

The effect of perceived usefulness, perceived ease of use, and lifestyle on purchase intention

Zainal Abidin

Universities of Canada in Egypt, Cairo, Egypt
Email Author: zain.elabdin97@gmail.com

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ABSTRACT

Purpose-Advances in digital technology impact various business activities, such as digital marketing through e-commerce. Digital marketing through e-commerce can expand consumer reach while reducing business operating costs. In digital marketing, each seller will try to attract consumers to buy their products. Many factors certainly influence consumer intention to buy. Therefore, this study aims to determine the effect of perceived usefulness, perceived ease of use, and lifestyle on purchasing intentions in e-commerce users.

Design/Methodology/Approach-This study's population consisted of all e-commerce users in Asia, and the sample obtained was 100 people selected based on specific criteria. The data was collected by distributing questionnaires online and measuring them using a Likert scale. The data obtained from respondents was then processed using SPSS software.

Findings-Based on the test results, perceived usefulness, perceived ease of use, and lifestyle positively affect the purchase intention of e-commerce users. The perceived usefulness of this study has proven to be positive but insignificant to consumer purchase intentions. This means that perceived usefulness only partially encourages consumer buying intentions because other factors highly influence buying intentions, such as perceived ease of use, lifestyle, and other factors not examined in this study.

Research limitations/implications-This research is limited in that the respondents' sample only represents e-commerce users in Asia, so the respondents' answers cannot represent all e-commerce users worldwide. In addition, e-commerce currently circulating is diverse, and this research has not discussed specific e-commerce users, so future research is expected to use specific e-commerce user respondents.

Originality/value-Research on the factors that influence purchase intention through e-commerce in Asia still needs to be improved. This research discusses e-commerce users in the Asian region by considering the aspects of perceived usefulness, perceived ease of use, and lifestyle.

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1. The Introduction

The development of technology makes it easier for people to get various kinds of information, including economic information. Technology is needed to adapt to the increasingly rapid developments. Business activities are evidence of phenomena related to technological development through mobile applications (de Kerviler et al., 2016; Martins et al., 2019; Belanche et al., 2020). E-commerce is currently required by businesses worldwide for several reasons, including strengthening competitiveness and optimising company performance (Kasemsap, 2017). Companies use e-commerce to improve their marketing strategies (Escobar-Rodríguez & Bonsón-Fernández, 2017) by simplifying the marketing process (Mahajan & Agarwal, 2015). In addition, e-commerce has adopted the concept of business globalisation by keeping operational costs relatively low while still increasing the effectiveness and efficiency of external and internal communications, thereby increasing competitiveness (Ferreira et al., 2017). However, e-commerce does not only provide benefits to businesses. Consumers also benefit from being able to make transactions anytime and anywhere. It also allows potential buyers to compare products on various e-commerce platforms (Ferreira et al., 2017).

Based on the technology acceptance model (TAM) concept, individual decisions to accept or reject the use of technology are influenced by two factors: perceived usefulness and perceived ease (Jaradat & Al-Mashaqba, 2014). TAM is a concept used to understand and explain user behaviour towards adopting information technology systems (Liao et al., 2018). In TAM, perceived usefulness and ease of use play an important role in influencing a person's intention to accept and adopt a technology. Individuals assume that if a technology provides benefits and is easy to use, it increases the likelihood of adopting it.

According to Desai and Vidyapeeth (2019), many companies study consumer behaviour as the basis for their marketing strategies. Understanding consumer behaviour is very useful for companies in developing their strategy and marketing mix (Fan et al., 2015). Consumer behaviour includes the decision-making process and activities carried out by consumers to evaluate and obtain products (Stankevich, 2017). In this era of globalisation, companies will always be aware of the critical factors influencing consumer intention to make purchases. Companies that can understand consumer behaviour will understand it based on the wants and needs of their consumers (Elov et al., 2024). Companies must create products according to the wants and needs of consumers, because consumers will only buy products they like or like according to their needs. Therefore, in addition to understanding consumer behaviour, companies must be able to understand the factors that can influence consumer behaviour. This can be used to support consumer behaviour in a positive direction, such as the purchase intention for a product.

