Factors that affect online shopping intention:

The case of Lebanon

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Abstract:

The present study aims to explore the relationship between perceived usefulness, perceived ease of use, perceived behavioral control, self-efficacy and enjoyment among consumers online shopping intention. With data collected from a sample of 201 participants, the study utilized SPSS for data analysis. Using a quantitative approach, the findings of this study indicated that all hypotheses proposed in the study have been accepted. Based on these results, the study offers several valuable recommendations for businesses and marketers to enhance consumer intention to shop online. Emphasizing the importance of addressing perceived ease of use and usefulness can increase consumer adoption rates. Moreover, creating enjoyable experiences and instilling a sense of self-efficacy among consumers can positively influence their purchasing decisions. Understanding perceived behavioral control can also help businesses optimize their offerings to cater to consumer needs effectively. The findings and recommendations presented in this study offered practical implications for businesses and pave the way for further research in this area. Therefore, future research should focus on expanding the sample size and diversifying the participant pool to ensure broader applicability.

Introduction

Online shopping is considered one of the most popular shopping strategies within the last decade (Ramadan et al., 2023; Lavuri, 2023). The number of online shopping customers and online shopping income has persistently expanded over the long time (Inoue & Todo, 2023). Online shopping is conceptually distinctive from Traditional shopping. The major distinction between traditional and online shopping is the degree of interaction between the shopper and the dealer (Ünver et al., 2023).

The online shopping has more preferences than conventional shopping ways accessible anyplace and anytime; having a wide run of items and buying items at lower costs (Ibrahim, 2023). Online shopping deliberate has picked up a parcel of significance. However, its imperative development the number of scamps and cheating expanded. This trend is evident in the growing number of such cases in Lebanon. Such cheating activities had made fear within the minds of clients additionally an unfavorable affect within the behavior of customers towards online purchase (Lee & Turban, 2001; El Haddad et al., 2018). Individuals were prepared to not to shop online since they have fears on their individual security (Gordan & Bhowan, 2005). The security is the major figure that debilitated the target shopper from obtaining on the internet (Chen & Cheng, 2009). Since the online clients have a few stresses whereas acquiring online from individual information and security abused in Lebanon (Merhi et al., 2019). In conclusion, the shopping situations on the web may have a lot of problems on online customers such as item execution, social, mental and time comfort misfortune (Lim et al., 2016).

An expanding number of businesses are competing to have the biggest market share in online shopping (Svatosova, 2020) and are floating towards more seriously utilize of the Web as the openness of innovation, the accessibility of data, and the capacity to associated through the Web increment. Self-evident capabilities of the Web incorporate roads for gathering data, acquiring an item, or rendering a

benefit (Creazza et al., 2023). The Web innovation permit for the development of shopping choices past conventional strategies which will be more time consuming (El Moussaoui et al., 2023). For occurrence, rather than having to physically visit distinctive stores to compare costs or depend on circular leaflets in daily papers, a buyer is able to look and recover required data through the Web (Ozen & Engizek, 2014).

This study aims to analyze the relationship between perceived usefulness, perceived ease of use, consumer perceived control behavior, self-efficacy and perceived enjoyment toward online shopping intention in Lebanese customers by applying the Technological acceptance model. In order to achieve the research objectives, this paper aims to investigate the factors influencing online shopping intention, comprehensively covering the introduction, theoretical background, variable conceptualization, hypotheses development, discussions, theoretical and practical implications, conclusions, and concluding with the exploration of limitations and avenues for future research.

1. Theoretical background

In this section the theory of acceptance model is presented followed by the variable conceptualization by defining each of the dependent and independent variables. The hypothesis will be developed according to the literature review showing the effect of the following variables (perceived usefulness, perceived ease of use, perceived control behaviour, perceived enjoyment, self-efficacy) on online shopping intention.

The Theory of the Technological Acceptance Model (TAM)
The technology acceptance model (TAM) is a theory of information system that examines how individuals are able to accept and use a technology. The actual system utilization is the result of human technology use. An element that influences people's decision to use

technology is their behavioral intention. The attitude (A) of the technology has an effect on the behavioral intent (BI) (Davis, 1989). According to the model, when users are introduced to a new technology, there are several elements that influence their choice of how and when to use it, including:

1.1.1. Perceived usefulness (PU) –"the degree to which an individual believes that using a specific system would improve their job performance". It implies whether or not somebody perceives the technology to be valuable for what they need to do.

1.1.2. Perceived ease-of-use (PEOU) –"the degree to which an individual believes that using a specific system would be free from effort". If the technology is simple to utilize, then the boundaries conquered. If it is not simple to utilize and the interface is complicated, no one has a positive behavior towards it.

TAM is considered one of the most important extensions of Ajzen's and Fishbein's theory of reasoned actions (TRA) in the literature. Davis's technology acceptance is the most widely used model of users' recognition and use of technology. Because modern innovations, such as individual computers, are complex and there is some degree of uncertainty in the minds of decision makers about how to use them, people frame attitudes and intentions toward learning to use the modern technology before they begin their efforts to use it. Attitudes towards using and intentions to use can be ill-defined or lack conviction, or they may occur after preliminary efforts to learn to use evolve. In this way, genuine utilization may not be a direct or quick result of such intention (Tornatzky & Klein, 1982). The Technology Acceptance Model (TAM) should be expanded to incorporate additional variables that consider alternative forms of technology adoption, which can be achieved by integrating the innovation model into TAM.

