related to each other apart from PE variable.

	PU	EOU	PE	PR	SE	SN	Intention
Perceived of Usefulness	1,00						
Perceived Ease of Use	,500	1,00					
Perceived of Enjoyment	-,005	,060	1,00				
Perceived of Risk	-,521	-,592	,013	1,00			
Self-Efficacy	,506	,585	,053	-,583	1,00		
Subjective Norms	,257	,177	-,104	-,209	,375	1,00	
Intention to Adopt	,572	,559	,102	-,573	,650	,285	1,00

Major concerns though, is the variable have influence or we have hypothesized. Multiple analysis are used in order to assess results. Analyses indicates that perceived of Risk have a negative impact on intentions to shop online as it is hypothesized. Perceived of usefulness was found that the strongest predictor for intentions, followed by self-efficacy. i.e., The second strongest predictor. Perceived of ease of use is found as slightly lower predictor indicator. On other hand perceived of

enjoyment and subjective norm indicated only a fractional support on our theories. Moreover, all of the six hypotheses, have managed to explain 54% on the Internet shopping intentions.



6. DISCUSSION AND CONCLUSIONS

Perceived of usefulness (PU), found to be most chief factor of which may influence Internet shopping intentions. Customers are frequently inclined by usefulness of products instead of the ease of use in Internet Shopping, and this study validates that. All though, consequences may be diverse that depends on the types of products which are going to be purchased. Self-efficacy was found to have the optimistic association with Internet shopping intentions and one of strongest one’s. Perceived of ease use the (EOU) had an positive impact on the Internet shopping intentions, but not so high like usefulness forecaster. This can also be explained by, that new technologies which assist and are easily manipulated now these days from the users, it seems not to include Internet shopping because it has not yet freed from the efforts. Examples like the bad designs interfaces, bad interactions with users, information which are outdated, search engine and the difficult order procedures may all have contribution to the intentions of the customers. Perceived of enjoyment and subjective norm have also positively allied with intentions but in a partial method. Consumers who have shopping habits are well served by the conventional online shopping; it seems that not to embrace on-line shopping situation that easy. However, they have explored various ways to reduce consumption of the time from activities like online shopping and they have tended to give at least one chance to the Internet shopping. At last, perceived of risk is destructively associated with intentions. Even now where the technology acceptances for the Internet services are so widely acknowledged, there are uncertainty in majority of the buyers about the preparedness to adopt in e-commerce.

7. SUMMARY

This paper give you brief on the Prediction of the Consumer’s Intention’s towards the Online Shopping. In this paper there is brief information on how the online shopping works, how does it functions, as well why and how the people try the online shopping facility rather than the old measures of the type of shopping where the consumer have to get to store to purchase something. In this paper

there is discussion on the online shopping model in B2C & Technology Acceptance Model i.e. TAM models. The paper also discusses on the Hypotheses, Risk, Enjoyment, Sense of Pleasure sentiments in online shopping experience. With the help of diagram and some charts the number of people of different sectors, age groups, and different motive driven aspects are shown.

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