

FACTORS INFLUENCING CONSUMERS' PURCHASE INTENTION TOWARDS ONLINE SHOPPING THROUGH SOCIAL MEDIA: AN EXTENDED TAM THEORY

*Kiran Mishra **
*Anupam Karmakar ***

Abstract: Social media is a big part of the current technology advances and used in many different ways by enterprises and customers. Social media is being used by consumers to make new friends, shop online, and engage with others via virtual media. Simultaneously, industries, particularly those in e-commerce, take use of social media's benefits by advertising their products on several social media platforms, influencing customers directly through social media, and creating demand for their products. This study uses the Technology Acceptance Model (TAM) to investigate the factors that influence consumers' purchase intention in online shopping. A thorough assessment of the literature led to the development of a conceptual model, which was then examined using SEM from 280 valid responses taken from social media users are used in the analysis. The paper's main conclusions concern how the independent variables (perceived usefulness and perceived ease of use) and the intervening variable (attitude) influence the dependent variable (consumers' purchase intention). The study's findings indicated that consumers' attitude is well predicted by perceived usefulness and perceived ease of use and purchase intention is well predicted by the attitude. The results are anticipated to be helpful in improving our understanding of adoption phenomena and how consumers purchase online, which assists companies in increasing demand for their goods on social media platform.

Keywords: Attitude, Consumers' Purchase Intention, Online shopping, Perceived Usefulness and Perceived Ease of Use, Social Media, Technology Acceptance Model (TAM).

Introduction

The growth of communication and information technologies simultaneously with the use of the social media in marketing campaigns. At this point,

marketing has entered an era when information technology is playing a more prominent part. This leads to potential and market competitiveness in both the

* *Research Scholar, University of Calcutta, Kolkata, India, E-mail: infokiran1994@gmail.com*

** *Associate Professor, New Alipore College, Kolkata, India, E-mail: anupamkar2016@gmail.com*

actual and virtual worlds. Technological advancements have an effect on how easily customers may get information to make decisions about purchases, particularly in the lead-up to the introduction of needs and information search phases. Web 2.0 technology, also referred to as social media, is currently developing with the rise of social media, new business models based on social media have emerged. These models emphasize the role of technology in the relationship between customers and worldwide networks of marketers, with a focus on internet connectivity (Selwendri & Rummyeni, 2018). Individuals can develop, utilize, share, and advertise objects they think about in social media, a context on the web with strong dissemination and powerful interaction where people are more accessible than ever before. Social media is just as communicative as traditional media, but instead of trying to function as a “speaker” to deliver the message, it empowers users to work as unpaid messengers to share information and engage with others in their surroundings (Minh Binh NGUYEN et al., 2021).

Social media is also having a significant impact on internet marketing, giving firms the chance to advertise their goods online. Online businesses promote their products on several social media platforms by using social blogs and networking sites such as Facebook, LinkedIn, Instagram, Twitter, YouTube, and so on. Online businesses can connect directly with their target market, particularly internet users, and maintain a continuous dialogue to learn

about their interests and tastes. A strong client base promotes customer retention, which boosts sales, expands the company’s market share, and increases brand awareness (Ghosh, 2019). Social media’s transformation has opened up plenty of new channels for pursuing and obtaining comprehensive data regarding the assembly of goods and services in the market. Customers can now easily connect and have quick, trouble-free conversations with one another on companies, goods, and reviews. Moreover, customer attitudes are largely influenced by other customers’ reviews of the goods and services on the internet, which also has an impact on customers in the offline market (Kumar et.al, 2019).

The Technology Acceptance Model (TAM) (Davis 1989) can be used to explain the acceptance and use of Internet technology, as it can with most other information systems. Although TAM was first developed to study system use in the workplace, more recent studies have tried to apply TAM to study how people use websites (Moon and Kim 2001). Understanding the applicability of an enhanced TAM that is evaluated using data gathered from the consumers can help experts better understand the factors that influence consumers’ decisions to shop online and also add to the body of knowledge. Therefore, the goals of this study are to provide an extension of TAM that is theoretically supported and to test it empirically using data gathered from a sample of consumers selected from a population that consists of social media users. Perceived utility and perceived ease

of use, the two main TAM constructs, may therefore be taken into consideration while deciding whether or not to use the social media for online shopping. This study integrates TAM with the attitude to predict intentions to purchase in social media setting.

