

# Chapter 70

## Understanding Egyptian Consumers' Intentions in Online Shopping

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### ABSTRACT

*The purpose of this article is to investigate the factors that impact on Egyptian consumers' attitudes and intentions to use online shopping by integrating the technology acceptance models of Davis, and Fishbein and Ajzen's theory of reasoned action. In addition, other variables will be added such as trust and perceived enjoyment for its theoretical framework. A total 306 current internet users in Egypt provided usable responses. Structural equation modelling was employed to test the proposed model and research hypotheses. The findings showed that perceived usefulness, perceived ease of use, trust and perceived enjoyment were the significant predictors of attitude toward online shopping; whereas, attitude, perceived usefulness and perceived enjoyment were the most important factors affect the behavioural intention toward online shopping. The article provides some useful suggestions for the practitioners within the online shopping field.*

### INTRODUCTION

Internet is the rapidest growing media during the past decade. With the increase in the numbers of humans are gravitating in the direction of greater extensive use of the internet because the accessibility of era, the availability of records, and the capability to have interaction through the internet growth and evolve. Obvious abilities of the net include avenues for amassing records, purchasing a product, or rendering a carrier (Shanthi and Kannaiah, 2015). According to the Internetworldstats report (2017) internet users in Egypt has almost reached 36.5% by the end of March 2017. Over half of internet users use e-commerce service, ranging from buying products and services to paying bills online. Electronics are the most popular products purchased online followed by software, whereas website subscriptions and

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airline ticket bookings are the top services paid online. The average spending per e-shopper was \$641 USD in 2017 and Pay fort's report on the State of Payments in the Arab World, says that ecommerce will reach 2.7 billion USD by 2020.

Online shopping with no doubt the future trend, which is growing rapidly in Egypt; it was driven rapidly by the increase of computer accessibility and the take up of broadband. Actually, it becomes essential to understand the Egyptian consumers toward online shopping.

## **THEORETICAL BACKGROUND**

### **Technology Acceptance Model**

The Technology Acceptance Model (TAM) is an information systems theory which derived from the Theory of Reasoned Action (Fishbein & Ajzen, 1975) to use in the field of Information Systems (IS) in order to explain technology acceptance behaviour (Davis, 1989; Davis et al., 1989; Venkatesh et al., 2003). Technology Acceptance Model was initially introduced by Davis (1986) and tested by Davis et al., (1989) to explain computer usage behaviour and accepting a particular "Information Systems Product" in a job context. The TAM theory postulates that perceived usefulness and perceived ease of use determine the individual's intention to accept and use an information system, which in turn influences the individual's actual behaviour. In fact, this theory has been successfully applied to many research settings in explaining and exploring the factors affecting consumers' acceptance of various types of technology such as mobile settings (Lee et al., 2007; Zhou, 2011), technology based services (Wu et al., 2005; Lu et al., 2009; Lin et al., 2011), internet banking (Al Sukkar and Hasan, 2005, Celik, 2008), tourism setting (Kim et al., 2008; Metawie and Elseidi, 2015, Agag & El-Masry, 2016; Lin et al., 2010). In the e-commerce setting, numerous studies have validated the TAM model's robustness in predicting and explaining consumers' adoption and acceptance of new technology (Huang, 2008; Al Sukkar and Hasan, 2005, Li et al., 2017), including the online shopping (Lim and Ting, 2012, Yulihari et al, 2011; Lei, et al., 2002; Hassanein and Head, 2007; Lim, 2015; Lee, 2009; Albarq, 2014; Vijayasarathy, 2004; Wang, 2011; Chen et al., 2002). Although TAM model has been studied within the online shopping to understand and predict consumers' behaviour to use or purchase from a website shopping, other factors such as trust and enjoyment have been extended to the original TAM in order to explain better consumers' behaviour cross various online situations (Davis et al., 1992; Pavlou, 2003; Gefen, et al., 2003; Yu et al., 2005; Hassanein and Head, 2007; Ha and Stoel, 2009; Lim, 2015; Akroush and Al-Debei, 2015; Lee, 2009). Thus, the extended TAM model is appropriate framework for the present study.

## **RESEARCH MODEL AND HYPOTHESES**

The main objective of this study is to examine factors influencing consumers' intention to use the online shopping. This study developed a model comprising the extended technology acceptance model TAM (Davis et al., 1992; Pavlou, 2003) and the theory of reasoned action (TRA; Fishbein and Ajzen, 1975) by incorporating trust, enjoyment and subjective norms in the development of a theoretical model to understand better the behaviour intentions for the Egyptian consumers within the context of online shopping. Figure 1 shows the model, which is based on the extended TAM constructs and postulated relationships.

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