

Dynamic Support of Government in Online Shopping

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Abstract

Advancements in online shopping for consumers requires consistent government support policies and the introduction of substantial government laws and regulations. In order to establish innovative developments in online shopping market environment that makes online shopping faster and stable, the government perspective is vital with the Technology Acceptance Model (TAM) for research and development in online shopping behavior for consumer's confidence and their purchase intention. The proposed conceptual framework in the study establish that governments' supports positively impact on perceived ease of online shopping, and positively influence consumer's online shopping intentions. In addition, the study results are consistent to the empirical researches that focus on perceived ease of use and perceived usefulness that will affect consumer online shopping behavior.

Keywords: government support, technology acceptance model, perceived usefulness, perceived ease of use, online shopping

1. Introduction

1.1 Online Shopping

Online shopping has become a fashionable way to shop for many young people, and they can be unbound of the traditional shopping patterns of geographic location, time, style, types and other aspects' restrictions through online shopping. China's online shopping transactions reached 1.85 trillion yuan, an increase of 42.0% over 2012. In 2013, the total amount of online shopping transactions accounted for 7.8% of total retail sales, up 1.6 percentage points higher than in 2012 by 6.1% IResearch (2013).

1.2 Government Perspectives in TAM

The steady growth of the online shopping network is devoted from the Chinese government to support online shopping. Such as, in 2012 the promotion of e-commerce development, electronic authentication, online shopping, online transactions and payment services and other topics, in view of it the relevant departments of the Chinese government issued a series of policies, regulations and standards for the construction of the law of China's national conditions suitable for the development of Electronic Commercial (E-Commerce) business environment. On March 15, 2014, China formally implemented the relevant government departments online shopping "7 days no reason to return," policy, the new law. The promulgation and implementation of the new law, to meet the expectations of most online shoppers, the "from regret" into reality. From a series of measures to develop e-commerce business, more fruitful, Chinese government bestows great importance to the development of e-commerce Phoenix finance (2014). Ibrahim et al., (2005). In other words, where the environment is characterized by means of government support factor. Hoang (2003) pointed out that government support for e-commerce is the introduction of relevant laws and regulations need to compensate for inadequate e-commerce environment. Davis (1989) put forward, but the TAM together with government support for research is currently less support from the government point of view to study online shopping with limited literature studies, this paper enlighten the support of the government point of view and combined with Technology Acceptance Model (TAM) for consumer' intention and behavioral approach in online shopping.

2. Literature Review

Technology Acceptance Model (TAM) by Davis (1989) proposed the model on the Theory of Reasoned Action (TRA) and the model attempts to study why the user accept or reject the information in context to buying. TAM

model is mainly pointed people to accept or reject the information system's attitude that is being perceived usefulness and perceived ease of use of influence, while using people's attitudes affect the use of information systems intentions. The model structure is simple and its ability to explain is acceptable (Venkatesh & Bala, 2008; Kazmi, 2015a; 2015b).

2.1 Government Perspectives in Online Shopping

Online shopping is the consumer through for the Internet to find the information you need to buy the product, and then issue a purchase request through the online shopping platform, the finalization of shopping activities CNNIC (2012) in the form of an online payment or cash on delivery, CNNIC (2012). In this process, Consumers and the purchaser is a user of computers and networks. Consumers can also say that the use of new technology to complete their purchase behavior. Thus, TAM can be used to study consumer acceptance of online shopping. Ahn et al., (2004), O'Cass and Fenech (2003) in the investigation of network behavior. Direct use of the TAM model by Gefen and Straub (2004) research suggests that perceived usefulness and perceived ease of use directly affects the user's needs, and can ignore the attitude variable TAM model. Henderson and Divett (2003) study also tested the perceived ease of use and perceived usefulness of online shopping behavior for real-time relationships. Abbasi et al., (2011) study results show that the introduction of new IT technologies, TAM model is not enough to explain the behavior of individuals expected to accept/reject the buying. Studies reveal personal knowledge formation or change the attitudes and social beliefs and experience through government support and use is vital in this context.