The sections of the paper are as follows: starting with the introduction. We do a literature review and proposed our hypotheses in the second portion. The research methods and the findings are covered in the third section. The results are discussed in the subsequent section. Lastly, in final section we highlight the key conclusions, limitations and future direction in our conclusion section.

Literature Review

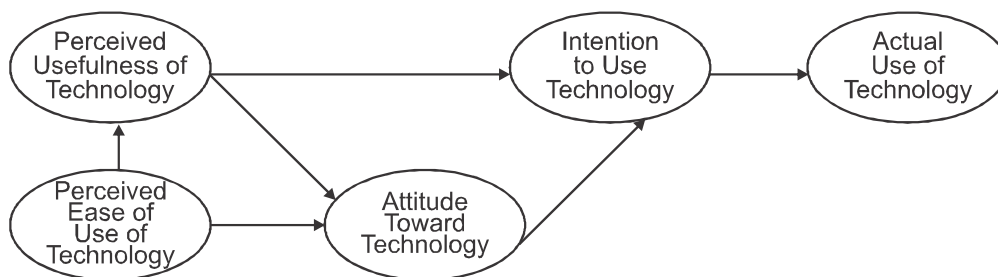
Technology Acceptance Model (TAM)

Davis (1986) created TAM in order to formulate theories computer technology usage behaviour. The theory of reasoned action (TRA; Fishbein and Ajzen, 1975), a famous theory in the field of social psychology that explains behaviour

through intentions, is where the theory of action model originated. In turn, intention is defined by two constructs: the assumption that particular people or a particular group would either confirm or deny the behaviour, as well as individual attitudes toward the behaviour and societal standards (Davis et.al 1989).

Davis and Pennington (1989) stated that the two specific beliefs that control a person's desire to use a technology are perceived usefulness. and ease of use. These beliefs are what decide a user's acceptance of an individual item of technology. As human behavior and standards evolve over time, so too will they. have also created an extension of the Theory of Reasoned Action (TRA) called the Technology Acceptance Model (TAM).

Davis and Pennington (1989) shown that whether a technology boosts a person's productivity, their inclination to utilize it is determined by two factors: perceived usefulness and perceived ease of use.



Source: Davis (1986)

The Information Systems Theory's technologies Acceptance Model (TAM) illustrates how people grow to embrace and utilize computer-based technologies. The model was created to describe how people use computers.

• **Perceived Usefulness (PU)**

Perceived usefulness (PU) can be defined as "the extent to which an individual or user feels that a specific technology would improve their performance at work and that they should use it" (Davis et.al 1989). It follows that PU has been linked to belief, attitude, and intention. According to the TAM model, perceived usefulness is the most important indicator of Technology usage among users (Davis, 1989). Previous research indicates that PU has the biggest impact on attitude (Alismaiel et al., 2022; Dhume et al., 2018.; Nuseir, Aljumah, El Refae, et al., 2023; Palaniswamy & Raj, 2022).

Moreover, PU significantly affected the intention to use social media (Alenazy et al., 2019; Ali et al., 2016; Khan et al., 2021; Lee & Lee, 2019; Singh & Srivastava, 2019). The degree to which consumers think utilizing social media will improve their shopping experience is indicated by PU. Consumers aim to minimize online purchase risk, and they do so by trying every available platform. Only when social media offers greater advantages over another conventional platform will, they opt to use it (Singh & Srivastava, 2019).

Considering the above literature, the proposed hypothesis is as follows:

H₁: The perceived usefulness has a

positive significant influence on consumers' attitude regarding online purchase through social media platform.