One of the main dimensions of TAM is the ability to determine the basis for using information technology related to perceived usefulness. Perceived usefulness refers to a person's confidence in using a particular system to improve performance (Choi & Ji, 2015). Perceived usefulness can influence consumer attitudes (Marakarkandy et al., 2017). Besides influencing attitudes, perceived benefits directly influence consumer behaviour (Hanifati, 2015). Perceived benefits can be used as an indicator of future purchases, because they are considered the basis for forming intentions (Awa et al., 2015). In e-commerce, perceived usefulness is an indicator of actual e-commerce usage behaviour (Guzzo et al., 2016). This study defines perceived usefulness as a recommendation from e-commerce users to provide benefits to other users and impact attitudes and intentions to make purchases. Research by Moslehpour et al. (2018) and Zhang et al. (2019) shows that perceived usefulness positively affects online purchase intentions.

Perceived ease of use refers to the extent to which users find a particular technology easy to use (Abdullah et al., 2016). Perceived ease of use is an attribute of technology acceptance (Moslehpour et al., 2018). Frequently used systems are characterised by ease of learning and operation. With ease of use, individuals will feel confident in the system used because operating it does not require much effort. Research that discusses the relationship between perceived ease of use and consumer purchase intention, including Wilson et al. (2021), shows that perceived ease of use positively affects consumer purchase intention. This means that the higher the perceived ease of use felt by customers when shopping online, the more it encourages consumer purchasing intentions.

Lifestyle can represent one's way of life. Individual and group lifestyle patterns include activities, attitudes, interests, opinions, values, and income allocation (Van Acker et al., 2016). The term lifestyle in research is used to understand consumer behaviour and is a reference in marketing and social science research. Lifestyle can be used as a segmentation tool, where consumers can be classified based on lifestyle characteristics (Bruwer et al., 2017). Lifestyle segmentation techniques are helpful for marketing strategies (Iversen et al., 2016). Adapting and developing products that reflect one's lifestyle influences consumer purchase intentions. Peña-García et al. (2020) and Akkaya (2021) found that lifestyle positively affected purchase intention. Therefore, this study examined the impact of lifestyle on purchase intention.

This study aims to understand the effects of perceived usefulness, perceived ease of use, and lifestyle on the purchase intention of goods via e-commerce in Asia. Global digitalization has significantly increased e-commerce in various parts of the world, including Asian countries with low technology diffusion (De' et al., 2020). For example, many Asian consumers have started using e-commerce despite lacking information technology infrastructure development. Therefore, as the demand and potential of the e-commerce market increases, market competition is becoming increasingly fierce. This implies that Asian businesses must develop adequate operational strategies in the e-commerce market.

2. Literature Review and Hypothesis Development

Intention is a factor used to assess the likelihood of future behaviour. Online shopping intention describes consumers' ability to make online purchases (Huang et al., 2019). Research by Moslehpour et al. (2018) and Zhang et al. (2019) shows that perceived usefulness positively affects online purchase intentions. This means that consumers who consider valuable technology for online shopping tend to use it. Reyes-Mercado et al. (2017) identified the drivers of consumer attitudes toward online shopping and concluded that trust and perceived usefulness drive consumers' purchase intentions. While previous researchers have analyzed customer purchase intentions (Prashar et al., 2018), this study adopts a customer perspective and argues that perceived website usability also plays a vital role in driving consumer purchase intentions. If consumers perceive the information presented as applicable, they consider it in their purchase intention process (Filieri et al., 2018).

H₁: Perceived Usefulness Has a Positive Effect on Purchase Intention

Consumers tend to use online shopping sites because they are easy to understand and do not require extra effort to purchase. Singh et al. (2016) and Moslehpour et al. (2018) showed that perceived ease of use positively affects purchase intention. This means that technology is considered easy to use, which triggers consumers to make online purchases through e-commerce. According to Abdullah et al. (2016), perceived ease of use is a belief in the ease of use of technology or systems that can be used easily and without obstacles. The frequency of use and interaction between users and the system can also indicate ease of use. The more often a system is used, the better it is known, more accessible to operate, and easier for its users. Le et al. (2020) and Nguyen et al. (2020) suggested that perceived ease of use also increases consumer acceptance. Even though online shopping can provide benefits, not all consumers intend to do so.

H₂: Perceived Ease of Use Has a Positive Effect on Purchase Intention

Consumers familiar with technology tend to think that it makes it easier to make product purchases. Some consumers use technology regularly so that it becomes a part of their daily lives (Belanche et al., 2020). Peña-García et al. (2020) and Akkaya (2021) found that lifestyle positively affected purchase intention. The theory of planned behavior (TPB) explains that certain factors can influence customer behaviour in a certain way when deciding to purchase a product. Customers buy products based on their appearance, benefits, or components that describe their lifestyles. Therefore, a strong relationship must exist between the components of a product and the consumer's lifestyle. Lifestyle is a part of consumer behaviour that influences consumers' actions when making purchases. Lifestyle changes from generation to generation due to social

changes and a changing economic environment have become opportunities for marketers to create products based on consumer lifestyles.