Government is one of the external environment but an important factor in many different ways that influence business. Government support methods include fiscal and tax policy support, government procurement, financial and foreign exchange policies to support the industry to guide policy support, administrative support, and so on policy making. Government agencies are the most powerful influential factor of institutional innovation strength (Nelson & Soete, 1988). In fact, in the United States, Europe and Japan, the rapid spread of e-mail system on the network is due to subsidies knowledge-building national government to promote the deployment and timely education (Mechling & King, 1992). Mowery and Rosenberg (1979) studies have shown that government policy efforts to enhance the development of enterprises, is the positive impact of technological development strategies for enterprises to respond to the competition in the market. These policies include guidance research and development funds, investment tax credits, tax credits and so on.

2.2 Government Perspectives and Behavior

Another study shows that organizational factors may influence the behavior of individuals to accept, for instance Tan and Teo (1998) found that organizational structure (that is, technical policy and top management support), the technical structure (that is, the relative strengths and compatibility). Environment structure (that is, information intensity, economic pressures and government support) for individuals receiving network behavior have a significant impact. In response to how resources are to be promoted, as well as ask questions who promoted two important structures, such as institutional and management philosophy has played a crucial role for nay nation. They pointed out that organizations, government support institutions affect the broad-spectrum work environment (in cooperation and discussion format support), and specific support (in the form of funding and resource allocation support) is significant Yoon et al., (1995).

From the earlier research, it can be stated that government support for network development plays an important role in the development of online shopping, and the need for government to promote and support is essential for online business, with it government also need to provide good infrastructure, sound legal regulations to flourish economic wealth in online business. This study provides a brief model on TAM and government support factors for the researchers' consumers purchase intention behavior.

3. Model Developments

According to the above examination, perceived ease of use and perceived usefulness of new technologies affect individual intention to use (Davis, 1989; Davis et al., 1989). Gefen and Straub (2004) research suggests that perceived usefulness and perceived ease of use, directly affects the consumer behavior. Existing literature (Venkatesh & Davis, 2000; Taylor & Todd, 1995a) showed that TAM may not be able to predict the impact of the behavior, its context and social conditions, Abbasi et al., (2011) also pointed out that TAM model cannot fully explain the individual acceptable behavior. In order to extend the TAM model, we propose the following research model, shown in Figure 1.

The main variables in this study are; perceived ease of use (PEOU), perceived usefulness (PU), government support (GSP) and purchase intent (BI). (A) Perceived ease of use and perceived usefulness impact on online

shopping. Technology Acceptance Model (TAM) is studies have shown that perceived ease of use (PEOU) and perceived usefulness (PU) directly affect behavioral intentions, such as; TAM, TAM2, A-TAM and DTPB (Davis, 1989; Venkatesh & Davis, 2000; Taylor & Todd, 1995a; 1995b; Mathieson, 1991; Subramanian, 1994; Szajna, 1996; Venkatesh & Morris, 2000; Venkatesh & Davis, 1996).

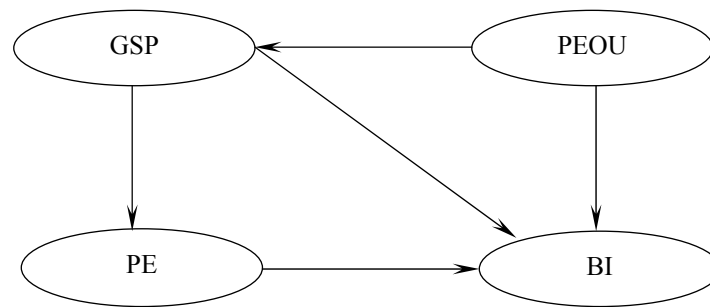


Figure 1. Conceptual model

Szajna (1996) conducted empirical research with technology acceptance model and validate that technology acceptance model. Perceived ease of use will affect the perceived usefulness, and perceived usefulness would affect the willingness to use. Gefen and Straub (2003) based framework of internet users for TAM research found that students in the use of website information, perceived ease of use and perceived usefulness have significant impact on the intended use, and found that perceived usefulness and perceived ease will have an impact in behavioral shopping.

Therefore, following hypothesis was derived.

H1: Consumers perceived ease of online shopping positively impact on consumer intentions to buy online.

H2: Consumers positively affect the perceived efficacy of online shopping, online consumer purchase intention, and consumer perceived usefulness.

