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Online Shopping : An analysis of contributing factors in TAM

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ABSTRACT

There has been an exceptional augmentation of online shopping as it provides convenience comfort to customers. The propagation of online shopping has kindled pervasive research to explore which aspects drives consumers for online shopping from consumer and technology oriented view. Online shopping, especially, an online retail sale is becoming increasingly popular. Greatest issue with information technologies is to identify the factors that influence consumers to adopt such systems. Various researchers have added different factors and over the years, the original TAM has been expanded. Hence, the present study has been carried out to explicate most widely accepted factors of technology acceptance model (TAM).

Keywords : Online shopping, Technological Acceptance Model (TAM), Attitude, Purchase intention.

I. INTRODUCTION

The propagation of online shopping has kindled pervasive research to explore which aspects drives consumers for online shopping from both - consumer and technology oriented view Jarvenpaa and Todd (1997). According to Chen et al. (2002), consumer-centred observation emphasizes on consumers' salient faiths about online shopping while technology-centred view emphasizes on the effectiveness of technical specifications of a digital store that appeals to consumer perceptions and finally, specifies the reason for choosing online shopping. The Technology Acceptance Model (TAM) is considered the most influential and robust model among all to understand electronic commerce which is commonly used in the online shopping context (Bruner and Kumar, 2005; McKechnie et al., 2006). TAM theory is the best way to study consumer preference for virtual stores or online shopping.

II. Review of Literature

Technology Acceptance Model (TAM) suggests that there is a causal relationship between behaviour, attitude and intention to predict and explain user's technology acceptance (Chen et al., 2002) based on theories of reasoned action (Ajzen and Fishbein, 1980), theory of social psychology and the theory of planned behaviour (Ajzen, 1985). The original TAM (Davis, 1989) identified perceived usefulness and attitude as direct determinants of use, while, the parsimonious TAM (Davis et al., 1989) demonstrated that perceived ease of use and perceived usefulness were important determinants of behavioural intention. They proposed that attitude should be

removed from the model as it did not entirely intervene perceived ease of use and perceived usefulness. Therefore. The parsimonious TAM is also frequently used by various researchers.

TAM also advocates that perceived ease of use is helpful in defying the variance in perceived usefulness (Davis et al., 1989). Researchers have suggested TAM as a widely accepted model to identify the intension of user's acceptance of technology (Porter and Donthu, 2006). TAM provides a valuable platform to investigate attributes for consumer acceptance for online shopping (Ha and Stoel, 2009). As online shopping is an organized retail format which involves the use of novel technology structures and online shopping behaviour showcases the intention behind selecting and opting for virtual mode of shopping,.

2.1 Theoretical Foundation of TAM

Some researchers have suggested the TAM as a parsimonious model in varied contexts of technological aspects (Davis, 1989, Rose and Straub, 1998). Venkatesh (2000) and Vijayasarathy, (2004) have concluded that the most limiting factor of the model is TAM's parsimony which suppresses the credibility of original TAM variables. The two important constructs identified by Davis et al. (1989) in his original TAM are 'perceived usefulness' and 'perceived ease of use'. Perceived usefulness is a subjective perception and a degree to which a user believes that by means of adopting new technology they can enhance their productivity or performance of their work. Perceived ease of use refers to the degree to which user believes that use of new technology would not restrict their mental and physical efforts. The variables in the original model may/may not sufficiently confine key beliefs which persuade buyer attitudes for online shopping.

Hence, over the years, various researchers have expanded the original model and also appended wide range of contexts. The expanded TAM includes constructs of Perceived information and service quality, perceived risks, internet usage, and previous online shopping experience (Jarvenpaa and Todd, 1997; Bhatnagar et al., 2000; Park and Jun, 2003, Childers et al., 2001), perceived enjoyment, perceived trust and societal personality have been added (Pavlou, 2003; Gefen et al., 2003; Wu and Chen, 2005; Lingyun and Dong, 2008).

a. Perceived Usefulness

McCloskey (2004) concluded achieving shopping goals, online shopping productivity and ability to improve shopping performance as valid determinants as that makes users' shopping activity a successful. Similarly, Barkhi et al. (2008) has also suggests those product/services which provide satisfying experience, would develop favourable attitudes towards it and vice versa.

b. Perceived Ease of Use

Selamat et al. (2009) discussed that chances of adoption and preference increases when perceived ease of use of a technology is higher compare to other similar options on the other side, the complexity of a technology lessens its rate of adoption. At the same time, technology which is easy to use often requires less effort of users and thus, enhances the probability of its adoption.

c. Perceived trust

Perceived trust is the level of trust that an individual has in another person to execute expected performance without taking advantage. The risk factor was low in traditional shopping methods similarly, in online shopping, users have a low level of trust. Trust plays a major role in online shopping. High trust positively affects the intention for e-shopping and enhances the chance of order. Trust in an online provider increases perceived usefulness in short as well as long term (Gefen, 2000; Corbitt et al., 2003; Chang et al., 2005; Wang and Head, 2007; Kim et al., 2008).

d. Perceived Enjoyment

Lee et al. (2003) have concluded that variable - perceived enjoyment is indeed associated with buyers'

satisfaction. When a consumer is satisfied through online shopping mode, he/she would enjoy and keep shopping in future. When a feeling of enjoyment had been observed, they showcase a certain type of behaviour.

e. Intention for online shopping & Attitude towards it

Attitude is a psychological construct that defines an individual's overall evaluation of displaying certain behaviour. Theory of planned behaviour states that attitude affects the behavioural intentions of consumers. Positive attitude leads to stronger influence towards online shopping and vice versa.

f. Perceived service quality

Naidoo R. and Leonard, A. (2002) proposed that three dimensions of service quality (explicitly reliability, responsiveness and trust) and persistence relationship can have a good hold over online shopping. Customers can to employ these three dimensions irrespective of service type they are evaluating (Singh & Sirdeshmukh, 2000; Zeithaml, Berry & Parasuraman, 1988; Zeithaml, Parasuraman & Malthotra, 2002).

G. Perceived risk

Perceived risk is defined as consumers' own tolerance of bearing risk which influences their monetary transaction decision (Chan and Lu, 2004). It suggests that consumers' may be persuaded during online payment process through feelings such as discomfort, uncertainty, anxiety and cognitive dissonance and concern.

III. Conclusion

Consideration of all the above listed factors would significantly enhance understanding the intention and motive of consumers' for preferring online shopping. This identification should lead to more successful adoption of online shopping. It can be concluded that useful and effortless technological support would enhance the repurchase intension of the purchasers. Further researches can analyze the TAM by considering other factors to understand its impact and correlation with the model.

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