

Factors Affecting University Students' Online Shopping Intention: Perceived Usefulness and Perceived Enjoyment

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Abstract: People with higher education have been the most important and enormous group of online shopping all around the world, especially university students. Therefore, this research intends to establish a perceived intention model to analyze the related factors of intention of online shopping in the light of Technology Acceptance Model (TAM). This paper managed sampling survey of Chinese students from Segi University in Malaysia. The essay leads to the research of the effects of selected variables: Perceived usefulness and Perceived Enjoyment may influence online shopping intention of university students.

Keywords: University Students From China, Online Shopping Intention, Perceived Usefulness, Perceived Enjoyment

1. Introduction

Online purchase is a phenomenon that is growing significantly nowadays. The sharp development of electronic commerce and Internet all over the world have changed people's lifestyle, also their method of shopping. Data show that in the year of 2023, the online retail sales in China reached 15.42 trillion yuan, 11% increase compared to the previous year. It can be noticed that online shopping is widespread now a way of life, and it is also one of important way of shopping. And the scale of Chinese netizens has reached 904 million, and the 20 to 29-year-olds have the largest proportion.

With the continuous enlargement of the scale of higher education in China, university students, as a special living group, have an extremely vast market potential. The online shopping intention of them is an important variable to study the expenditure habits of university students and understand the lifestyle of them.

According to (Blackwell et al., 2001)^[1], shopping intention is an aspect which is used to figure out the trend of future behavior that may change the shopping behavior of the consumers and shopping intention is also a consumer's plan for where to buy a product. According to (Davis 1989)^[2], Perceived usefulness is decided as "the degree to which a person believes that using a particular system would enhance his or her job performance." According to (Venkatesh 2000)^[3], Perceived enjoyment (PE) is defined as "the extent to which the activity of using a specific technology is perceived to be enjoyable, aside from any performance consequences resulting from technology use".

The objective of this survey is to verify the relationship between different variables in acceptance of online shopping, and to get the point the important factors that affect the change of university students' online shopping intention.

2. Research Methodology and Data Analysis

2.1. Research Methodology

2.1.1 Previous studies and hypotheses development

In some past studies, Lim et al., (2016)^[4], showed that perceived usefulness could strongly influence the intention of online shopping. But (Ramayah & Ignatius, 2005)^[5] indicated that Perceived Usefulness was not a main reason in changing the shopping online intention.

Based on the above phenomenon, according to the results of the impacts of Perceived Usefulness (PU) and Perceived Enjoyment (PE) on online shopping intention, the two hypotheses of online shopping intention are as below:

H1: Perceived usefulness brings a significant positive impact on online shopping intention of university students.

H2: Perceived Enjoyment brings a significant positive impact on online shopping intention of university students.

2.1.2 Theoretical framework

Davis proposed The Technology Acceptance Model (TAM) model in 1986, which is a model widely adopted in the research to describe and predict user behavior and their intentions in technology use. Based on TAM theory, this paper will take PU and PE, as independent variables that affect online shopping intentions. Therefore, the research framework (Figure 1) is developed as follow;

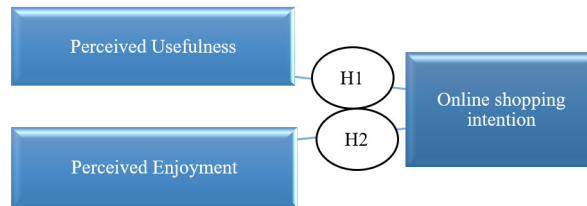


Figure 1 Conceptual Framework

2.1.3 Population and sampling

In December 2023, the questionnaire for this study was conducted online and distributed among the students of SEGi University through the WeChat App, the sample consisted of 65 university students. The Likert 5-level evaluation method was used, the questionnaire surveys from four aspects: monthly online shopping spending, frequency of online shopping, online shopping intention, perceived usefulness and perceived enjoyment.

2.1.4 Measurement and scales of Research Variables

Because of the data was analyzed by SPSS. The author used 7 factors on online shopping intention (OSI), 6 factors on PU and 4 factors on PE, and the scale for this study was drawn from earlier literature and published studies.

The primary data for this research were gathered from the questionnaires distributed on the impacts of PU and PE on online shopping intentions. Sekaran and Bougie (2009:37)^[6] regarded secondary data as data collected through existing sources and secondary sources adopted in this study were obtained from theoretical books, other relevant literatures and the data through the Internet.