• **Perceived Ease of Use (PEOU)**

Another factor influencing consumers' acceptance of information systems was perceived ease of use (PEOU). As "the perception about the degree of effort needed to use a particular system" is the definition of perceived ease of use, "ease" is implicitly understood to mean "freedom from difficulty or great effort" (Lee et.al, 2003). The degree to which an individual thinks that utilizing a specific system requires no effort is known as PEOU (Sadde and Bahli,2005). (Gangartharpatha, 2009), PEOU is taken to refer to online self-efficacy with regard to using social networking sites. "The belief in one's capability to organize and execute a course of action required to manage a situation" is what self-efficacy is defined as. Previous studies have demonstrated that PEOU has a major impact on perceived usefulness (Alenazy et al., 2019; Lee & Lee, 2019; Singh & Srivastava, 2019). Furthermore, prior studies have revealed that PEU significantly predicts attitudes toward the usage of social media (Advisor et al., 2021; Alismaiel et al., 2022; Dhume et al., 2018; Kumar Sharma & Kumar Pal, 2020).

Ease of use is a term used to describe how simple it is for users to run social networking sites. It establishes if using a social networking site requires the user to exert additional effort. A user will have a pleasant social media experience overall on a site that is easy to use and intuitive to navigate. Should users consider it

intricate and challenging to operate, they would refrain from utilizing it (Singh & Srivastava, 2019).

Considering the above literature, the proposed hypothesis is as follows:

H₂: The perceived ease of use has a positive significant influence on consumers' attitude regarding online purchase through social media platform.

• **Attitude**

According to Triandis (1971), attitude is a person's favorable or adverse behavior as well as their feelings and comprehension about a subject or circumstance. Mantle-Bromley (1995) identified three elements of attitude: people's preferences, their knowledge of the attitude object, and their intentions and reactions toward the object. Research shows that behavioral intention is significantly influenced by attitude (Advisor et al., 2021; Alismaiel et al., 2022; Dhume et al., 2018; Kumar Sharma & Kumar Pal, 2020; Nuseir, Aljumah, Urabi, et al., 2023). Thus, the researchers noticed that students' attitudes affected their inclination to use technologies for online shopping.

Considering the above literature, the proposed hypothesis is as follows:

H₃: The consumers' attitude has a positive significant influence on consumers' online purchase intention through social media platform.

• **Purchase Intention**

Purchase intention is characterized as a strategy for obtaining particular products

and how decisions are made that a buyer goes through to make that purchase (Solomon, 2009). Customers outline the specific guidelines for using the system; if it can overcome the difficulty of the task, the user's performance will improve in an extremely smooth way (Davis et.al., 1989).

Research Gap

By using the literature review, it becomes apparent that the Technology Acceptance Model (TAM) model describes the Purchase Intention, which in turn causes the behaviour of making online purchases. Few research studies, however, describe the same concept in the context of social media and link online purchase intention through social media. Perceived usefulness (PU) and perceived ease of use (PEU) are significant elements that determine online purchase intention, according to the TAM model. Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) are considered to be essential factors to assess consumers' attitude (ATT) which then determines purchase intention of consumer who buys product and services through social media. The study attempts to match the TAM model in the social media setting with that framework. The association between all four of these parameters is also explained by this research.

Research Objectives

- To assess the influence of perceived usefulness and perceived ease of use on consumers' attitude towards adoption of social media in online shopping.
- To assess the influence of consumers'

attitude on purchase intention towards adoption of social media in online shopping.

Research methodology

• **Sample and Data Collection:** The current study used a convenience (non-probability) sampling strategy in an empirical design. The study's intended target population consisted of consumers who shop online using social media platforms. Data was collected using structured surveys that were distributed to the intended respondents via different social media accounts. Google Forms, a tool for conducting surveys online, was used to collect the primary data from 280 respondents. It has been suggested that for populations of 10,000 or furthermore, a sample of 200-1000 respondent is optimal however the precise target population is uncertain (Alreck and Settle, 1985; Hair, Black, Babin & Anderson, 2010). In order to give the TAM model greater significance in the context of social media we added three crucial elements perceived usefulness, perceived ease of use and attitude. These features were examined using a 27-question online survey and a structural equation modelling (SEM) technique was used to test the stated hypotheses.