H₃: Lifestyle Has a Positive Effect on Purchase Intention

Figure 1 shows the research framework for the factors influencing purchase intentions. These factors include perceived usefulness, perceived ease of use, and lifestyle, which positively affect purchase intention.

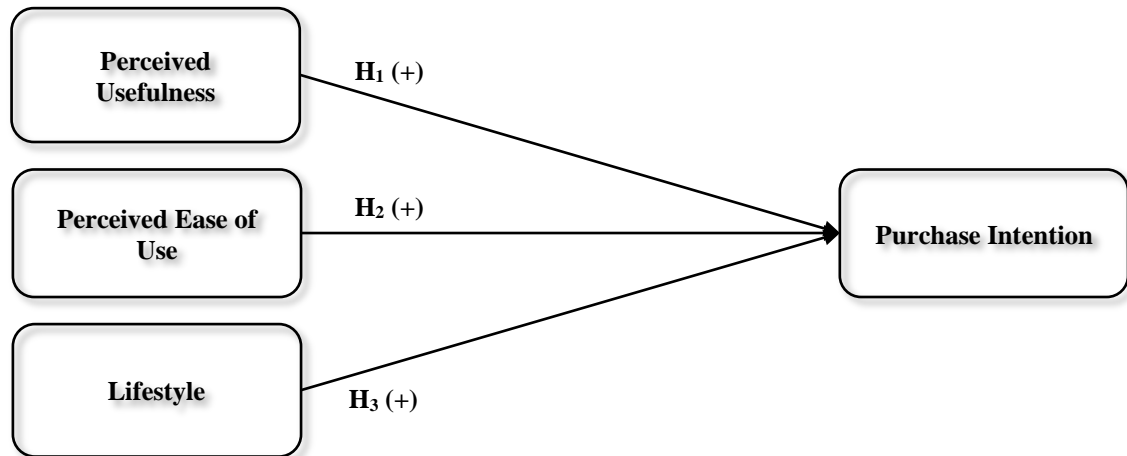


Figure 1. Research Model

3. Research Methodology

The population in this study was e-commerce users in Asia. In this study, 100 samples were collected. Respondents were selected based on the criteria that they had an e-commerce account for at least one year and had made purchases over three times. These criteria were adjusted based on the assumption that respondents had made online purchases through e-commerce. The respondents then answered an online questionnaire containing statement items representing each research variable. The measurement used in this study is a Likert scale with five measurement points.

The variables of perceived usefulness, perceived ease of use, and lifestyle were each represented by five statement items, whereas three statements represented the purchase intention variable. Furthermore, the data collected from respondents were processed using SPSS software. Data processing includes validity tests, reliability tests, and hypothesis testing. Validity testing included measuring each statement item by measuring the outer loading value. An outer loading value of more than 0.6 is declared valid, and vice versa (Hair et al., 2020). The statement items that have been proven valid continue to the reliability-testing stage. Reliability testing was measured based on Cronbach's alpha value for each variable. A Cronbach's alpha value of more than 0.6 is declared reliable (Hair et al., 2020). Next is hypothesis testing, which examines the significance value of each hypothesis. A significance value of less than 0.05 proves the hypothesis is accepted or supported (Chin et al., 2013).

4. Result and Discussion

Validity Test

Table 1 shows the results of the validity testing. Based on the test results, the outer loading value of each statement item was more than 0.6. Therefore, it can be concluded that all statement items are declared valid and can be continued to the next test stage, namely, the reliability test.

Table 1. Validity Test Result

Indicator	Perceived of Usefulness	Perceived Ease of Use	Lifestyle	Purchase Intention
PEU 1	0.763			
PEU 2	0.719			
PEU 3	0.792			
PEU 4	0.798			
PEU 5	0.809			
PEUE 1		0.766		
PEUE 2		0.737		
PEUE 3		0.670		
PEUE 4		0.777		
PEUE 5		0.812		
LS 1			0.737	
LS 2			0.813	
LS 3			0.738	
LS 4			0.803	
LS 5			0.826	
PI 1				0.788
PI 2				0.763
PI 3				0.854

Source: Primary Data Processed (2024)

Reliability Test

Table 2 presents the reliability test results. Based on these results, all the variables used in this study are reliable. The variables of perceived usefulness, perceived ease of use, and lifestyle had a Cronbach's alpha value of more than 0.6.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha
Perceived of Usefulness	0.834
Perceived Ease of Use	0.808
Compatibility with Lifestyle	0.841
Purchase Intention	0.722

Source: Primary Data Processed (2024)

Hypothesis Test

Table 3 shows the results of the hypothesis testing. Based on these results, it can be concluded that only the second and third hypotheses are accepted, whereas the first hypothesis is rejected. This can be proven by the significance value of each hypothesis being less than 0.05. Perceived usefulness is proven to have a positive but insignificant effect on purchase intention, whereas perceived ease of use and lifestyle are proven to have a positive effect on purchase intention.

