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Entertainment Gratification, Informative Gratification, Web Irritation and Self-Efficacy as Motivational Factors to Online Shopping Intention

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ABSTRACT

The Internet technology and pervasive computing has provided consumers with privileges to shop online. In addition, the Industry 4.0 agenda has placed the business web and the social web as the ecosystem domains, which explains why online shopping a norm is today. While many studies have been conducted to investigate the determinants of consumers' intention to use online shopping, mixed results are always found, especially when businesses take unique approaches for their digital presence. Besides, even though self-efficacy has been studied extensively in information system research, technological complexity has always given a challenge to consumers' computing ability. Building on the Use and Gratification Theory (GTA) and the Social Cognitive Theory (SCT), this study aims to examine the relationships between entertainment gratification, informative gratification, web irritation and self-efficacy towards individual's intention to use online shopping. Using the quantitative survey approach, data was collected from 217 young executives who are frequent online shoppers. The results of the structural equation modelling suggest entertainment gratification, informative gratification and self-efficacy as factors that derive consumers' intention to shop online. On the other hand, web irritation has no significant relationship with online shopping intention. The findings do not only capture the importance for web retailers to provide adequate buying-selling information and to provide the element of fun in the shopping portals, but it also suggests that web retailers provide less complicated online shopping features since consumers' ability to use the technology determines purchase behaviour. The findings serve as future research agenda.

Keywords: *online business, Use and Gratification Theory (GTA), Social Cognitive Theory (SCT), entertainment gratification, informative gratification, web irritation, self-efficacy*

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INTRODUCTION

For the past few years there are tremendous debates on the role of e-commerce in mitigating the demand of online business due to increased customer expectation and improved information technology capabilities. The Industry 4.0 revolution as one of the key economic determinants has eventually changed how business is conducted including online shopping. Related statistics for online shopping including sales, revenue and customer habits show consistent growth in many regions and the growth will become larger (Lazar, 2017). Fang, Wen, George and Prybutok (2016) based on the findings from the Centre for Retail Research in 2014, believe that the steady growth results from existing online shoppers' behaviour who spend more time and money on diverse product categories. Hence, this signals for the ability of the business to offer better online services for retaining online customers.

Customers' attitude is the key determinant for their online shopping intention (Blomqvist, Lennartsson and Nyman, 2015). Therefore, it is important for online retailers to understand customers' attitude and behaviour as the ability to understand the customers' needs is a competitive advantage. Primarily, online shopping was introduced for ease of purchase with the injection of fun and entertainment elements without reducing the amount of key information. However, with technology integration, online shopping has become a competition. In the Malaysian context, this could be seen from the flock of new online shopping platforms such as Zalora, Ali Baba and 11th Street. Therefore, the basic question of what makes online customers decide to purchase from the viewpoint of use and gratification,

and whether their technological capability determines the shopping decision is substantial. In this study, we aim to explore the roles of entertainment gratification, informative gratification, web irritation and self-efficacy as determinants to online shopping intention.

LITERATURE REVIEW

Online-shopping is revolutionizing how consumers purchase products and services with greater empowerment on decisions to select due to no temporal and space limitations (Lim, 2015). Hence, the increasing importance of online sales and the growing number of online shoppers require that marketers develop a better understanding of their customers. Close and Close and Kukar (2010) define intention to use online shopping as the intention of consumers to purchase products and services via the Internet, or use the virtual shopping cart as a means to buy things during an online session. Accordingly, the virtual shopping cart acts as a functional holding place which is required to temporarily keep or hold the intended purchase items prior to completing the purchase transaction. The Theory of Planned Behaviour (TPB) predicts an individual's intention to engage in a behaviour at a specific time and place. According to the theory, intention is the immediate antecedent of behaviour and is itself a function of attitude toward the behaviour, subjective norm and perceived behavioural control and these determinants follow respectively from beliefs about the presence of factors that control behavioural performance (Morte, 2016). The TPB has been used successfully to predict and explain behaviours and intentions, including and substance use, among others. The TPB states that behavioural achievement depends on both motivation (intention) and ability (behavioural control). It distinguishes between three (3) types of beliefs which are behavioural, normative, and control. The TPB comprises six (6) constructs that collectively represent a person's actual control over the behaviour (Morte, 2016). The Uses and Gratifications (UGT) perspective is considered as one of the most appropriate theoretical frameworks to study psychological and behavioural tendencies in association with mediated communication (Lin, 1999) in explaining consumer motivation in using specific media channel (Rafaeli, 1986; Morris and Ogan, 1996 ; Ruggiero, 2000). Proposed by Rubin (1994), the primary objective of the UGT is to explain and understand the psychological needs which shape people's reason for using

