

# The Role of Buying Motivation in Moderating Online Shopping Behaviour

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**Abstract—** Nowadays Online Shopping have been part of our life. It has been known since internet was introduced to Indonesia. Every day millions of people are going online, but just some of them going online for shopping. In fact, online shopping hasn't been the main option when customer still bought offline especially for College student in Aceh Province. Online shopping behavior are influenced by many factors. These research examine the role of buying motivation in moderating online shopping intention. Purpose of this study is to identify the role of motivation as a moderating variable in measuring the relationship among the Influencing Factors and online buying intention. The subject of study is university student who experiences online shopping. This study was conducted using 164 respondents as sample which were taken from several universities in Aceh Province. Observation and Questionnaires were using as data collecting method while Partial Least Square (PLS) using as data analyzing method. This study resulted that Buying intention significant in influencing actual buying. Perceived Usefulness significant in influencing buying intention.

**Keyword:** *Buying Motivation, Buying Intention, Actual Buying*

## I. INTRODUCTION

Market is a place where seller and buyer meet. We can easily show the place and name the address. Today the place we know as market place is still there with all its story. Some shopper still visits it for classic reason shopping. But market place today have been shifted by Market space. Don't ask the address because you cannot find it. The improvement of technology has changed numerous things in our life. The market is just one of example. Who needs to leave their desk for shopping when the internet brings you the stores. It offers

you hundred stores that can be visited easily just with one click away. They offer you product, how to consume it, name you the price. It even provides the testimonies of early shoppers and thirty days guarantee to exchange the product if it's under your expectation. It occurs worldwide, and everyone welcomes to enjoy this changes.

It also occurs in Indonesia. It was in 1997 when internet was introduced for the first time in Indonesia. It was and still changing so many things that we do in live; the way children study, how we spend our time, how we purchase even change our way of connecting others. In Indonesia 62 percent netizen going online for shopping. Aceh is one of the provinces that located in Indonesia. For the past two years, the Acehnese experienced the decline in internet usage. This statement based on the result of one of the national survey in Indonesia [1].

Technology Acceptance Model (TAM) was introduced by Davis [9]. TAM was an adaptation of Theory of Reason Action that was studied by Fishbein and Azjen [11]. This model proposes that an individual actual behavior is determined by the person's intention to perform the behavior where this intention is influenced jointly by the individual's attitude and subjective norms. The Classic TAM aimed to measure the user intention to adopt technology. TAM used two beliefs toward intention of technology usage. According to Davis [9] perceived ease of use and perceived usefulness was believed in determining user intention toward technology usage.

Everyone always needs reason to do anything. Shopping is one of activity that must be done when we need to buy something we cannot provide. The motivation of buying online measure in two dimensions; utilitarian and hedonism dimensions [14]. Buying motivation will become a reason why people shop. These two dimensions different one another, utilitarian believes that buying the right product in an efficient and timely manner while hedonism defines buying or shopping as a way to find happiness, pleasure, experience and positive vibes at the same time. This research aim to evaluate the factors that influence online shopping in Aceh Province.

This research also involve the role of buying motivation as moderating variable to influence the relationship between perceived ease of use and online buying intention and also to influence the relation between perceived usefulness and online buying intention.

## II. LITERATURE REVIEW

### A. *Perceived Ease of Use*

Perceived ease of use is part of classical Technology Acceptance Model (TAM) which was built by Davis [9]. The origins of TAM can be traced back to the Theory of Reasoned Action (TRA) The term is defined as the individual's perception that using the new technology will be free of effort [9]. According to David [9], Perceived ease of use is one of determinant of technology usage intention. In this research context ease of use refers to how easy online shopping using an internet as a medium.

### B. *Perceived Usefulness*

Perceived usefulness defined as the individual's perception that using the new technology will enhance or improve her/his performance [9]. In our research context, the usefulness refers to the benefit of internet as online shopping medium.

