

# The Concept of Reasoned Action and its Impact of Intention to Shop on M-Commerce

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## Abstract

In India a widespread growth and development in the e-commerce websites which has enabled the emergence of the corresponding applications on the smart phone known as m-commerce that is mobile shopping. The study attempts to empirically explore the behaviour of smart phone users and the consequence of the factors on the meaning to employ in m-commerce along with this it was found from the research that Subjective norms, Faith, Perceived value and Attitude all the factors are significantly impacting purchase intention of on m-commerce.

**Keywords:** M-Commerce, E-commerce, Subjective norms, Trust

## I. Introduction

In India a widespread development can be observed and development in the e-commerce websites which has enabled the emergence of the corresponding applications on the smart phone known as m-commerce that is mobile shopping(Hillman, Neustaedter, Bowes, & Antle, 2012). All the major e-commerce websites are having their corresponding m-commerce application. Convenience and ease are the major drivers for these apps to spring-up on the smart phones. These apps not only provide a platform for the variety of choice and convenience but also the enables the customer to digitally pay for any purchase made(Hillman & Neustaedter, 2017). And m-commerce has emerged as a very dominating tool to reach the customers which is a blend of marketing, technology and effective strategy(Malik, Kumra, & Srivastava, 2013)(Jain, Le, Lin, & Cheng, 2011). A lot of studies have been accompanied to know the online behaviour of user while using e-commerce portals and factor determine the adoption of these portals has been researched a lot. M-commerce is no exception to it

but most of the studies are based on the adoption of these apps(Alahuhta, Helaakoski, & Smirnov, 2005)(Jahanshahi, A.A.Mirzaie & Asadollahi, 2011). The study attempts to empirically explore the behaviour of smart phone users.

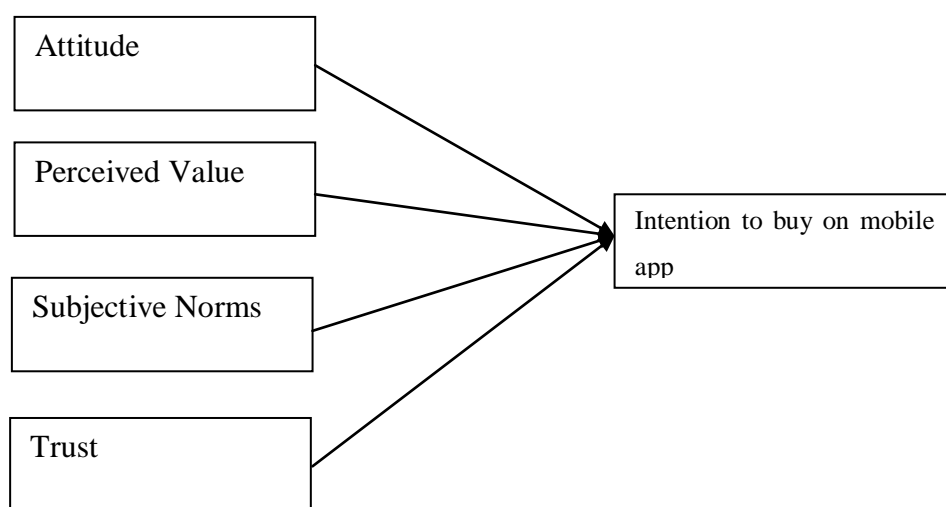
## II. Review of Literature

Mobile commerce enables the consumer with convenience and ease in usage but the major hindrance is trust and study showed that mobile payments are the major key to it. (Abu-Shanab & Ghaleb, 2013)It has been discovered that presumed faith, perceived effectiveness, and professed ease usage are significant influencers of "mobile trade adoption". (Rehman& Coughlan, 2011) In their study, it was established that the factor affecting the acceptance of m-commerce is the convergence of app functionality and robust mobile payment networks, because money is involved.

Proposed the concept of reasoned behavior (TRA) such as a significance of the Anticipation Quality Replicas attitude studies. Formulate the concept of

expected actions after discovering a discrepancy in attitudes and behaviors linked to voluntary behaviour. Perceived behavioral regulation arose as an important variable affecting the concept of expected actions (TPB). Numerous study have been conducted to test behavioural intention on health related issues (Martin Fishbein, 2008) (Albarracín, Fishbein, Johnson, & Muellerleile, 2001) (M Fishbein, 1980). The concept uses subjective norm and attitude to predict the behavioural intention (Rossmann,

