

Paper3:

Assessing the influence of consumer perceived value, trust and attitude on purchase intention of online shopping

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Abstract:

The acceptance and usage of online shopping is influenced by numerous factors such as perceived value, trust, buyer's uncertainty which has constituted key hindrances to online transactions [22] This study investigates the effect of consumer perceived value dimensions (utilitarian and hedonic value) on attitude, trust and how these affect perceived risk and purchase intention in online shopping. Survey data were obtained from a randomly selected sample of 650 online shoppers. A total of 558 valid questionnaires was analysed for this study. The hypotheses raised in this study were tested using structural equation modelling method. The result revealed that perceived value dimensions (utilitarian and hedonic value) have significant positive effect on attitude towards online purchase while perceived hedonic value have the strongest positive effect on trust and attitude towards online purchase. However, there is no significant effect of perceived utilitarian value on attitude towards online purchase. Trust has a significant influence on attitude towards online purchase and on intention to use online purchase. Also, attitude towards online purchase has a significant positive effect on intention to use online purchase. Trust is negatively related to perceived risk, while perceived risk have significant negative effect on intention to use online purchase. Findings from this study provided insights for managerial suggestions relevant for enhancing online shoppers trust and use of online shopping.

keywords

Attitude; Consumer perceived value; Online purchase intention; Online shopping; Perceived risk; Trust

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