#### 1) *Online Buying Intention*

Online shopping is an exchange process between buyer and seller without intermediary services using the internet as a medium. In this research context, online buying intention refers to early stages of decision making; recognition, awareness, alternatives, and evaluation. They shopping activities can be done in online stores (online websites) or social media that provides seller but usually only individual seller without regulation that guarantee shopper from fraud issue.

#### 2) *Buying Motivation*

The motivation for shopping measures using two dimensions. It includes both utilitarian and hedonic dimensions. Some internet shoppers found shopping as a solution for their constraint while some enjoyed shopping as fun, pleasure, experience and enjoyment [14]. The Utilitarian shopper found online shopping as solution to shop the right product without wasting time. While in contrast Hedonism shopper found shopping for fun, exploring, playing and seeking new experience from website. In this research context buying motivation act as moderating variable for measuring relation of two perceptions in influencing online shopping intention.

#### 3) *Actual Buying*

Actual Buying defines as a real action that is formed by intention and purchasing power. Actual buying is the latest stage of decision-making process. Actual buying means paid and brought the product from the seller not just intended to buy. Numerous research state that intention is the best construct to predict the actual buying [9].

## III. RESEARCH METHODOLOGY

### A. *Research Hypothesis*

Perceived ease of use is one of construct that believed influence behavioral intention to use technology [9]. Ramayah and Ignatius [20] hypothesized the relation between perceived ease of use and online shopping intention.

H1: Perceived Ease of use influence online buying intention

Along with Perceived ease of use Davis [9] measured classical Technology Acceptance Model using two constructs Perceived ease of use and perceived usefulness. Perceived usefulness and online shopping intention hypothesized in a study about purchasing a particular brand [8]. Ramayah & Ignatius [20] also hypothesized perceived usefulness influenced online shopping intention.

H2: Perceived Usefulness influence online buying intention

Online buying intention is the best predictor to measure online actual buying [5],[4],[15]. Actual usage of technology influenced by intention to use the system [9]. David studied the technology usage but this classic model can be used to measure the activity

H3: Online Buying Intention influence Actual Buying

Buying motivation always interesting to discuss. Buying motivation measure in utilitarian and hedonism dimensions. In some research these two dimensions used in different name to measure buying intention. In this research context buying motivation used as moderating variable to influence the relation of two beliefs perceived ease of use; perceived usefulness and online buying intention.

A utilitarian has precise purpose shopping behavior. They purchased based on rational needs that tied to a particular purpose. [19]. The most important thing about shopping for utilitarian is buying efficiently and how to accomplish its purpose with the least cost. Shopping is a focus for finding and buying a product at the best price for utilitarian. Delafrooz *et al.*[10] also found that utilitarian orientation aspect influence shopper's attitude to purchase online. Hedonist is an experiential shopper. Besides gathering shopping information hedonist also finds shopping for fun, adventure and fantasy [17]. For Hedonist shopping experience is more important than the common shopping reason. Even in his research Childers *et al.* [6] stated that interactive level that offered by website was become a supporting factor for hedonist to enjoy online shopping better than ordinary online environment.

H4: Buying Motivation Influence Buying Intention

H5: Buying motivation as moderating variable in influencing relation between perceived ease of use and online buying intention

H6: Buying motivation as moderating variable in influencing relation between perceived ease of use and online buying intention

## B. Research Approach

### 1) Research Design

Survey research was the predominant methodology used in this study. The purpose of the research is to measure the affecting factors of actual buying and online buying intention. The measurement device adopted from Classical Technology Acceptance Model (TAM) [9]. The structural Model modified by adding construct actual buying and buying motivation as a moderating variable.

### 2) Sample

Sample of this research is college student who experiences online shopping. The sample is collected from a few local universities that locate in Aceh Province. The descriptive statistic will be used as data collection method. While the data will be analyzed by using Partial Least Square (PLS).

