

Conceptualizing Determinants Of Apparel E-Commerce Purchase Through Technology Acceptance Model

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Abstract

The Evolution Of Technology, The Internet, And Mobile Devices Has Led The World To Shift Their Offline Perspective To An Online Perspective In Many Multidisciplinary Contexts. The Use Of Online Shopping Got Increased In This Decade And There Are A Lot Of Opportunities For Online Channels Post Current Pandemic Situation Covid – 19 In The World. This Study Reviews The Apparel E-Commerce Sector And Its Determinants Linking With The Technology Acceptance Model (Tam) Which Have Proposed Perceived Usefulness And Perceived Ease Of Use In Influencing Consumer Attitude For Purchase Decision Making. The Study Has Come Up With Factors Such As Convenience, Product Quality, Website Quality, And Technological Services That Attract The Consumers' Cognitive State And Make Them Accept The Service.

Keywords: *Apparel E-Commerce, Technology Acceptance Model, Convenience, Quality, Purchase Decision.*

Introduction

The Information And Communication Technology (Ict) Has Brought Various Technological Application Towards E-Commerce Business And Online Chains (Pantano And Pietro, 2012). E-Commerce Is Found To Grow Drastically Where Large Consumers Are Becoming Customers For Many Online Brands. Consumers Accepting The Sector And Their Service Makes The Business To Grow And Yield Its Profits (Singh Et.Al, 2016). The Major Need Of A Consumer From Apparel Online Shopping Is Convenience, Quality, And Technological Services That Favor The Customers In The Purchase Process And Post-Purchase Process. The Implementation Of Proper Technology Can Help The Apparel E-Commerce Sector To Achieve Efficiency And Effectiveness In Their Operations And Marketing (Tuunainen And Rossi, 2002). Many Researchers Have Identified The Technology-Based Convenient Services Such As Access Convenience, Search Convenience, Evaluation Convenience, Transaction Convenience And Post-Purchase Convenience (Pham Et Al., 2018) Where Customers Perceive It As Ease Of Use And Quality Which Can Be Divided Into Product Quality, Website Quality (Lin Et Al., 2011; Brown, 2016) Is Perceived By Customers As Usefulness. Also, Technological Services Such As 24 Hrs Customer Engagement, Artificial Intelligence Technology, Virtual Fitting Services, Robotic Mannequin, Etc Are Perceived As Usefulness. A Detailed Discussion Has Been Done In This Paper Integrating The Determinants With The Technology Acceptance Model (Tam).

Literature Review

Holden And Karsh (2010) Reviews About The Advent Of Information Technology On Technology Acceptance Model Developed By Davis In The Year 1989 And It Is Widely Used By Various Sectors Such As Online Sectors, Healthcare, Retail Sector, Education Industry, Banking, Etc To Analyze The Response Of The End-User With Their Product Or Service. Technology Acceptance Model Opens A Way For Improvement Especially In The Online Shopping Sectors And The Management Can Take Decisions To Develop Their Potential Service.

Fayad And Paper (2015) Researches The Technology Acceptance Model Variables In The E-Commerce Perspective. The Identified Four Variables Are Process Satisfaction, Outcome Satisfaction, Expectations, And E-Commerce Use. These Four Variables Affect Perceived Usefulness And Perceived Ease Of Use Which Eventually Affects The Attitude Of The Consumers.

Butt Et.Al (2016) Studies The Adoption Of Online Shopping Concerning The Technology Acceptance Model (Tam). The Researcher State That Technological Services And Convenience Delivered To

Consumers Have Made Them Accept Online Shopping In Their State-Of-Mind. The Other Variables Such As Experience, Trust, Website Quality, And Customer Service Influence The Consumer Attitude And Lead To Purchase Decisions.

Bauerova And Klepek (2018) Examine The Technology Acceptance Model (Tam) In Explaining The Online Shopping Behavior Of Consumers. Perceived Usefulness And Perceived Ease Of Use Are The Two Main Determinants Of Tam. Perceived Usefulness Is A Point Where Customers Make Use Of The Particular Product Or Service Purchased From The Online Shopping Website. Perceived Ease Of Use Is The Point Where Customers Are Benefited From The Convenient Service.

Ofori And Nimo (2019) Online Shopping Growth Is Stimulated By The Incorporation Of Technological-Based Innovation. The Researcher Has Integrated Their Study With The Technology Acceptance Model (Tam). The Determinants Influence The Attitude Of The Consumer And Leads To The Purchase Decision.

Hassan Et.Al., (2019) Investigates University Students' Online Purchase Decision Referring With Technology Acceptance Model (Tam). The Young Generation Who Are Aged Between 18 To 25 Are Higher In Adapting The Mobile-Based Online Purchase. Online Shopping Variables Such As Helpfulness, Usability, And Satisfaction Which In Turn Triggers Purchase Decision.

Nguyen Et.Al., (2019) Analyses The Factors That Influence Consumer Purchase Decisions In Food Online Shopping. The Researchers Have Applied The Technology Acceptance Model (Tam) For The Study To Develop The Framework. Perceived Usefulness, Perceived Ease Of Use, And Website Trust Are The Factors Influencing Consumer Attitude.