Table 3. Hypothesis Test Result

Hypothesis	Unstandardized Coefficients		Standard Coefficients	t	Sig.
	B	Std. Error	Beta		
Perceived of Usefulness → Purchase Intention	0.019	0.109	0.022	0.176	0.861
Perceived Ease to Use → Purchase Intention	0.388	0.116	0.389	3.340	0.001
Compatibility with Lifestyle → Purchase Intention	0.365	0.084	0.426	4.337	0.000

Source: Primary Data Processed (2024)

Discussion

The Effect of Perceived Usefulness on Purchase Intention

Based on the regression testing results, perceived usefulness has a positive but insignificant effect on purchase intention. This means that the first hypothesis in the study was proven to be rejected or not supported. Mulyani et al. (2021) found that perceived usefulness does not affect purchase intention. However, this study differs from the results of Moslehpour et al. (2018) and Zhang et al. (2019), which show that perceived usefulness positively affects purchase intention. Perceived usefulness only partially determines consumer purchase intentions through e-commerce. This can occur because the intention to buy products advertised online through e-commerce is a complex decision that creates uncertainty and risk to consumers. Consumers often avoid such uncertainty and prefer to postpone product purchases until a specific time. More than perceived usefulness is needed for consumers to form an intention to buy through e-commerce, so the influence of other factors is needed to strengthen this intention. According to Hajli (2014), perceived usefulness is an essential construct in the context of e-commerce, and there is a positive relationship between perceived usefulness and purchase intention through e-commerce. Therefore, the higher the level of quality in terms of systems and information, the higher the intention to purchase in e-commerce. This is supported by TAM fundamentals, which show a direct relationship between perceived usefulness and behavioural intentions.

The Effect of Perceived Ease of Use on Purchase Intention

The regression test results show that perceived ease of use positively affects purchase intention. This means that the second hypothesis of this study has been proven to be accepted or supported. This study's results align with those of Singh et al. (2016) and Moslehpour et al. (2018), which positively affect purchase intention. Perceived ease of use is essential in shaping purchase intentions, including online purchasing (Saleem et al., 2022). Although online shopping is thought to have favourable outcomes, the complexity of engaging in an interaction medium (e.g. e-commerce) can be a deterrent for some consumers. If the hassle outweighs the benefits of online purchasing, potential buyers prefer to avoid shopping online. In other words, such barriers reduce the perceived ease of use of online shopping, thereby allowing Internet users to develop negative attitudes (Byun et al., 2018).

The Effect of Lifestyle on Purchase Intention

The regression test results show that compatibility with lifestyle positively affects purchase intention. Thus, the third hypothesis in this study has been proven to be accepted or supported. Lifestyle is the pattern of human life that is related to interests, activities, and opinions (Van Acker et al., 2016). Thus, lifestyle is the way and pattern of a person's life that occurs due to environmental influences, and its nature is not permanent so that it can change (Ramya & Ali, 2016). These changes can be caused by trends and habits prevailing in society, such as buying a product. Good products always understand how to fulfil lifestyles; therefore, they affect purchase intentions. In other words, lifestyle can influence consumers' purchase intentions. Peña-García et al. (2020) and Akkaya (2021) found that lifestyle positively affected purchase intention.

5. Conclusion

Based on the results of the data analysis, perceived usefulness was proven to have a positive but insignificant effect on purchase intention. Perceived ease of use and lifestyle have been proven to positively affect purchase intention. Various factors can influence purchase intention, including individual and market phenomena. Perceived usefulness, ease of use, and lifestyle come from individuals in influence purchase intention. This study proves that these three factors increase purchase intention through e-commerce. However, perceived usefulness has an insignificant effect because sometimes consumers buy products through e-commerce only because they want to have or follow a lifestyle that does not refer to their needs and use. This study only examined e-commerce users in general. It is limited to Asia; therefore, the results of this study cannot represent respondents' answers widely or specifically with specific e-commerce. Future research should develop variables or research models. In addition, future research could more precisely

determine the objects of certain e-commerce users or further expand the sample range of respondents.

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