• **Instrument:** In order to align with the viewpoint of the present study, all constructs' measuring elements were modified from previously validated investigations. The eight-item scale used to examine Perceived usefulness was adapted from (Advisor et al., 2021;

Vahdat et al., 2021). Consumers' purchase intention was measured using a six-item scale that was modified from (Saleem et al., 2022; Vahdat et al., 2021). A six-item scale that was used to assess the variables of Attitude, modified from (Advisor et al., 2021; Yadav & Mahara, 2019) and a seven-item scale was used to assess the variables of Perceived ease of use, modified from (Rauniar et al., 2014; Saleem et al., 2022). A five-point Likert scale, which is utilised in business research and ranges from 1 (strongly disagree) to 5 (strongly agree), was used to collect and evaluate the study questionnaire responses.

Data Analysis & Interpretation

In the present research, AMOS and SPSS version 26.0 were used to evaluate the data that was obtained. Larger samples are more suitable for AMOS when hypothesis validation is the primary objective. It enables the researcher to examine the framework and suggested relationships between the ideas covered in the study (Hair et al., 2011). Numerous measuring techniques, such as the measurement model, as well as additional investigation procedures, processes, and parameters were used in the research process. This required calculating the research structural model, which was used to test the suggested hypotheses, as well as evaluating the validity and reliability of the data. The analysis's conclusions provided details regarding the relationships between the research parameters and their constructs (Hair et al., 2013).

➤ **Measurement Model, Reliability and Validity**

Internal consistency reliabilities (Cronbach's alpha) varied from 0.893 to 0.906, whereas factor loadings for each construct were statistically significant and more than 0.6 (i.e., ranging from 0.62 to 0.84), according to the measurement model shown in Table 1. Every construct's

composite reliability was higher than the suggested threshold of 0.70. With the exception of instant connection, the variance recovered by the items measuring a construct was more than 0.50. Accordingly, this finding suggests a sufficient degree of convergent validity (Bagozzi & Yi, 1988). Therefore, all the constructs relevant are valid and reliable.

Table 1: Factor Loadings, Composite Reliability, Convergent Validity and Cronbach's r

Factor	Item	Factor Loading	CR	AVE	Cronbach's r
PI	PI1	.84	.906	.619	.906
	PI2	.72			
	PI3	.72			
	PI4	.82			
	PI5	.76			
	PI6	.85			
PU	PU1	.77	.893	.511	.893
	PU2	.66			
	PU3	.62			
	PU4	.76			
	PU5	.71			
	PU6	.74			
	PU7	.70			
	PU8	.74			
PEOU	PEOU1	.78	.903	.572	.903
	PEOU2	.75			
	PEOU3	.78			
	PEOU4	.71			
	PEOU5	.78			
	PEOU6	.74			
	PEOU7	.76			
ATT	ATT1	.84	.901	.603	.901
	ATT2	.72			
	ATT3	.72			
	ATT4	.81			
	ATT5	.74			
	ATT6	.80			

In the measurement model, the confirmatory factor analysis was applied. The fitness of the data was determined using a number of indices, such as Root Mean Square Error of Approximation (RMSEA), Standardised Root Mean Square Residual (SRMR), Comparative Fit Index (CFI), and Relative Chi-square (CMIN/DF). The CMIN/DF score is 1.171, which is below Kline’s recommended threshold of 3 (Kline, 1998). It is noteworthy that the CFI value is

sample sensitive. Nevertheless, the measures generally accepted least optimal value, regardless of sample size, is 0.9 (Sivo et al., 2006) and cut-off criteria for Goodness of fit Index (GFI) > 0.90 (Hair, Black, Babin & Anderson, 2010). All of the fit indices used in this study are determined to have met the cut-off values (CFI= .992, GFI= 0.929, CMIN/DF =1.171, RMSEA = .025, and SRMR .027). Hence showing a good model fit for the data.

Table 2: Model Fit Measures

Measure	Estimate	Threshold	Interpretation
CMIN	306.736	–	–
DF	262.000	–	–
CMIN/DF	1.171	Between 1 and 3	Excellent
CFI	0.992	>0.95	Excellent
SRMR	0.027	<0.08	Excellent
RMSEA	0.025	<0.06	Excellent
PClose	1.000	>0.05	Excellent

The measurement model test results satisfy the requirements for validity and reliability. As a result, the measurement model’s constructs and items can be utilized to test the generated structural models and hypotheses.