H3: Government Support will effect on the perceived usefulness of online shopping intentions.

Goh (1995) pointed out that with the support of science and technology the infrastructure becomes simple and readily available. The online network business applications, such as banking services become more easily viable, so the consumers will be expected to use online banking frequently. He also suggested that, government could play an important leadership role in the intervention and innovation diffusion. The results of the research showed that in Singapore the local government plays an important role in promoting scientific and technological innovation proliferation (Gurbaxani et al., 1990; Jussawalla et al., 1992; Tan, 1998; Toh & Low, 1993). Organizational factors may influence the behavior of individuals to accept the usage behavior, Tan and Teo (1998) establish that organizational structure (that is, technical policy and top management support), compatible with the technical structure (that is, the relative strengths and gender), environmental structure (that is, information intensity, economic pressures and government support) have significant impacts. "Facilities" means the scientific and technological resources and infrastructure accessible for consumers Tan and Teo (2000).

From earlier literature studies on government support for science and technology infrastructure, leading to new technologies such as online network becomes easy and useful. We proposed the following assumptions.

H4: Perception of government support positively impact on consumers' online shopping.

H5: Positive perception of government support impact on to the consumer's perceived ease of use.

4. Measures and Data Analysis

4.1 Measures and Design Structure

In this study, perceived usefulness and perceived ease of use with reference to Davis (1989), Gefen and Straub (2004), Pavlou (2003) scale, government support scale reference Goh (1995), Tan and Teo (2000). Purchase intention scale reference Pavlou (2003) and Lei Da Chen and Justin Tan (2004). The questionnaire used in study on range from 1 to 7 Likert scale, which follows "1" completely disagree, "7" completely agree.

(1) Descriptive statistical analysis. The survey is conducted by a professional survey online website network platform provided by the private website, followed by a run test questionnaire. The questionnaire sent to respondents in form of link site to fill out the questionnaires. 300 questionnaires were filled and finally 257 are

valid questionnaires were found.

4.2 Data Analysis

SPSS statistical software used for questionnaires descriptive statistical analysis. Study includes, sample of consumer's gender, age, education, access to online stores and online purchase frequency, as shown in Table 1.

Table 1. Demographics

	Sample Characteristics	Frequency	Percentage (%)
Sex	Male	124	48.2
	Female	133	51.8
Year	Under 20 years	10	3.9
	21 to 30	81	31.5
	31 to 40	78	30.4
	41-50	80	31.1
	More than 50 years old	8	3.1
Educational background	Primary education	2	0.8
	Secondary education	38	14.8
	Diploma	47	18.3
	Bachelor degree or equivalent	167	65.0
	Graduate degree and above	3	1.2
Access online store frequency	Several times a year	11	4.3
	Every one or two days	51	19.8
	Every Monday or twice	68	26.5
	Several times a week	95	37.0
	Every day	32	12.5
Online purchase frequency	one times	1	0.4
	2 to 5 times	29	11.3
	6 to 10 times	154	59.9
	10 times or more	73	28.4

CFA is obtained by using IBM-SPSS software. KMO overall scale is 0.816, and adopted the Bartlett's test of sphericity ($P < 0.000$), cumulative explained variance of 71.6% and further confirmed the moderation of the scale to be divided into 4 each factor. Reliability of data; Overall Cronbach alpha coefficient formal scale was 0.911, Cronbach value of four factors were 0.874, 0.709, 0.864 and 0.840 greater than 0.7. Therefore, the data has acceptable reliability. Convergent validity, discriminant validity and the coefficient of determination (R^2) analysis. As can be seen from Table 2, the standard load values are greater than 0.5 and all through the t-test, indicating that the model has strong descriptive influence. Results in the mean variation of the number of withdrawals, Average Variance Index (AVE) ranged between 0.545 and 0.789 greater than 0.5, indicating that each variable has a good convergence effect.

