

E-Commerce Impact toward User Hedonism Behavior

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Abstract: The Objective of this study to examine the factor that affect the hedonism behavior of e-commerce service in developing country. A total of 52 respondent choosen by random sampling. Using path analysis with hypothesize direct effect of hedonic variabel toward attitude, attitude toward behavior, Subjective norm and intention. Result of this study found that attitude, Intention and subjective norm increasing hedonism behavior with estimate weight = 0.229, 0.501 and 0.294. This study have significant implication especially for stakeholder related to future market trend.

Keywords -E-commerce, Hedonism behavior, Theory planned behavior

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I. Introduction

E-commerce as interesting phenomenon for SME's in developing country [2]. The increasing of business economic that creating new challenges to online shopping services users such as the level of public trust, distribution, warranty, and taxes for e-commerce actors [4]. Challenges on SMEs IT adoption such as lack of IT requirement to support business processes financial support, and simple requirement design just focused on the operational level [7], has not yet reached the strategic level [6] which decrease customer satisfaction and consumers trust to buy back on the e-commerce site. [5] Considering the stimulus effects between offline media and online media on emotional responses and impulsive buying behavior trends, factors related to attitudes to risk, social norms and perceptions of attitude control and safety priorities. [3] performance expectations, work expectations, social influences, behavior and usage behavior towards IT usage According previous introduction, this research want to analyze the impact of hedonism behavior toward Theory Planned Behavior (TPB) component (attitudes, attitudes toward behavior, norms and subjective intentions variables. As a step to improve user perception about IT adoption (e-commerce). To answer the phenomenon, we used quantitative approach to explore about thistopics.

II. Theory Planned Behavior

Theory of Planned Behavior (TPB) (Ajzen, 1991) through socio-psychological analysis gave birth to recycling behavior towards the adoption of new technologies. The role of consumer confidence in short- chain purchases, as well as the role of rural consumers and the preferences of fair trade purchases, rural consumer habits and fair trade buying habits, in addition to intentions and perceptions of behavioral control, influence behavior. This evidence is interesting to suggest further marketing strategies for farmers to be more ethical and trust-based [1]. In this paper TPB measures used format was scored on a 5-point scale from "strongly agree" to "strongly disagree"

III. Method

This study using quantitative approach with single case in Sembilanbelas November University, by distributing questionnaires to the active students of the faculty of information technology. With the total of 80 questionnaires returned are 52 questionnaires, age range between 20-32 years, research object of e-commerce sites that are targeted is an online shopping site that is tokopedia, shopee, lazada, bukalapak, and JD.Id. This study used Path analysis which All analyzes were performed using IBM SPSS 16 and IBM AMOS (v21)

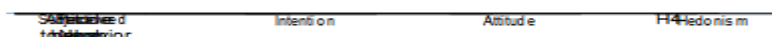


Fig. 1 Conceptual model

The attitude was measured by asking the respondents if they agreed to the following statements “e-commerce sites make it easy for me to order products quickly and easily”. Based on the TPB, the following hypothesis is proposed. **H1 : Attitude is positively impact to hedonism.** The attitude toward behavior was measured by statements “buying product cause-commerce site interface design is fascinating”. Based on the TPB, the following hypothesis is proposed. **H2 : Attitude toward behavior is positively impact to hedonism.** Subjective norm was measured by the statement “buying product cause-commerce site interface design is fascinating”. Based on the TPB, the following hypothesis is proposed. **H3 : Subjective norm is positively impact to hedonism.** Intention was measured by the statement “e-commerce site provides genuine products as their requirements”. **H4 : Intention is positively impact to hedonism.** By developing the model of Planned Behavior Theory (TPB) with hedonism as impact factor of behavior of the e-commerce adoption. To construct a quantitative research, its begins with literature review, so found the conceptual model of this research. The conceptual model are presented in figure 1 below

IV. Result

Stimulus of online media provides the impact on emotional responses and the tendency towards stronger impulsive buying behaviors[3]. findings shown that emotional response has a direct impact towards impulsive buying behavior. Regression weight of this study shown on table 1 :

