

## Mediating Role of Technology-enabled Applications in the Purchase Intention of Buyers for Electronics

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**Abstract**— The paper intends to explore the effect of technology-enabled applications which induce social enjoyment on consumers' buying intention for electronic products promoted through influencers. This is essential because technological advancements have pushed companies to have well-operational and navigational applications which are user-friendly. These user-friendly technologically driven websites enable customers to enjoy their purchase journey socially. The paper uses purposive Sampling as a sampling technique to carry out this study. The paper has used a questionnaire designed to collect the respondents' responses through electronic media. Google forms were sent to the respondents to ensure data collection. The Exploratory Factor Analysis is applied to a sample of 299 respondents to conduct the analysis. The paper shows that technology-enabled applications enable and increase customers' urge to shop more within their comfort zone. Having a great navigational application creates a positive attitude towards the product and customers feel like staying on the website for longer than usual time. Having a positive attitude leads to a feeling of intention to purchase the product in e-commerce for electronic products.

**Keywords**— E-Commerce, Technology, attitude, perception, buying behaviour

### Introduction

#### A. Social Enjoyment through Technology-enabled Applications

Applications mean powerful content backed by good pictures, and high-quality videos to communicate well with the audiences and engage effectively with them on social media (Audrezet et al.; Childers et al.; Khamis et al.). A great technology-driven application retains customers longer on applications (Ud Din et al.). Consumers develop relationships with companies with easily navigational applications. Industries like healthcare industries have been using applications for greater customer experience (Cook et al.). To develop perceptions, applications are creative enough to communicate what they intend to ((Baali et al.). To build a positive perception of products, applications display new ways of gaining the latest developments of the products and creatively communicating those insights to the consumers ensuring a positive perception development in the minds of the consumers (Science and 2011; Casaló et al.; Iyengar et al.), where it demonstrates how easily these new technologies and trends of products fit into their luxuries and lifestyles effectively (Casaló et al.; Djafarova et al.). Credible consumers have a good follower count, especially on platforms like Instagram, and Facebook is a sign of goodwill thereby helping in the development of positive perception towards the products promoted by applications (Arora et al.; de Veirman et al.). Good Applications develop attitudes. Attitude is defined as the development of a viewpoint towards something. A viewpoint is developed after there is an image created in our minds. Attitude formation is the essential step in the creation of purchase intention. Attitudes are either positive or negative. A positive attitude leads to purchase intention generally. Attitude is related to behaviour formation when adopted repeatedly for a longer period. A longer period of adaptability ensures loyalty towards the product and enables the creation of goodwill for the company and its product. As per previous literature, knowledge of the product along with the moods, feelings, beliefs, and emotions of the consumers develop attitudes towards the product after watching the content uploaded by influencers (MacKenzie et al.). Influencers are perceived as the representatives of the brands they speak about (Freberg et al.). Psychologists agree

that due to attitude formation, there should be relevant changes in behaviour that may result in positive outcomes (Brown et al.).

Evidence from the literature shows that great applications induce attitude which is an important element leading to purchase intention (Laroche et al.; Chan et al.). Even arguments are also presented in recent studies which highlighted the importance of attitude in creating purchase intention (Lim et al.). This paper focuses on how technology-enabled applications drive social enjoyment enabling shopping behaviour in e-commerce platforms. The objective of the paper is to see how applications and technological advancements help in driving customer purchase decisions. The technology-enabled applications create positive attitudes and enable buying behaviour. We intend to study this objective in the study.