Table 2. CFA results

Factors	Mean	Standard Deviation	Standard Loading	t	R^2	CR	AVE
Perceived usefulness (PU) $\alpha = 0.874$							
I think that online shopping saves time	5.0350	-	0.805	-	0.647		
I think online shopping more efficient	4.9922	0.101	0.964	12.123	0.903	0.881	0.789
Perceived ease of use (PEOU) $\alpha = 0.709$							
I think most of the time and convenient online vendor	4.8794	-	0.801	-	0.641		
I think it is convenient for online orders revocation	4.9105	0.106	0.670	9.029	0.449	0.704	0.545
Government Support (GSP) $\alpha = 0.864$							
My Government is actively involved in the establishment of e-commerce laws and	5.0506	-	0.721	-	0.520		

Factors	Mean	Standard Deviation	Standard Loading	t	R ²	CR	AVE
regulations							
My Government supports e-commerce	5.2490	0.082	0.893	13.182	0.798		
My Government encourages the use of electronic commerce	5.1284	0.086	0.873	12.950	0.762	0.870	0.683
Purchase intent (BI) $\alpha = 0.840$							
I intend in the next six months of online shopping	5.7432	-	0.765	-	0.585		
I intend to recommend to friends and family shopping network	5.4786	0.092	0.896	13.622	0.802		
I intend to gradually increase the number and amount of online shopping	5.4358	0.085	0.743	11.693	0.552	0.845	0.647

Discriminant validity test results shown in Table 3. As can be seen from Table 3, the amount of variance of each variable extracted, Average Variance Index (AVE) of the square root of (table value diagonal) are greater than the correlation coefficient between the variables, the visible variables in the model have good discriminant validity.

Table 3. Average variance index (AVE) matrix

Latent Variables	GSP	PEOU	PU	BI
GSP	0.826			
PEOU	0.558	0.738		
PU	0.357	0.639	0.889	
BI	0.462	0.578	0.508	0.804

From the above analysis, the model obtained with good reliability, internal consistency, convergent validity and discriminant validity. This result is in favor of further analysis of the model.

Structural equation model fitting results obtained by IBM-AMOS software, as shown in Table 4.

As shown in Table 4 chi-square test was significant $p = 0.032 > 0.05$ illustrate the explanatory power of the model is good, while $\chi^2/df = 1.531 < 2$ show that the model is not responsible for the degree of the impact study. Goodness of fit index (GFI) > 0.9 , AGFI > 0.9 illustrate the impact and not good model complexity explanatory power of the model. Also residual rms (RMR) = 0.044 is relatively small, the root mean square error of approximation (RMSEA) < 0.05 , regular Fit Index (NFI) > 0.9 , the incremental fit index (IFI) > 0.9 , very analog composite index (TLI) and comparative fit index greater than 0.9. Continue to observe the model modification MI value, no significant large value, indicating that the model cannot be further modified if brought improved fit indexes. Overall, SEM model fit the data boundaries.

Table 4. Structural equation model (fit index)

Fit Index	Index Value
Chi square degree of freedom	$\chi^2=45.928$, $df=30$ $\chi^2/df=1.531$ ($p=0.032$)
GFI	0.967
AGFI	0.939
RMR	0.044
RMSEA	0.046
NFI	0.965
IFI	0.988
NNFI, TLI	0.981
CFI	0.988

Path coefficients and hypothesis testing results of the study are shown in Table 5.

Hypothesis of this study have been tested and the results showed that, the positive influence perceived ease online purchase intent, the influence of 0.315, significant $t = 2.602$; perceived usefulness positive influence online purchase intent, the impact factor of 0.235, significant $t = 2.628$; n perceived ease of use the impact of perceived usefulness, influence is 0.639, significant at $t = 7.240$; positive impact of government support online purchase intention and perceived ease of use, the impact coefficients were 0.202 and 0.558, significance level of $t = 2.472$ and 7.116 respectively.

Table 5. Structural equation model measures

Hypothesis	The relationship between variables	Standardized coefficient	path	Standard error	t-test	Results
H1	PEOU-BI	0.315**		0.104	2.602	support
H2	PU-BI	0.235**		0.071	2.628	support
H3	PEOU-PU	0.639***		0.069	7.240	support
H4	GSP-BI	0.202		0.077	2.472	support
H5	GSP-PEOU	0.558***		0.086	7.116	support

