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Understanding the Moderating Effect of Marital Status in Explaining the Relationship between Perceived Behavioural Control and Intention to Use Online Shopping

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Abstract

The transmission of the covid-19 virus has resulted in face-to-face daily activities. Online platforms are now the choice of consumers for trading. although online platforms are gaining attention, but if there are still people who do not fully accept this technology, then it is feared that this technology will be a waste of time. therefore, this study aims to identify the role of marital status in moderating the relationship between perceived behavioral control and intention to use online shopping. this study is a quantitative study. data were collected using non-probability sampling techniques. as many as 280 respondents answered the questionnaire. the instrument used is based on previous studies. the findings of the study indicate that marital status does not play a significant role as a moderator. this study also discusses the implications for practicality.

Introduction

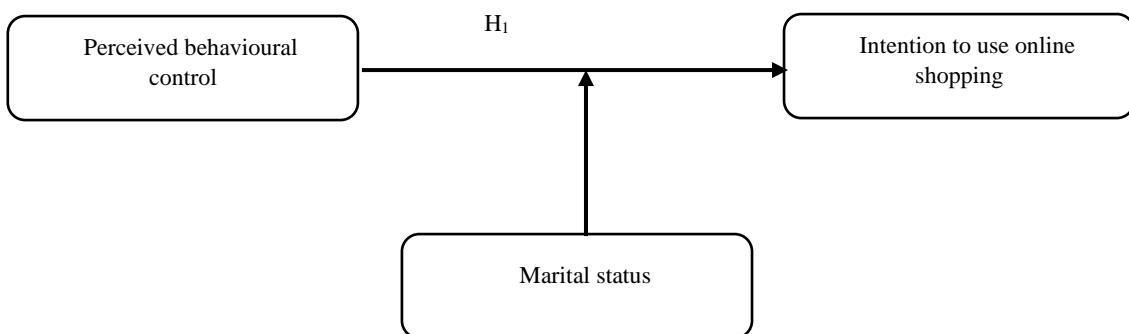
Advances in the development of information technology systems have helped many people in their daily affairs. Now, information technology systems are once again helping humans curb the spread of the covid19 virus worldwide. humans have now shifted from the traditional system of face-to-face trading to online platforms. online platform gives people many benefits including being able to save time, comfortable, easier even it can help people block the spread of covid 19. online technology can not only help people in the context of buying and selling, part in other matters such as financial transactions with Government bodies, banking, religious affairs such as zakat payment, health system and many more. Although online platforms are believed to be popular, there are still those who do not fully press this technology. improper use of technology will lead to waste. This is due to the huge investment made by the relevant parties to provide infrastructure related to online use. therefore, this study aims to identify the role of marital status in moderating the relationship between perceived behavioral control and intention to use online shopping. This article will be Compiled based on 5 chapters, namely introduction, literature review, methodology, data analysis and discussion

Literature Review

Online shopping related studies

The use of online trading system really helps people to deal with Faster and more comfortable. This technology was introduced after the development of information technology systems. Previous studies in the field of information technology acceptance, especially online purchases have used various theories such as Technology Acceptance Model and Theory of Planned Behaviour (Anand et al., 2019; Li & Liu, 2010), Unified Theory of Acceptance and Use of Technology (Amjad-ur-Rehman et al., 2019) Previous studies have shown that there are several significant factors explaining the acceptance of online shopping such as performance expectancy and effort expectancy (Musleh et al., 2015) perceived risk (which is significant and negatively related to purchase intention) (Chang et al., 2016), social influence, facilitating condition, perceived trust and perceived cost (Yeganegi & Elias, 2016) Peer influence (Mohammed, 2014) The relationship between Perceived behavioural control and the intention to use online shopping is inconsistent. The findings of Kautonen et al (2013) have proved that perceived behavioural control are significant predictors of entrepreneurial intention while the findings of Al-Debei et al (2013) have proved otherwise. In addition, Sheeran et al (2002) shows that the strength of the relationship between perceived behavioural control and adoption behaviour relies on both behaviour and individual characteristic. Thus, we propose that perceived behavioural control will be stronger for married person and the hypothesis will be

H₁: The influence of perceived behavioural control on intention to use online shopping will be moderated by marital status, such that the effect will be stronger for married person.