2014) (Yousafzai, Foxall, & Pallister, 2010). The study intend to propose two additional constructs Trust (Moura, Gosling, Christino, & Macedo, 2017) (Yin, Wu, Du, & Chen, 2010) and Perceived value (H. H. Lin & Wang, 2006) (Rita, Oliveira, Estorninho, & Moro, 2018) (M. Jun & Palacios, 2016). Intention to shop has been indicated by (H. F. Lin, 2007) using theory of planned performance to predicting consumer objectives to shop online. The proposed model is as follows:-



### Intention to shop

This found out that perceptions towards online supermarket run is influenced by ease usage, comfort and satisfaction, customer specifications, contextual influences, brand characteristics and confidence in online shopping. Recent studies show that convenience of usage and satisfaction are the dual main drivers for online shopping (Ramayah & Ignatius, 2005). Several conclusions have also shown that the ease of digital retail contributes to even more online shopping (Chiang & Dholakia, 2004). Store purpose and product repurchase desires often rely on perceived convenience of use, perceived utility, confidence and enjoyment (Aren, Güzel, Kabadayı, & Alpan, 2013) (Alabdullatif & Akram, 2018) (Kuan-Pin & Ruby Roy, 2003).

### Trust

Numerous studies have proved and provided the proof that trust is a vital factor in online shopping intention (Gefen, Karahanna, & Straub, 2017) (Karahanna, Elena; Gefen, David; W. Straube, 2003) (Tang & Hanh Nguyen, 2013) (Ling, Chai, & Piew, 2014). Trust can be only developed when the vendor believes that nothing can be gained out of cheating, there is security feature, the app has a typical interface and above all it provides ease of use (Gefen et al., 2017) (Karahanna, Gefen, & W. Straub, 2003). Trust is not only confined to the purchase of ordinary products but it formed an essential component of luxury products purchase intention (Liu, Burns, & Hou, 2013). Studies conducted on the e-service purchase intention also

showed trust to a vital factor (G. G. Lee & Lin, 2005).

*H<sub>1</sub>: "Trust is a significant predictor of intention to purchase online".*

### Subjective Norms

Philosophy of deliberate performance and concept of coherent action specially uses particular norm as an important predictor for purpose to shop online (Moshrefjavadi, Asadollahi, Nourbakhsh, Poursaeedi, & Rezaie Dolatabadi, 2012) (Nagra et al., 2013) (Ahmad, Omar, & Ramayah, 2010). Numerous researches conducted on the online purchase intention is being positively influenced by subjective norms (Salahuddin, Lim, Romle, Osman, & Abdullah, 2016) (Zendehdel, Paim, & Osman, 2015) (Clemes, Gan, & Zhang, 2014). A recent study on the Turkish customers have clearly pointed out that marketer should consider subjective norm as key point in developing the marketing strategy for online shopping (Çelik, 2011). (Bui & Kemp, 2013) pointed out that purchaser arrogances, emotion parameter as well as individual norms encouragement repeat acquisition intention.

*H<sub>2</sub>: Subjective norm is an important prognosticator of intention to purchase online.*

### Perceived value

(Hsiao, 2009) Find the expected benefits in terms of monetary values, ease is a benefit over the review period for the distribution of books for online purchases. Analysis on online grocery shopping has several different ways in which consumer interest can be produced in electronic grocery shopping and actual importance is the most important element of it (Ankar, Walden, & Jelassi, 2002). Numerous studies indicate that perceived interest of confidence and satisfaction were strong positive bloggers of consumer repurchase expectations (Chiu et al., 2009). A large-scale study showed that

constructive interest is more closely linked than hedonic quality to the desire of the Internet user and to the desires of the store.

*H<sub>3</sub>: Perceived value is a significant predictor of intention to purchase online.*

### Attitude

Almost all of the studies have proved that Attitude to be the important prognosticator of intention to shop. Attitude in some studies have also been considered as mediator for intention to shop in many studies (Wu, 2003) (Renny, Guritno, & Siringoringo, 2013). Similar studies with respect to airline ticket buying it was proved that perceived usefulness impacts the attitudes towards usability of airlines ticket reservation (Renny et al., 2013). Research conducted in China presented the proof that there have been relationships among illusion of security, perceived accessibility, perceived confidentiality, perceived credibility of after-sales service, perceived advertising mix, and customer attitudes toward internet shopping in China (G. Jun & Jaafar, 2011). (Narges, Paim, & Khatibi, 2011) established a system to track the effect of behaviors on the decision to buy, the diminishing consequence of the category of online municipal was noteworthy predictor of attitude on brand trust but not between attitude and revisit intention (Jung, Kim, & Kim, 2014).