Apparel E-Commerce Determinants

There Are Various Determinants Associated With The Apparel E-Commerce Sector. This Study Highlights Three Important Determinants Of The Apparel E-Commerce Sector Which Are Convenience (Shanthi And Kanniah, 2015), Quality (Gowda And Chaudhary, 2018), And Technological Services (Sophia And Sudhahar, 2019). The Primary Prerequisite Of A Consumer To Prefer Online Shopping Is Due To The Convenience. Consumers Find Online Shopping Which Is Convenient With Time-Saving, Cost Beneficiary In Reduce Of Travel Expenses, Availing The Required Information From The Website, Transaction Ease, And Also The Online Shopping Sites Provide Some Post-Purchase Processes Such As Returns And Replacements.

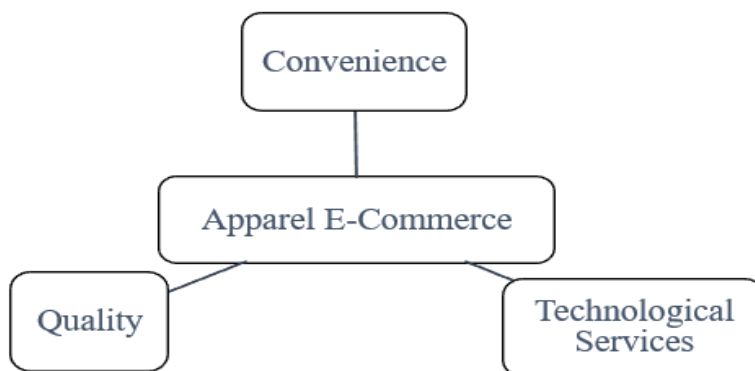


Figure 1. Determinants Of Apparel E-Commerce

Another Important Need Of A Consumer Is The Quality Of Product And Service From The Apparel E-Commerce Sector. The Quality Of The Clothes, The Uniqueness Of The Quality Highly Matters. Website Quality Is Another Important Determinant Where It Needs To Cater To The Customers With Ease Of Use, And Free From All The Cyber Threats And Flaws. Eventually, It Builds Trust In The Selected Apparel E-Commerce Brand.

Finally, Technological Services Are Most Favorable For Consumers With Various Options In The Purchase Process. Artificial Intelligence, Virtual Reality, Augmented Reality Are Few Identified Technologies That Can Be Integrated With The Apparel E-Commerce Brands For Their Services Where It Has The Potential To Create Customer Delight.

Perceived Usefulness And Perceived Ease Of Use

Technology Acceptance Model (Tam) Comes Up With Perceived Usefulness And Perceived Ease Of Use In Its Proposed Model. This Study Associates The Determinants Of Apparel E-Commerce To The Technology Acceptance Model (Tam) Where Convenience Is Linked To Perceived Ease Of Use (Renny Et.Al, 2013) And Quality, Technological Services Are Linked To Perceived Usefulness (Renny Et.Al, 2013; Sophia Et.Al, 2019). Convenient Service Is Something That Provides The Customers To Feel The Easiness In The Use Of Website And Service. Quality And Technological Services Are Made Used By The Customers Which Bring Out Value For The Customers. Therefore, The Below Figure 2 Explains The Association Of Apparel E-Commerce Determinants With The Perceived Usefulness And Perceived Ease Of Use (Sarika Et.Al., 2016) Which Is Designed In The Technology Acceptance Model (Tam).

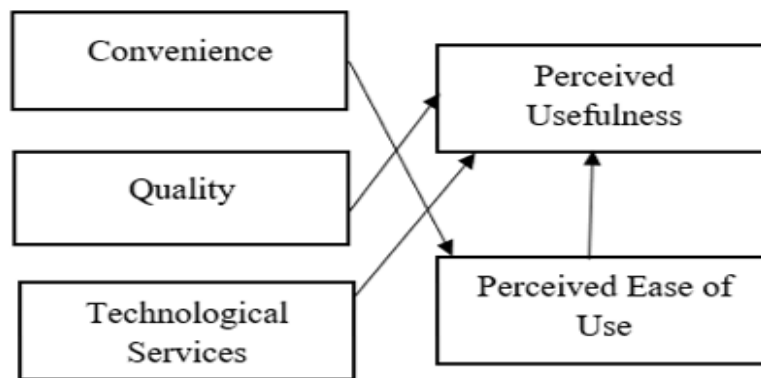


Figure 2. Apparel E-Commerce Determinants In Perceived Ease Of Use And Perceived Usefulness

Apparel E-Commerce And Technology Acceptance Model

The Below Figure 3 Portrays The Technology Acceptance Model (Tam) Integrating It With The Determinants Of Apparel E-Commerce Such As Convenience, Quality, And Technological Services. The Determinants Influence Perceived Usefulness And Perceived Ease Of Use Which In Turn Affects The Consumers' Behavioral Intention To Utilize The Service From A Particular Brand. This Shows The Positive Relationship Between The Determinants And The Actual Use Where The Consumers Accept The Services And Technology. As A Result, It Triggers The Emotional State Of The Consumer And Stimulates The Purchase Decision.