## IV. RESEARCH FINDING

### A. Data Overview

A total of 200 questionnaires were distributed to the respondents. From total 200 questionnaires, only 164 returned on time for the analysis process. The 164 respondents consisted of 107 female and 57 male, age between 18 to 21 years old. The respondents stated that 60.4 percent bought clothes from internet while Instagram was the most often used media for online shopping. 40,9 percent confirmed using instagram for online shopping, and 21.3 percent confirmed using Lazada as a website option for online shopping.

### 1) Validity and Reliability Test

Table 4.1 Reliability Test

Construct	Average Variance Extracted	Composite Reliability
Perceived Ease of Use	0.664	0.887
Perceived Usefulness	0.587	0.850
Online Buying Intention	0.690	0.816
Buying Motivation	0.687	0.814
Actual buying	0.747	0.922

The reliability test was examined based on the value of Average Variance Extracted (AVE) must be above 0.50 [12] while for composite reliability (CR) the value must be above 0.60 [3]. Based on the Tabel 1 we can conclude that . Perceived ease of use with AVE value 0.664 and CR value 0.887 was reliable. Perceived Usefulness with AVE Value 0.587 and CR Value 0.850 was reliable. Online buying intention with AVE Value 0.690 and CR Value 0.816 was reliable. Buying Motivation with AVE Value 0.687 and CR Value 0.814 was reliable. Actual Buying with AVE Value 0.747 and CR Value 0.922 was reliable.

### 2) PLS Analysis

Partial Least Square analysis were conducted to determine the relationship between dependent latent variable online buying intention and independent latent variable perceived ease of use and perceived usefulness. It was also accommodated to test the role of buying motivation as moderating variable to measure the relationship between perceived ease of use and online buying intention, and the relationship between perceived usefulness and online buying intention. Lastly, it tested the relationship between online buying intention and actual online buying

### 3) Hypothesis Testing

Table 4.2 Hypothesis Testing

Variable relationship	Path Analysis Coefficient	P- Value	Result
Perceived Ease of Use – Buying Intention	0.085	0.162	Insignificant
Perceived Usefulness- Buying Intention	0.150	0.017	Significant
Buying Motivation- Buying Intention	0.186	0.010	Significant
Buying Intention- Actual Buying	0.749	0.000	Significant
Buying Motivation moderating Perceived Ease of Use – Buying Intention	-0.182	0.002	Insignificant
Buying Motivation moderating Perceived Usefulness- Buying Intention	0.035	0.0599	Insignificant

### 4) Result

All result will be interpreted based on Chin [7].

H1: Perceived Ease of use influence online buying intention perceived ease of use found insignificant in influencing buying intention. Path Analysis coefficient shown value 0.085 with 0.162 on P-Value. The PLS Result explained that perceived ease of use insignificant in influencing online buying intention.

In this research context, online Buying Intention was not shaped by perceived ease of use. Some previous research

stated that perceived ease of use was one of the constructs that determined buying intention [9]. The interpretation would be that perceived ease of use was not considered when shoppers wanted to purchase online. There was a study that supports this finding. Harn *et al.* [13] found that perceived ease of use had no significant influence on group purchase intention. Although the research was done to measure group's purchase intention but considering group's purchase decision originated from individual's decision. In this context, research perceived ease of use was not one of the factors that influence college students in Aceh Province.

TAM was studied for the first time in 1989 by Davis [9]. TAM was the breakthrough for measuring technology usage, but as time goes by the influence of perceived ease of use as part of determinants beliefs that influence buying intention keep declining.

H2: Perceived Usefulness influence online buying intention.

Perceived Usefulness is positively significant in influencing online buying intention. Path analysis coefficient 0.150 and p-Value 0.017 explained that as much as 15 percent of online buying intention shaped by perceived usefulness. Usefulness is one of the reasons why customers purchase online. Cho [8] found that perceived usefulness had a statistically significant effect on online buying intention. Lim *et al.* [22] also found that perceived usefulness influenced online buying intention. In this research context, we may conclude that college students in Aceh Province started realizing that online buying behavior gave them numerous benefits. Even though they have not optimized the online shopping intention yet since they still purchase frequently at Social Media e.g., Instagram, but 21 percent of them have tried buying at Lazada. The amount of respondents that did the purchase at Lazada start showing the good sign that the college students of Aceh Province start using world wide web (WWW) for online shopping options. As time passes they will realize which one brings more benefits as an option for online shopping; Social Media or World Wide Web that provided official online stores.