*H<sub>4</sub>: Attitude is a significant predictor of intention to purchase online.*

## III. Research Methodology

The investigation is on finding out empirically explored the behaviour of smart phone users and the influence on the objective to employ in "m-commerce". In directive to fulfil the objective the data was composed across India through Google forms and email was sent to around 500 respondents from January 2018 to June 2018. Out the total fully filled 430 responses 304 respondents were the totally filled and useful

forms were selected. The descriptive statistics is as follows:-

|                |              |     |      |
|----------------|--------------|-----|------|
| Age            | less than 25 | 123 | 40.5 |
|                | 25 to 35     | 65  | 21.4 |
|                | 36-45        | 59  | 19.4 |
|                | 46-55        | 36  | 11.8 |
|                | above 55     | 21  | 6.9  |
| Gender         | Male         | 180 | 40.8 |
|                | Female       | 124 | 59.2 |
| Marital Status | Single       | 140 | 46.1 |
|                | Married      | 152 | 50.0 |
|                | Separated    | 6   | 2.0  |
|                | Divorced     | 6   | 2.0  |
| Family Size    | up to 2      | 45  | 14.8 |
|                | 2-4          | 169 | 55.6 |
|                | 4-6          | 87  | 28.6 |
|                | above 6      | 3   | 1.0  |
| Occupation     | Service      | 97  | 31.9 |
|                | Business     | 54  | 17.8 |
|                | Professional | 38  | 12.5 |
|                | Unemployed   | 32  | 10.5 |
|                | Student      | 83  | 27.3 |

Less than 25 constituted the majority of the responses with a high of 123 respondents followed by the 25-37 age group with 65 respondents, 37-48 age group had 59 , 46-55 age group had 36 and above 55 had only 21 respondents. Majority of the survey had female respondent with 124 respondents and 180 were males. Married and single were 46.1% and 50% respectively and only 2% each were separated or divorced. The family

size was with 2 to 4 people was the majority of the sample and most of them were service class.

### Data Analysis

In order to fulfil the objective deterioration analysis was accompanied considering “Purchase intention” is being used as an independent variable and Subjective norms, Attitude, Trust and Perceived value.

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .663 <sup>a</sup> | .440     | .432              | 2.00735                    |

a. Predictors: (Constant), SN, Trust, Attitude, PV

The second section is the ANOVA description table that checks the null hypothesis. In the case of a comparison, the scientific consensus is that the ass

ociation is negative. In this situation, we dismiss the scientific consensus even though the p value is less than 0,05. In this scenario, the p value is .000.

**ANOVA<sup>b</sup>**

| Model        | Sum of Squares | df  | Mean Square | F      | Sig.              |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 886.932        | 4   | 221.733     | 55.028 | .000 <sup>a</sup> |
| Residual     | 1128.247       | 280 | 4.029       |        |                   |
| Total        | 2015.179       | 284 |             |        |                   |

a. Predictors: (Constant), SN, Trust, Attitude, PV

b. Dependent Variable: PI

**Coefficients**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 1.471                       | .754       |                           | 1.951  | .052 |
|       | Attitude   | .168                        | .032       | .289                      | 5.242  | .000 |
|       | Trust      | .183                        | .046       | .231                      | 3.989  | .000 |
|       | PV         | -.094                       | .048       | -.110                     | -1.977 | .049 |
|       | SN         | .256                        | .042       | .355                      | 6.136  | .000 |

a. Dependent Variable: PI



All the factors are significantly impacting purchase intention of on m-commerce. The table in SPSS Output 3 generates information of the prototype limitations (beta values) and the relevance of these standards. Equation (1) demonstrates that  $b_0$  was the intercept of Y and that such a value is the continuous value of .So, from the table,  $b_0$  is 1.471, .168, .183, .094 and .256.

#### IV. Discussions and Implications

The study was undertaken with an aim to find out empirically explored the behaviour of smart phone users and the impression of the aspects on the target to utilize in m-commerce. It was found from the research that Subjective norms, Trust, Perceived value and Attitude all the factors are significantly impacting purchase intention of on m-commerce (M. C. Lee, 2009) (Hansen, Jensen, & Solgaard, 2004) (Jung et al., 2014). This implies subjective norm is a vital factor for a consumer to buy online via m-commerce (Ling et al., 2014). Further, trust came out to be an important predictor of online purchase this was in corroborated with studies (Friedman, Khan, & Howe, 2002) (Gefen et al., 2017) (Chen & Barnes, 2007). Perceived values also found to an important predictor as this was alignment with supposed benefit. Attitude is also found to be significant predictor of intention to shop which implies that marketer have to see that the key to effective marketing strategy is to have positive attitude.

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