The Heterotrait-Monotrait ratio of correlations is a method that (Henseler et al., 2015) suggest using to assess discriminant validity. Additionally, they use a Monte-Carlo simulation research to demonstrate the effectiveness of HTMT.

With such a strong power strategy, the current study employed the same approach to examine discriminant validity. When using the HTMT test, the general rule of thumb is if the HTMT value is higher than 0.90 (Gold et al., 2001), there is the troublesome discriminant validity issue. The HTMT test result is displayed in Table 3, and the values satisfy the HTMT 0.90 criteria (Gold et al., 2001). It suggests that the measurement model has appropriate discriminant validity as a result.

Table 3: HTMT Analysis

	PU	PEOU	ATT
PU			
PEOU	0.824		
ATT	0.876	0.875	
PI	0.780	0.778	0.845

➤ **Structural Model Evaluation**

Structured equation modelling (SEM) is used to test the latent variable and measured variables. There were two steps in the evaluation process for the measurement model and structural equation modelling. The SEM technique

was used for both the assessment of the structural model and the measurement model (validity and reliability of the measures). Using the Bootstrapping technique, the path coefficients and indicator loadings were evaluated for significance (Hair et al. 2016).

Figure 1: Structure Equation Model

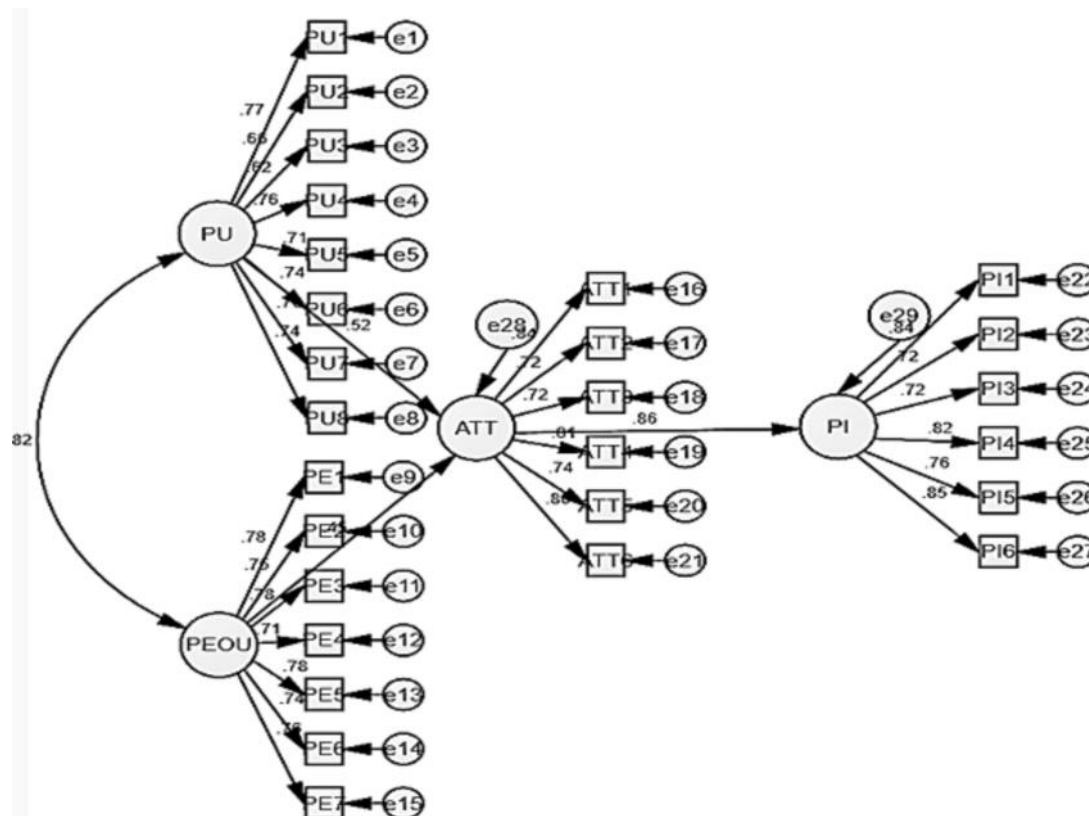


Table 3: Hypothesis Testing

Hypothesis		Estimate	S.E.	C.R.	P-value	Label
H ₁	ATT ←-- PU	.560	.083	6.752	***	Accepted
H ₂	ATT ←-- PEOU	.490	.082	6.000	***	Accepted
H ₃	PI ←-- ATT	.859	.059	14.520	***	Accepted

The results of the constructs' path coefficients are displayed in Table 3. Based on the findings in Table 3, Perceived usefulness (PU) has a direct significant impact on Attitude (ATT) (path coefficient = .560, t-value = 6.752, $p < 0.000$). H₁ is therefore accepted. With a path coefficient of .490, t-value of 6.000, and a p-value < 0.000 , H₂ is also accepted; Perceived Ease of Use (PEOU) has a direct significant impact on Attitude (ATT). According to the findings (path coefficient = .859, t-value = 14.520, $p < 0.000$), Attitude (ATT) has direct significant impact on Purchase Intention (PI). Therefore, H₃ is accepted.

Conclusion & Managerial Implications

The present study adds to the corpus of current literature, by employing the TAM model to gain a deeper understanding of how consumers use social media for their online purchase intention. The results showed that perceived usefulness and perceived ease of use positively influence consumers' attitude; and consumers' attitudes toward social media positively influence intentions to use it for online purchase to improve their shopping experience. Our research, which is based on the TAM model, confirms the relationship between attitude and

intention in the setting of the social media platform.