the media and the reasons which motivate them to engage in certain media that fulfil their inherent needs, including the identification of the positive and negative consequences of individual media use. Although some mass communication scholars have contended that the theory is not a rigorous social science theory, Ruggiero (2010) argue for the significance of the UGT in understanding the use of computer-mediated communications. The UGT is an audience-centered approach. Many scholars have investigated the importance of entertainment gratification, informative gratification and web irritation in the online and computer-related communications including Lim (2015), Treviño, Morton and Robles (2016) and Erawan and Erawan (2016).

Entertainment gratification is the state where individuals find an online shopping site fun and entertaining (Lim, 2015). In the search stage, consumers who choose to shop online might look for product reviews or consumer comments. The consumers will search for the brand or company that offers them the best fit to their expectation. During this stage, a well -organised website structure and an attractive design are important elements to persuade consumers to be interested in buying products and services (Katawetawaraks & Wang, 2011). The website that offers an interesting entertainment gratification offers a fun and entertaining web structure to users, which pleases the users and motivates them to use the media more often (Weng & Ding, 2012). Therefore, interesting entertainment gratification will give a positive effect on the user's attitude in using the media. Based on the discussion, we offer the following hypothesis: H1: There is a relationship between entertainment gratification and a continuous intention for online shopping

At the core of the UGT lies the assumption that audience members actively seek out the mass media to satisfy individual needs. According to Weng and Ding (2012) the informativeness construct refers to the extent to which the web media provides users with resourceful and helpful information to users. In addition, referring to Laudon and Traver (2009) another aspect that is important to the online circle is a 'clickstream' behaviour. 'Clickstream' behaviour refers to the behaviour that consumers will search for information through many and various sites at the same time, whereby users will click to a single site, then to a single page, then finally make the decision to purchase. This shows that all these factors lead to specific attitudes and behaviours about online purchasing and a sense that they can control their purchasing environment through the online world. The

websites should have enough information. However, it should not be too overwhelming. Putting unstructured or useless information on the website can reduce the usefulness and ease of use of the Internet which leads to some mistakes and consumer misunderstanding. This is also supported by Mitchell, Walsh and Yamin (2005) who state that consumer confusion is related to too many, too similar, or ambiguous information stimuli which will prevent consumers from fully understanding and being confident about the products or the purchase environment because of the complexity of the situation and inability to process and manage all alternatives. Hence, we offer the following hypothesis: H2: There is a relationship between informative gratification and online shopping intention.

According to Luo (2002) one of the major determinants that affects the use of a media is web irritation. Referring to Wing and Ding (2012) web irritation can be summarized and described as a web that is messy and leads to the consumer irritation. Some consider tactics of pop-up advertisement and animated banner which were supposed to be attracted, have become an irritation to online visitors. Ali (2013) found consumers who felt irritated with unrelated and too much advertisements will tend to leave. Similarly, Lim (2015) found the evidence of web irritation as annoyance to online shoppers. Therefore, we offer the following hypothesis: H3: There is a relationship between web irritation and online shopping intention.

