Chapter 13

The Influencing Factors for Purchasing Intentions in Social Media by Utaut Perspective

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ABSTRACT

The purpose of this chapter is to predict the factors influencing consumer intention towards the adoption of social commerce. This study uses a survey approach with reference to important behavioural factors such as performance expectation, social influence, price value, habits, and perceived usefulness. The results of the study revealed that habits and social influence has an important role of individuals’ behavioral intention to use social commerce. A survey was administered and a sample of 250 individuals were analyzed using SmartPLS version 3.2.7.

INTRODUCTION

Social media has become embedded in human life due to the advancement of technological developments. Social media that is online and interactive removes the boundaries of the time and place. Consumers are able to follow the product and the processes about purchasing and affect the other possible consumers by using the social media actively. Suppliers on the other hand; can run their business such as sales, marketing and feedback related to the presentation of products and services through social media quickly and effectively.

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In the UTAUT framework, there are decisive factors directly affecting intention or use. These arbi-
ter factors are named as performance expectancy, effort expectancy, social influence and facilitating
conditions. These factors serve a function as direct determinants of user acceptance and use behaviour
(Venkatesh et al., 2003: 447)

Structural equation models; is a statistical technique used to test models in which causal relationships
and correlations between observed variables and implicit variables that coexist, wherein it’s a highly
variable method to predict dependant connections which consisted of analysis of variance & covariance,
factor analysis and multiple regression and thereof.

The aim of this study is to examine the manners of the variables on online shopping and the effects on
the behavioural intendment; wherein the variables are such as performance expectancy, effort expectancy,
social influence, facilitating conditions, price, habits, perceived benefit from online shopping systems
and perceived ease of use of online shopping. The study was conducted to 250 people in Alanya Alaadin
Keykubat University, and the questionnaire consisting of 38 questions was carried out by means of
sampling method. Study is based on the Unified Theory of Acceptance and Use of Technology, wherein
the questionnaire data were tested with the Partial Least Squares (PLS) method.

BACKGROUND

Venkatesh et al., (2003) aims to measure the adaptation of the individuals within a system or technology
from the perspective of UTAUT in their studies. The study has concluded the fact that UTAUT explains
the coverage of 70% of the behavioural intent.

Pappas et al., (2011) studies that effort expectancy, performance expectancy, trust and self-efficacy in
consumer purchasing intentions; and concluded that high levels of these factors significantly influence
the customer’s purchasing intentions.

Dharmawirya and Smith (2012) stated in their empirical work to investigate the key factors that
make customers more willing to buy again through online shopping; that performance expectancy and
facilitating conditions are the most important factors that will affect customer’s reclamation intention.

In their work to determine behavioural intent in using the UTAUT 2 model, Kıt et al., (2014) con-
cluded that while performance expectancy, effort expectancy and habits influence behavioural intent to
adopt mobile applications; price doesn’t affect mobile behaviour and behavioural intentions.

Persson and Berndtsson (2015), made research for the key factors for the adoption of online shopping
for products through Swedish smart phones and found that social influence and consumer’s position have
positive effects on behavioural intentions for shopping of the consumption goods.

Juaneda-Ayensa et al., (2016) aimed to identify the factors that affect the behaviour of multi-channel
consumers with the intention to accept and use the new technologies in the shopping process by using
the UTAUT 2 model in their studies. The study has been concluded that the main determinants of pur-
chasing intention were personal innovation, effort expectancy and performance expectancy accordingly.

Miladiovic (2016), used the UTAUT 2 model for acceptance of fashion-based shopping practices
and concluded that performance expectancy, habits, facilitating conditions, hedonic motivation affect
the behavioural intentions of mobile shopping fashion applications of users. It has been found that ef-
fort expectancy, social influence, price and trust do not significantly affect the behavioural intention of
using unusual fashion practices.