H3: Online Buying Intention influence Actual Buying  
Online buying intention positively significant influenced actual buying. Path Analysis coefficient 0.749 with P-Value 0.000 explained that online buying intention positively significant influenced actual buying. 74.9 percent of actual buying was shaped by online buying intention. Al-Jabari *et al.* [16] found significant relationship between online buying intention and actual buying. Though using different models to measure the constructs but the result contributed the same conclusion. Lim *et al.* [21] also found that online buying intention influence actual online buying. In this research context, we interpreted that actual online buying one of college students in Aceh Province was shaped by online buying intention.

H4: Buying Motivation influenced Online buying intention. Statistically, Path analysis coefficient 0.186 while P-Value 0.010 shown that buying motivation significant in influencing online buying intention. The coefficient can be interpreted as 18.6 percent of online buying intention of college students of Aceh Province was explained by buying motivation.

H5: Buying motivation as moderating variable in influencing relation between perceived ease of use and online buying intention.

Buying motivation found insignificant in moderating the relationship between perceived ease of use and online buying intention. Statistically path coefficient analysis -0.182 and P-Value 0.002 shown that buying motivation significant as moderating variable in relationship of perceived ease of use and online buying intention. Referring to Baron and Kenny [2] who stated that if the main effect (the relationship between perceived ease of use and online buying intention) found insignificant, the other effect as moderating or mediating measurement cannot be added. Even though in the analysis data (Partial Least Square –PLS) it was possible to do, since the measurement examined simultaneously. Based on this reality we could interpret that though it was statistically significant but because of the relationship between perceived ease of use and online buying intention found to be insignificant, the measurement had to be canceled.

H6: Buying motivation as moderating variable in influencing relation between perceived usefulness and online buying intention.

Buying Motivation found insignificant in moderating relationship between perceived usefulness and online buying intention. Statistically, path analysis coefficient 0.035 while p-value 0.0599 shown that the P-Value above the number required. This condition explained that college students in Aceh Province did not need any motivation for online buying intention. Their involvement in online shopping activity was because of usefulness of the activity. Both dimensions have not weakened or strengthened the relationship between perceived usefulness and online buying intention.

## V. CONCLUSION

Technology Usage is part of our life. The Classic Technology Acceptance Model (TAM) had been adopted for years to measure this worldwide phenomenon. The Classic TAM also used in this research. The three original constructs were extended by adding two other constructs that related to the importance of the research. Perceived ease of Use, Perceived usefulness and Online Buying Intention were found on classic TAM, while Actual buying and Buying Motivation as an additional variable on TAM extended version. The result of the research shown that online buying intention was shaped by perceived usefulness and buying motivation. While actual buying formed by online buying intention. Perceived ease of use found insignificant in influencing online buying intention. It was hard to state or conformed easiness when we did not use the technology offered. A college student in Aceh Province have not optimized the usage of internet for online shopping Technology could be said useful only after using it. Most of them were rather purchasing at Social Media than the official online store (WWW). The amount of shoppers who actually purchase online can be found more at Social Media than at official online store. The influencing factor that drove online buying intention in this research were perceived usefulness and buying motivation.

In this research, buying motivation had higher influence than perceived usefulness. The interpretation would be the number of college students in Aceh Province who purchased

online because of buying motivation was higher than perceived usefulness. It explained that for college student in Aceh being utilitarian or hedonist influenced online buying intention. Purchasing for fun or necessity significantly influenced online buying intention. Based on the result we can conclude that Aceh's college student must know more about the usefulness of online buying so they can optimize the usage of internet for online shopping. Buying motivation triggered online shopping intention for most of the college student in Aceh Province. Buying intention found insignificant as moderating variable in this research.

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