The Social - Cognitive Theory (SCT) started as the Social Learning Theory in the 1960s by Albert Bandura. It suggests that learning occurs in a social context with a dynamic and mutual interaction of the person, environment, and behaviour (Morte, 2016). Emphasized in SCT, self-efficacy is an individual who believes what he/she individual can accomplish using their skills under certain circumstances (Bandura, 1997). As claimed by Yu (2005) self-efficacy is the extent of one's belief in one's own ability to complete tasks and reach goals. Therefore, as in the context of this study, the belief and ability in using the Internet as the media for online shopping is investigated. Numerous studies on self-efficacy have been conducted. Depending on the ability and level of task complexity, most studies conclude that individuals with a higher Internet self-efficacy are more likely to use e-services (Hsu and Chiu, 2004; Sun Yun, 2011). Based on the discussion, we offer the following hypothesis: H4: There is a relationship between self-efficacy and online shopping intention.

RESEARCH METHOD

A survey was conducted by getting the responses from young executives who are frequent online shoppers. Using the purposive sampling technique, five hundred and forty eight potential respondents were selected and invited, but only 217 participated in the study. The technique was applied as the main aim was to get feedback from a group of sample who have the knowledge and experience in online shopping. Thus, their behaviour and acceptance of the subject matter is important. Purposive sampling is a non-random technique that applies expert knowledge on the cross-section of the population (Lavrakas, 2008). Following Wolf, Herrington, Clark and Miller (2013) on the discussion of the Monte Carlo approach, the sample size of 217 in determining model convergence, statistical precision and statistical power is adequate.

Data Analysis

Each concept of gratification, irritation and self-efficacy was measured using a five-point likert scale. Items to measure entertainment gratification focused on the pleasures and the motivation for users to use online shopping more often. Informative gratification was used to measure information quality of the online shopping sites, while web irritation measured the perception of users on how the sites irritated them. On the other hand, the self-efficacy items measured the ability of the respondents to use online shopping features and the online shopping intention measured the likelihood of the respondents to engage in online shopping. The descriptive analyses of the respondents' profiles show 57% of them were females (N= 124), 51% were in the age category of 21 to 30 years old (N = 111), 36% were between 31 to 40 years old, 47% obtained the bachelor degree as the highest education level (N = 101) and 54% of them were in the executive employment rank (N = 116). Two methods were performed for assessing the validity of the instrument. First, a principal component analysis as a procedure for exploratory factor analysis was conducted. All items were loaded using the principal axis factoring and Varimax with the Kaiser Normalization rotation. The results produced a total variance of 64.52%. The KMO of 0.863 indicated that the factor analysis was appropriate. The $MSA > 0.5$ suggested that all the variables should be included in the factor analysis, and the Bartlett's test was significant, implying that the variables

were correlated. As suggested by Beavers et al (2013), only items with a loading of .40 or greater were considered to be factorized. Further analyses on instrument validity were performed to assess convergent validity, composite reliability and discriminant validity. The instrument was also checked for its reliability. The cronbach's alpha scores produced a result of greater than 0.700, which indicated that the items were reliable (Hair *et al.*, 2010). Table 1 shows the results of the factor loadings, the descriptive results and the internal consistency score. The results of the Kolmogorov-Smirnov with a $p = .200$ is evidence of a normal distribution.

Table 1: Factor Loadings, Reliability and Descriptive Results

	Item Loadings (FA)	Mean	SD	α
Entertainment Gratification				.908
Entertaining to shop	.658	3.68	.808	
Fun to use	.732	3.68	.791	
Excited when shopping	.809	3.49	.817	
Lots of enjoyment	.778	3.47	.782	
Fun when interacting	.697	3.44	.756	
Informative Gratification				.887
Information that are of interest to me	.703	3.92	.682	
Accurate information	.803	3.78	.809	
Timely information	.761	3.66	.790	
Useful information	.719	3.78	.723	
Information for product comparison	.715	3.99	.767	
Web Irritation				.885
Feel irritated when shopping online	.833	2.82	.948	
Sites are confusing	.832	3.02	.967	
Sites are messy	.797	2.98	.979	
Often feel frustrated	.750	3.03	.962	
Self-Efficacy (when comparing with different online shopping sites)				.860
Feel confident comparing price of same category	.681	3.71	.760	
Feel confident comparing price of same product	.767	3.70	.725	
Feel confident comparing features of same product	.701	3.58	.735	