The favourable impact of perceived usefulness on online purchase intention through social media appears to indicate that the more respondents believe social media can assist them in making an online purchase, the more probable it is that they will make that purchase through a social media platform. This may be because social media, as opposed to physical stores, is a unique feature of the internet that allows users to access it from anywhere at any moment for online purchases. Encouraging clients to receive their products or services faster through social media orders and deliveries can increase perceived usefulness. Organisations and individuals that wish to conduct online business through social media platforms can also work with these organisations to offer price comparison tools on their website. Customers will be able to compare costs and make the right decision with this assistance, which will be a further benefit and might encourage further purchases.

The positive impact of perceived ease of use on online purchase intention through social media appears that the respondents might purchase goods or services online

via social media if the ordering as well as delivery process is simple and straightforward. Social media websites may no longer be accessible to users if they are difficult to use, complex, and take a lot of time and energy for them to master. Customers may become frustrated when they have trouble navigating webpages. At that point, they might give up. Thus, in order to increase online purchase intention, it is crucial for companies and marketing executives to make sure that the website's social media capabilities are simple to use and need minimal time and effort to become proficient in.

Limitations & Future Directions

There is no doubt that the current study may have important managerial implications and major suggestions, but it also has several drawbacks. The study employed Non-probability based (convenience) sampling, which limits the generalizability of results. Next, this study used closed-ended surveys, future research may take into account using interviews as a method for understanding social media users and their perceptions and experiences, which can affect their long-term commitment and purchase intentions. Furthermore, because there is only one country included in the sample, it is highly challenging in generalizing the findings to other nations. Finally, a study that includes different variables in addition to perceived usefulness and perceived ease of use should be taken into consideration. Future studies including actual use might improve the analysis of TAM applicability because the research methodology utilized in this study only

covered intention to use, not actual use.

Future researchers should be able to identify more suitable theoretical frameworks to continue exploring this problem. They can expand our research model and identify more characteristics and can utilize case studies and experimental methods to better support the findings of the empirical study. We encourage future study to contribute to a greater understanding of social media, as we believe there are many unanswered concerns surrounding user behaviour and usage on social media platforms. We are however optimistic that the current empirical study on the revised TAM model will be beneficial to social media scholars, professionals, and experts in the future, despite these drawbacks.

Conflict of Interests

The authors declare that there is no conflict of interests that are directly or indirectly related to this research work.

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