Methodology

The objective of this study is to identify the role of marital status in simplifying the relationship between perceived behavioral control with the intention to use online shopping. this study uses instruments that have been adapted from previous researchers. the scale used is a 5 point likert starting from 1 strongly disagree to 5 Strongly agree. This questionnaire was distributed to respondents online. this approach was carried out due to the transmission of the covid epidemic 19. to avoid being exposed to infection, then an online platform was chosen for the distribution of questionnaires. a total of 280 respondents were successfully collected and the data were analyzed using IBM SPSS software.

Data Analysis

Once the data is obtained online, the next step is to transfer the data from the Google form in an Excel worksheet. we have filtered out unnecessary information in the Excel worksheet.

After the unnecessary information has been removed, then we transfer the data into the SPSS software for further analysis. To test the research hypothesis, we used statistical analysis known as hierarchical linear regression. The findings of the study indicate that marital status does not play a significant role as a moderator. The hierarchical multiple regression revealed that at stage one, perceived behavioural control contributed significantly to the regression model, $F(1,272) = 127.702, p < .05$ and accounted for 56.5% of the variation in Intention to use. Introducing the marital status variables explained an additional 56.5% of variation in Intention to use and this change in R^2 was not significant, $F(2,271.825) = 63.661, p > .05$. Adding interaction term perceived behavioural control and marital status to the regression model explained additional .004% of the variation in intention to use and this change in R^2 was not significant, $F(3,270) = 43.023, p > .05$.

Model	R	Square	Adjusted R Square	Estimate	Change	R Square	Change Statistics				
							F	df1	df2	Sig.	F Change
1	.565 ^a	.319	.317	2.137	.319	.319	127.702	1	272	.000	
2	.565 ^b	.320	.315	2.141	.000	.061	63.661	1	271	.805	
3	.569 ^c	.323	.316	2.139	.004	1.509	43.023	1	270	.220	

Figure 1: Change statistic

- a. Predictors: (Constant), perceived behavioural control
- b. Predictors: (Constant) marital status
- c. Predictors: (Constant), perceived behavioural control, marital status, interaction term (marital_status*pbc)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	583.371	1	583.371	127.702	.000 ^b
	Residual	1242.560	272	4.568		
	Total	1825.931	273			
2	Regression	583.650	2	291.825	63.661	.000 ^c
	Residual	1242.280	271	4.584		
	Total	1825.931	273			
3	Regression	590.553	3	196.851	43.023	.000 ^d
	Residual	1235.377	270	4.575		
	Total	1825.931	273			

Figure 2: Anova information

- a. Dependent Variable: intention to use
- b. independent variable: Constant+ Perceived behavioural control
- c. independent variable: Constant + Perceived behavioural control+ Marital status
- d. independent variable: Constant+ Perceived behavioural control+ Marital status + interaction marital*PBC

Discussion

We have discussed the inconsistent relationship between perceived behavioral control and intention to use online technology. This allows us to introduce a moderator variable into the model. The results of the study however have proven that marital status does not play a significant role in moderating the relationship between perceived behavioral control and the intention of using online shopping. These findings are expected to help information

technology providers to design and develop systems in line with the needs of consumers. These findings explain to us that consumers are not divided and do not differ based on marital status. Therefore, those who are either married or unmarried have the same perception. This study however has some limitations. Among the limitations is that this study uses non-probability sampling techniques, so future studies will need to use probability sampling techniques. Secondly, this study uses only one TPB variable which is perceived behavioral control. Next study should include all TPB variables with the addition of some new variables.

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