Feel confident comparing products in online auction sites	.764	3.43	.803	
Feel confident finding product info in an online auction sites.	.677	3.46	.810	
Online Shopping Intention				.898
Intend to continue purchasing products	.661	3.57	.797	
Plan to do more online shopping	.628	3.41	.778	
Would search for an online retailer which has the product	.736	3.65	.779	
Likely to purchase products from online retailers	.695	3.60	.745	

RESULTS AND DISCUSSION

The data was analysed using the Structural Equation Modeling through the AMOS ver 21 software and a bootstrapping method of 200 samples was used to determine the significance level of the loadings, weights and path coefficient. Each item value exceeded the recommended value of 0.6. In order to assess composite reliability and average variance extracted, two sets of convergent analyses were run. The composite reliability values which is to show the degree to which the items indicated that the latent construct, ranged from .850 to .909. Based on the results that each value exceeds 0.7, the composite reliability requirements were met. In addition, the average variance extracted (AVE) values were in the range of .589 to .689. The next procedure was to assess discriminant validity by examining the correlations between constructs and their square root of the average variance extracted. As shown in Table 2, the square root of the AVE is greater than the correlation with other constructs indicating adequate discriminant validity. Thus the reflective measurement model demonstrated adequate convergent and discriminant validity. The correlations between all the determinants and addiction were significant. A Confirmatory Factor Analysis (CFA) was run using AMOS to test the association between all variables. The results of the confirmatory factor analysis yielded a CFA model that is acceptable [$\chi^2/df = 2.174$, CFI = 0.923, GFI = .849, TLI = 0.911 and RMSEA = 0.074]. Based on the results, all variables are significantly related to one another. The highest association is between entertainment gratification and continuance online shopping intention ($r=.725$, $p < .05$) followed by the association between informative gratification and continuance intention ($r=.507$, $p < .05$) and self-efficacy and continuance usage intention ($r=.482$, $p < .05$). The results are shown in Table 2.

Table 2: Results of the Correlation, Discriminant Validity, Composite Reliability and Convergent Validity

Constructs	Correlation of constructs					CR	AVE
	EG	IG	WI	SE	OSI		
Entertainment Gratification (EG)	.817					.909	.909
Informative Gratification (IG)	.552	.782				.887	.887
Web Irritation (WI)	-.248	-.141	.812			.885	.885
Self-Efficacy (SE)	.359	.343	-.204	.767		.850	.850
Online Shopping Intention (OSI)	.725	.507	-.217	.482	.830	.899	.899

The results of hypotheses testing based on the structural model is shown in Table 3. The model fit is acceptable [$\chi^2/df = 2.174$, CFI = 0.923, GFI = .849, TLI = 0.911 and RMSEA = 0.074]. There are significant relationships between entertainment gratification and continuous online shopping intention ($\beta = .634$, $t=8.347$), between self-efficacy and intention ($\beta = .270$, $t= 4.294$) and between informative gratification and online shopping intention ($\beta = .153$, $t= 2.523$). On the other hand, there is no relationship between web irritation and intention ($\beta = -.029$, $t = -.494$). Therefore, the results provide evidence that entertainment gratification, informative gratification and self-efficacy are significant determinants for continuous online shopping intention.