Table 1 regression weight

			Estimate	S.E.	C.R.	P	Label
HED	<---	ATB	-.118	.028	-4.221	***	
HED	<---	AT	.229	.033	7.051	***	
HED	<---	SN	.294	.040	7.355	***	
HED	<---	INT	.501	.085	5.884	***	
HED_3	<---	HED	1.000				
HED_2	<---	HED	1.403	.183	7.645	***	
HED_1	<---	HED	1.673	.200	8.348	***	
AT2	<---	AT	1.000				
AT1	<---	AT	-.261	.067	-3.869	***	
INT_1	<---	INT	1.000				
INT_2	<---	INT	.606	.109	5.572	***	
INT_3	<---	INT	1.163	.172	6.771	***	
INT_4	<---	INT	1.715	.218	7.882	***	
ATB_5	<---	ATB	1.000				
ATB_4	<---	ATB	1.154	.066	17.358	***	
ATB_3	<---	ATB	.932	.093	10.051	***	
ATB_2	<---	ATB	.723	.067	10.716	***	
ATB_1	<---	ATB	.153	.141	1.081	.280	
SN_6	<---	SN	1.000				
SN_5	<---	SN	1.147	.085	13.502	***	
SN_4	<---	SN	1.230	.085	14.498	***	
SN_3	<---	SN	1.400	.084	16.566	***	
SN_2	<---	SN	-.186	.107	-1.738	.082	
SN_1	<---	SN	.479	.141	3.386	***	

Noted: Minimum was achieved Chi-square = 1031.530, Degrees of freedom = 167 Probability level = 0.00 < a 0.05

As shown on figure 2 The regression weight estimate, When Attitude toward Behavior goes up to 1,0 Hedonism behavior goes down to 0.118 The regression weight estimate, - 0.118, has a standard error about 0.028.

Dividing the regression weight estimate by the estimate of its standard error gives $z = (-0.118) / 0.028 = (-4.221)$. In other word, the regression weight estimate is 4.221 standard errors below = 0. The regression weight estimate, When Attitude goes up to 1, Hedonism behavior goes upto 0.229. The regression weight estimate, 0.229, has a standard error of about .033. Dividing the regression weight estimate by the estimate of its standard error gives $z = 0.229 / 0.033 = 7.051$. therefore the regression weight estimate is 7.051 standard errors above zero. The regression weight estimate, When Subjective Norm goes up to = 1,0 Hedonism behavior goes up to 0.294. The regression weight estimate, 0.294 with standard error = 0,040. Dividing the regression weight estimate by the estimate of its standard error gives $z = 0.294 / 0.040 = 7.355$. The regression weight estimate is 7.355 standard errors > 0. When Intention goes up by 1, Hedonism behavior goes upto 0.501. With standard error about 0.085. Dividing the regression weight estimate by the estimate of its standard error gives $z = 0.501 / 0.085 = 5.884$. Therefore the regression weight estimate is $5.884 > 0$. The structural model which is presented in this study as follows:

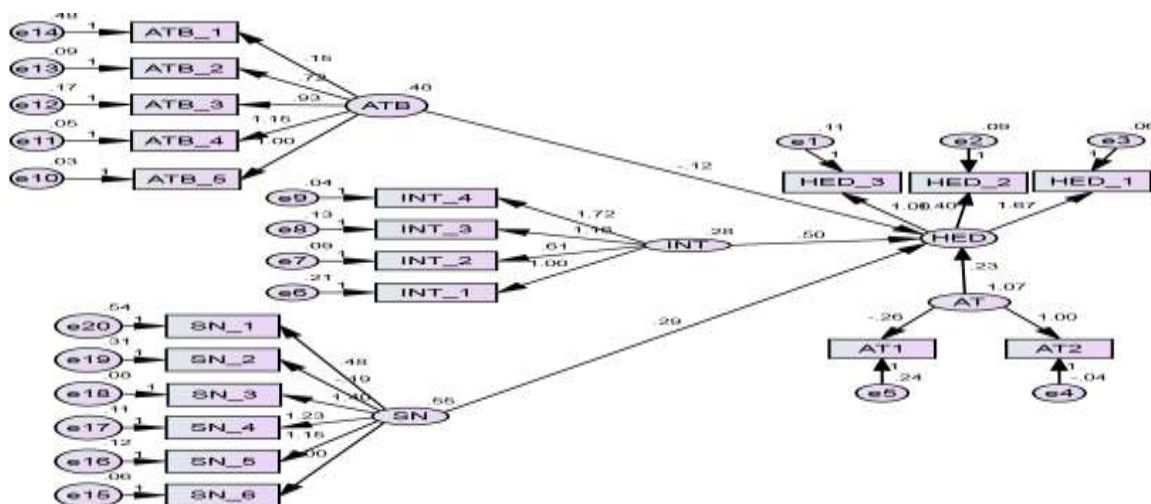


Fig. 2 Comprehensive model tested

Noted:

This finding support hypothesis 2,3, and4 where estimate value of Attitude, subjective norm and intention give positive impact to hedonism behavior

V. Conclusion

Stimulus and positive feedback have impact on e-commerce user decision, attractive website interface factors affect the users emotional when using e-commerce services, Website security factors become vital factor for users when using e-commerce. Financial ability of user level demand for online shopping products tended to vary that can affect changes in market behavior in the future. Besides that this research only tested the influence of hedonism from student's point of view of college only in order to application for other samples can certainly give various result.

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