### **Research Methodology**

This proposal aims to distinguish specific factors that determine the purchase intention of buyers towards electronic products. 537 respondents were chosen using purposive sampling (the respondents who essentially subscribe to influencers and see their videos on social media platforms to purchase electronic goods) and sent structured survey questions. A total of 299 responses were received out of a total of 537. The respondents were chosen carefully and were instructed about the study. We applied exploratory factor analysis (EFA) to identify key variables of key factors using principal component analysis (PCA) as the factor extraction method and varimax rotation as the rotation method. The decision to determine the number of factors and items is based on the following principles: i) Kaiser-Meyer-Olkin Score (KMO) test, > 0.6, ii) Significant value of Bartlett's test factor,  $p < 0.001$  and iii) Factor loading for items > 0.60 (Daud et al., 2019). Out of 9 items as listed in the table above, the varimax rotation was able to extract. The survey instrument for the study was developed after a pilot study of 50 respondents through an open-ended questionnaire. "The instrument was presented to experts in the field to ensure content validity, to eliminate any ambiguity or unclear words from the questionnaire" (Sekaran & Roger, 2013; Zainuddin, 2012). This study used three constructs and nine newly developed items. Each construct contains three items. The constructs were developed keeping in mind the proposed objectives of the study. Respondents were chosen carefully to achieve the analysis and ensure fair results.

### **Data Analysis**

Code	Items	Mean	Std. Dev.	Coeff. Of Var.
	Social Enjoyment through technology-enabled applications			
SE1	I liked and enjoyed the application	3.53	0.774	0.2193
SE2	I was motivated to learn more about the product after watching the application	3.49	0.817	0.2341
SE3	I think that using the application was optimally utilized time.	3.54	0.743	0.2099
	All Items in Technology enabled applications	3.52		
	Impression			
IM1	The application created a positive image of the product.	3.95	0.622	0.1575
IM2	I was able to relate to the video.	3.95	0.632	0.16
IM3	The influencer created an impression in the video.	3.93	0.62	0.1578
	All Items in Impression	3.94		

	Attitude			
AT1	The video developed my perspective about the product.	4.17	0.616	0.1477
AT2	The video developed a positive viewpoint about the product.	4.14	0.637	0.1539
AT3	The video lead you to browse e-commerce websites for the price, discounts, cashback etc.	4.14	0.593	0.1432
	All Items in Attitude	4.15		

**Table 4- Factor Loadings**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.765
Bartlett's Test of Sphericity	Approx. Chi-Square	1100.467
	df	36
	Sig.	.000

**Table 1: KMO and Bartlett's Test**

Component	No. of Items	Cronbach's Alpha
Component 1	3	0.863
Component 2	2	0.758
Component 3	2	0.794

**Table 2: Reliability Statistics for the three components of Purchase Intention**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.667	29.638	29.638	2.667	29.638	29.638
2	2.626	29.178	58.816	2.626	29.178	58.816
3	1.225	13.613	72.428	1.225	13.613	72.428

4	.700	7.777	80.206			
5	.579	6.439	86.644			
6	.415	4.607	91.251			
7	.330	3.662	94.913			
8	.279	3.100	98.013			
9	.179	1.987	100.000			

## Findings and Discussion

The result of the study shows that social enjoyment is significant in e-commerce shopping behavior. Social enjoyment is the least studied factor however the impact of the factor is tremendous in predicting shopping behavior and customer preference for the products. Social enjoyment as the findings suggest creates an attitude towards the products being promoted or endorsed by them. Attitude creation is the initial step toward any product. The millennials are socially attracted to the videos and therefore subscribe to and share the videos. Electronic products have a huge demand among the young generation. It is essential to use this strategy to influence to buy electronic products. As per the findings, socially enjoying a video promoted by influencers is an amazing and attractive strategy to target the audience gracefully. Attitude development leads to a thought creation to purchase the product. Intention to purchase is essential to have the products in the carts. The intention to purchase easily leads to buying the product on e-commerce websites.

## Conclusion

To conclude the study, it is important to understand the motive of the study. The study is carried out to see how technology-enabled latest applications develop feelings of social enjoyment as an independent factor that leads to attitude creation. Attitude creation leads to the development of an intention to purchase the electronic product. Influencers as communicator is a very effective strategy to plan out such promotions. An influencer who already has thousands or millions of followers motivates Generation Z and other people to buy electronic products. The videos uploaded by the influencers are attention gainers and are designed to persuade followers. Social enjoyment here specifically means social means of interacting with the followers. The study shows the importance of social enjoyment to retain customers and influence them to have a positive attitude towards electronic products.

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