Table 3: Results of the Hypotheses Testing

Hypotheses	Path	R2	Standard Path Coefficient	C.R	Standard Error
H1	Entertainment Gratification \rightarrow Online Shopping Intention	.500	.634	8.347	.078
H2	Informative Gratification \rightarrow Online Shopping Intention		.153	2.523	.065
H3	Web Irritation \rightarrow Online Shopping Intention		-.029	-4.94	.045
H4	Self-efficacy \rightarrow Online Shopping Intention		.270	4.294	.064

Discussion

Table 4 projects the results from the testing of hypotheses. Three proposed hypotheses (H1, H2 and H4) that emerged from the literature review are supported.

Table 4: Summary of the Hypothesis Testing

Hypotheses		Supported/Not Supported
H1	There is a relationship between entertainment gratification and online shopping continuous intention.	Supported
H2	There is a relationship between informative gratification and online shopping intention.	Supported
H3	There is a relationship between web irritation and online shopping intention.	Not Supported
H4	There is a relationship between self-efficacy and online shopping intention.	Supported

The research findings offer valuable implications for online businesses to improve their presence in the online shopping websites. The research hypotheses (H1, H2, and H4) were supported by the data. The H1 and H2 findings are consistent with the findings of Lim and Ting (2012) who claimed that entertainment aided by technological interfaces and tools on online shopping websites are vital in predicting online consumer's attitude towards online shopping. This is because online consumers would create favourable attitudes toward online shopping if online shopping websites are able to offer rewarding entertainment to them.

Furthermore, the positive attitude towards online shopping intention is achievable if consumers perceive that online shopping platforms provide information that gratifies them. Thus, consumers' online shopping intention is strongly influenced by the degree to which the online shopping site is informatively gratifying and able to fulfil their informational role.

As supported by Yulihhasri and Daud (2011), the study also revealed that self-efficacy of the online consumers' ability to compare products with different online shopping sites has a significant relationship with their online shopping intention. The only research hypothesis which is not supported by the data is H3. This result suggests that confusion, frustration and messiness on online shopping websites have no significant influence on online consumers' irritation for online shopping intention. It indicates that the demographic nature and the characteristic of the respondents influences the decision on online shopping intention. To them, the degree to which the online shopping website is perceived to be irritating does not affect their attitude towards online shopping. This result contradicts to what has discussed in Lim and Ting (2012) and Azeem (2012) which claim that

perceived irritation has shown negative effects on numerous aspects of consumers' online shopping behaviour.

CONCLUSION

Today, many consumers are using online shopping due to their busy life. Therefore, online business owners now compete with each other to ensure that their online stores or websites are customer friendly as possible and to attract consumers to eventually love to buy their product/service. Based on this, the study adapted two established theories, the Uses and Gratifications (UGT) and Social Cognitive Theory (SCT), to develop a research model and aimed to examine the relationships of the UGT constructs and self-efficacy towards individual's intention to use online shopping. Based on the covariance based SEM analysis, two UGT constructs (Entertainment Gratification and Informative Gratification) and self-efficacy significantly contributed to an individual's intention to use online shopping. Previous studies also argued that entertainment and informative gratification influences people to use online shopping (Katawetawaraks & Wang, 2011; Laudon and Traver 2009). Self-Efficacy is related to people's ability to use technology. Most of the respondents fall under the millennial generation category, also known as the Generation Y category. This generation has grown up in a world where surrounded by technology. This is argued by previous researchers whereby people with a higher Internet self-efficacy are more likely to use online services (Sun Yun, 2011; Hsu and Chiu, 2004).

Meanwhile, web irritation was found not to significantly affect consumers to use online shopping. Many respondents agreed that online shopping that they have experienced was not messy and confusing and perhaps it was not one the barriers for them to explore more in the website and to shop online.

These findings would to contribute to online entrepreneurs to enhance their online business and could be particularly useful to policymakers in relation to E-Commerce studies by emphasizing the use and gratification, and ability issues. Many business owners invest resources to establish and maintain an E-Commerce website but if people were not interested to buy their product/service from the websites, then their efforts will be in vain.

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