2.2. Data analysis

2.2.1. Reliability test

This paper will use Cronbach's Alpha value to verify the reliability of the data. Normally the coefficient of Cronbach's alpha is between 0 and 1. According to Nasution and Usman (2007:54)^[7], the minimum value should reach 0.6 and it would be better if the value is over 0.8 (close to 1).

Table 1 Cronbach Alpha α

Factors	Corrected Item -Total Correlation	Cronbach's Alpha if Item Deleted
Perceived Usefulness (PU 6 variable) $\alpha= 0.914$		
Perceived Enjoyment (PE 4 variable) $\alpha= 0.933$		
Online Shopping Intention (OSI 7 variable) Cronbach's Alpha= 0.961		

According to the statistical result table 1, all of the reliability coefficient value of this study data is greater than 0.9, which assiduously indicates that the reliability of the data is of extremely great condition and the author could use it for the next analysis.

2.2.2. Pearson correlation

Pearson's correlation value is method to evaluate the correlation and the relationship between the dependent variable and the independent variables. Correlation variables indicate that the relationship between the dependent variable and the independent variable is significant or not.

From the results of SPSS, the correlation coefficient between the different variables of PU and OLS is an average of 0.763**. The above coefficient is significantly correlated at the 0.01 level. Therefore, it can be preliminarily judged that H1 is established.

Then we look forward to the relationship between the different variables of PE and online shopping intention., the correlation coefficient is an average of 0.711**. The above coefficients are significantly correlated at the 0.01 level. Accordingly, it can be preliminarily judged that H2 is established.

Through the above correlation analysis, we can confirm that both PU and PE have strong correlation with OLS, and confirm the hypothesis.

2.2.3. Multiple linear regression

Based on the previous analysis results, some hypotheses mentioned in this paper have been preliminarily verified, but correlation analysis can only analyze the correlation and closeness between different variables. Furthermore, cause and effect cannot be explained. Therefore, the method of multiple linear regression was adopted to study the causal relationship of the research hypothesis in this paper.

PU and PE as independent variables, and OSI as the dependent variable, a regression analysis was planned to verify the effects of usefulness and enjoyment on online shopping intention. The results of regression analysis in Table 1 indicate that the adjusted r-squared value is 0.625, the Sig value of PU is 0.000, and the Sig value of PE is 0.003. The Sig value of each variable was less than 0.05, which means the overall regression effect was significant.

In Table 1, the two independent variables could affect the online shopping intention positively, and the Beta value of PU is $\beta=0.522$. The Beta value of PE is $\beta=0.335$, Compared with perceived enjoyment, perceived usefulness has a stronger impact on online shopping intention.

Table 1 Model Summary and Regression results of PU, PE and OSL

Model	R	R Square	Adjusted R Square	Std. Error
1	.798a	.637	.625	.46353
Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
Constant	.290	.374		
PU	.581	.123	.522	
PE	.338	.111	.335	

3. Conclusion

The main purpose of this paper is to find the influencing factors and reasons of online shopping intention from university students in the use of e-commerce websites and applications. According to TAM theory, two independent variables, perceived usefulness and perceived enjoyment were extracted.

The findings and implications of this discussion now are as follows: This study discovered the effects between perceived usefulness (PU), perceived enjoyment (PE) and online shopping intention (OSI), and verified that both variables had effects significantly on online shopping intention, $\beta = 0.522$, $\beta = 0.335$ (Table 1). This means that Perceived Usefulness (PU) and Perceived Pleasure (PE) account for 52% and 33.5% of online shopping intentions, respectively. This finding suggested that the more consumers value the quality and pleasure of life, the more receptive they are to the convenience and variety that the Internet brings.

According to the findings of this study, perceived usefulness and enjoyment are important factors for university students to generate online shopping intentions. The usefulness is a key factor in determining consumers' online shopping intention. In addition, since the subjects of the study are university students, enjoyment is also an important aspect. It can be said that for some of them, online shopping has become a part of their lives, and they can get more happiness from it. Therefore, the information obtained in this study will help university students make better decisions when shopping online and also make them a better online consumer. Additionally, online retailers understanding consumers' online shopping intention could help them develop marketing strategies successfully to attract more university students to buy products from their online stores, resulting in expected results and profits. Considering that only two independent variables (perceived usefulness and enjoyment) were proposed, additional research should examine other factors influencing purchase intention online, such as perceived risk

and ease of use. This study can also provide useful guidance for other researchers to improve their research work.

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