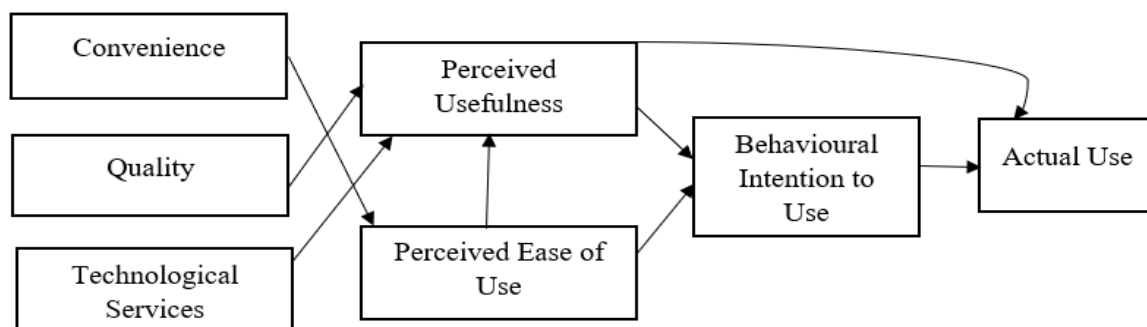


Figure 3. Technology Acceptance Model (Tam) In Apparel E-Commerce Context

Implications

The Implications Of This Study Are Applicable To The Marketing Sector, Society, And The Academic Realm. Various Sectors Can Be Discussed In Further Research And Studies As This Study Exemplifies The Three Main Areas Where The Implications Are Provided For It.

Marketing Implications

The Existing Market Players In Apparel E-Commerce Can Examine Their Business And Redefine Their System By Updating The Technological Trends To Retain The Customers And Boost Their Sales. Proper Marketing Strategy Needs To Be Designed With Appropriate Factors Which Can Influence The New Customer By Acquiring Them And Motivate Their Purchase Decision.

Social Implications

The New Business Models Can Be Utilized And Benefited By The Consumers In Apparel E-Commerce. Technological Trends Discussed In This Paper Such As Artificial Intelligence, Virtual Reality, And Augmented Reality-Based Services Can Attract Social. The Worlds' Economical Condition Is Very Important Which Is Considerable In Every Human Life. In Such A Case, The Apparel E-Commerce Needs To Cater The Humans In Fulfilling Their Needs.

Academic Implications

This Study Can Be Considered As A Basis Of Further Descriptive Study In The Apparel E-Commerce Sector. E-Commerce Research Is Widespread In The World And Also Narrowing It To The Sector-Based Is Very Important. Apparel E-Commerce Is Found Minimum In Existing Studies And Further Research Can Focus On This Sector For Conducting A Major Study.

Recommendations

The Following Recommendations Are Given Based On The Discussions Done In This Study:

- The Convenience Factors Should Not Only Focus On Website Ease But Other Processes Such As Delivery Processes, Product Return Procedures, And Other Sets Of Policies.
- The Quality Should Be Developed Highly In Their Products That Are Delivered To The Customers; Services Delivered To The Customers.
- Website Quality Is Very Important And It Needs To Reduce Its Flaws From The Website Use And Develop A Good Reputation For Its Brand.
- The Technological Trends Should Be Implemented To Their Business Such As Integrating It In The Pre-Purchase Process, Purchase Process, And Post-Purchase Process.
- Technologies Such As Virtual Fitting Rooms And The Robotic Mannequin Are Recommended To Support The Purchase Process Of The Customer.
- 24 Hours Customer Engagement Services Should Be Linked With The Technological Services That Would Help In Customers' Purchase And Post-Purchase Process.
- Promising Promotional Messages Need To Be Delivered To The Target Audience Where They Are Made Sure With The Services, They Receive From The Apparel E-Commerce Brand.

Conclusion

The Technology Acceptance Model (Tam) Represents The Consumer Behavior To The Pertaining Sector. Hence The Understanding Is Better Among The Apparel E-Commerce Sector And Consumer Purchase Decision Making. The Industries Must Analyse The Technology Acceptance Model (Tam) With Their Factors And Determinants. It Shows The Potentiality Of Their Products And Services And How It Can Emphasize The Growth In Sales. This Study Has Discussed The Determinants Of Apparel E-Commerce And How It Is Influencing The Emotional State Of Consumers That Is Leading To Purchase Decision Making. Therefore, The Apparel E-Commerce Brands Need To Develop Genuine Services And Improve The Technology To Acquire Customers, Retain Them, And Also Create Customer Delight And Customer Satisfaction. Further Studies Can Concentrate On Re-Examining The Business Model By Elaborating On The Technological Determinants In Apparel E-Commerce Both Small And Medium Enterprises.

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