** Indicates show level of 0.05, *** indicates the level at 0.001.

5. Discussion and Conclusions

In this paper, the role of government support, and the introduction of Technology Acceptance Model TAM is studied in context to consumer acceptance of online shopping behavior. First, the website can be discussed in the context, when you open a shopping website, various products will probably distract you, while the product may have different prices, different quality and different sellers. Screening these prices, products and sellers is likely to cause consumers to spend a lot of time for comparison, which may lead them to purchase effective buying. Therefore, if online shopping for customers feeling not only can save shopping time but also can improve the efficiency of the purchases, so the intention will be higher in purchasing. This is also in line with the conclusions of this study; perceived ease of online shopping has the positive influence for consumer purchase intentions. In addition, the study also shown that ease to buy online has positive impact on the perception of intention to buy online. In the shopping consumers sometimes need a better understanding of the product, so with the seller timely communication is important, If the seller does not timely answer consumer assistance, it is likely to cause the consumer to leave the page and find another seller, so that the seller may lost the client. Most likely, after the consumer is not happy with the store to buy, consumer may also tell others not to buy from the same store, and if so, the loss of the shop will be greater. In addition, sometimes at the completion of the purchase of goods/services online, consumers may find that the product does not meet the request, or product has problems, so if it can be revoked online, it can help build consumer confidence and consumer may also continue to buy.

In order to attract consumers, and allow consumers to reach online to save time and efficient coexistence effect when shopping is done. For it, sellers may need to follow some of these steps; at first, the need for website's layout constantly adjusted to ensure that consumers could enter the site at a glimpse; consumers quickly find their desired products. Second, the need to enhance the publicity on the web interface that requires the purchase to be able to find their desired items on time or quickly. Third, to have history of all the earlier/previous customer statistics, with their shopping lists and products, so it improve purchasing efficiency and reduce consumer buy time. Fourth, need to improve the speed and attitude of the customer service for consumer inquiries like; need to give the answer in the shortest possible time. Fifth, give consumers a chance to return with-out any reason in seven days' time that, follows the Chinese government new policy, "seven days no reason to return" in the customer service.

Secondly, the China Internet Network Information Center 2012 (CNNIC, 2012) study of China's online shopping market, pointed out that the main cause of shopping site churn is that: 47.1% are unable to find needed goods, 24.2% feel poor quality of goods, 17.8% says too high commodity prices and 8.3% of consumers feel deceived, 4.5% of after-sales service is not good, 4.5% delivery service was poor. In addition (CNNIC, 2012) studies have shown that consumers' online shopping experience is poor due to its long time accounted for 49.2%. Counterfeit products accounted for 23.3%, and no return policy proportion was 13.7% Ahn et al., (2004).

5.1 Managerial Implications

As can be seen from the above results, the current plaguing consumers in the online shopping decision factors still cannot find the needed goods, product quality problems, false propaganda products, express speed, service, and other issues. Consumers experience is likely to affect their next online purchase; on the contrary, it will lead to the loss of customers. Another point of view is that the current laws and regulations related to online shopping environment is still not perfect and these laws require the government to come forward and play their important role in promoting. The study also confirmed the government's support has positive impact on online shopping; online shopping intention of the consumer. This study also substantiated that government support for online shopping to perceive ease of use has a positive impact. The government active participation in online shopping infrastructure, support and encourage the use of online shopping; make online shopping better, faster and more stable and effective.

In a nutshell, the government needs to continue to study and put forward relevant laws and regulations in line with development of online shopping. Consumers are more concerned about the current product quality and wants strict punishment of false propaganda program. It put forward a number of policies to encourage the development of the logistics industry, and guide the logistics industry in innovation to improve delivery speed and service levels. In addition, the formal implementation of the policy allows consumers to have the opportunity to return the products from which they are not happy. It will also discourage the false propaganda from sellers and supplier and remind them of the consequences that would directly affect the sales of its stores. At the same time, the relevant government departments need to fully support and encourage online shopping, and by the laws and regulations to create a favorable, healthy and stable market environment.

5.2 Limitations and Future Direction

Questionnaire design need to be more expanded for more precise comments from the consumers. In this study, the government support is limited to three factors and it can be extended to the actual condition of government laws and regulations. Future research can also follow the new specific aspects to enhance the government support measures and factors that are ignore in the study, in context with different countries and economies specially developing nations. Data collection can also be extended for a wider study in different languages and across time series.

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