2. Variable Conceptualization

This section discusses how the factors in the research are categorized starting with the five independent variables (perceived usefulness, perceived ease of use, perceived behavior control, self-efficacy,

perceived enjoyment) which could inflence on the dependent variable online shopping intention.

2.1. Perceived Usefulness

One of the independent variables in the Technology Acceptance Model is perceived usefulness (PU). It is "the extent to which an individual believes that utilizing a certain method would improve his or her job performance" (Ajzen & Fishbein, 1980). The term "perceived usefulness" relates to how customers view the outcome of the experience (Ajzen, 1985).

They consider usefulness to be the subjective probability that using the technology will improve a user's capacity to perform a particular task (Davis, 1989). It is proposed by Davis; whose fundamental thought was that individuals would embrace an IT on the off chance that they see that this technology will progress their execution. Perceived usefulness is defined by Davis (1993) as the belief that the use of new technology will improve or increase a respondent's ability to perform their job.

In addition, Zeithaml et al. (2002) claimed that the perceived usability of an innovation could be determined by how simple it is to learn or use. Perceived usefulness (TAM) is the degree to which a respondent believes that the use of a particular technology will improve their ability to do their job (Luarn, 2005). It refers to the customer's perception of the results of an experience. Similar to this, Jahangir and Begum, (2008) defined perceived usefulness as how much a person believes a specific system will improve his or her ability to accomplish their job.

Perceived usefulness is one of the cognitive components that decide the acknowledgment of an IT, concurring to TAM (Lee, 2009). It refers to a person's conviction approximately the change in execution and efficiency that will be accomplished by utilizing modern technology (Hofstede, 2011). "Perceived use" refers to an individual's perception of the extent to which internet use improves their purchasing

performance (i.e. convenience, agility, time saving, etc.). The perceived usefulness of online shopping is the subjective probability that the potential consumer will receive their purchases more efficiently through the internet than through face to face purchases.

2.2. Perceived ease of use (PEOU)

Early in 1962, Rogers argued that a customer's ability to use an innovative service or product is referred to as ease of use. Accordingly, perceived ease of use is interpreted by a consumer's perception that using the internet to conduct transactions will be as effortless as possible (Maddux et al., 1983). Moreover, a person's acceptance of the idea that utilizing an exacting method would not cost them anything is a measure of perceived ease of use (Mathieson, 1991).

Perceived ease of use refers to how easy it is to access the internet, how secure it is, how high-quality the functionality is, and what services are required. According to Wang et al. (2003), PEOU is related to how users perceive a product or service and describes how users feel a lack of effort when using a technology. In addition, perceived ease of use is described how easy an innovation is perceived to be to understand, learn, and implement (Nasir, 2015). PEOU will be interpreted for the purposes of this study in accordance with these authors as the consumer's expectation that shopping online will involve little effort on their part (Pandey & Parmar, 2019).

2.3. Perceived Behavioral Control

PBC (Perceived Behavioral Control) refers to how easy or hard it is to perform a specific activity. According to Ajzen & Driver (1991), Theory of planned behavior suggests that the more easy or difficult a behavior is to perform, the more likely you are to have a strong intention to perform that behavior. Perceived control relates to how much of a voluntary control someone has over behavior performance. PBC is defined as the extent to which a buyer perceives their ability to exert control over external influences while making an online purchase (Rajendran & Arun, 2020). Perceived behavioral control refers to an individual's perception of how they interact with

constraining or enabling behavior conditions (for example, transportation, physical ability) and the power each of these conditions has to make performing a behavior challenging or simple (Gold, 2011). Perceived behavioral control predicts port behavior intentions significantly (Chi et al., 2019). Perceived control occurs when an individual is motivated and able to do a behavior, rather than having one or no motivations (Kautish & Sharma, 2019).

2.4. Self-efficacy

Bandura's social cognitive theory includes a component known as self-efficacy theory (SET). The two main factors influencing behavior, according to this theory, are perceived self-efficacy and outcome expectations. Albert Bandura's self-efficacy theory, published in 1977, posits that therapeutic change can be achieved through experiences of mastery resulting from successful performance. The concept of self-efficacy refers to an individual's self-assessment of their ability to perform a task effectively in a particular setting (Bandura, 1986).

In general, self-efficacy refers to an individual's confidence in their capacity to cope with a wide range of stressors (Schwarzer & Jerusalem, 1995a). One of the world's most influential social cognitive psychologists, studied and opted for domains specific to self-efficacy (Bandura, 1995a). Domain-specific, on the other hand, refers to a person's belief in their ability to do a specific task/domain (Bandura, 2006). The most helpful efficacy judgements might be those that slightly overestimate one's capabilities, 'because this modest overestimation of one's own capabilities can actually increase one's effort and perseverance during challenging times (Artino, 2012).

Self-efficacy gained through successful task execution depends on a variety of personal and environmental factors, such as the difficulty of the task, the amount of energy expended by the subjects, and the fleeting nature of their successes and failures (Bandura, 2017). In general, self-efficacy appears to be a strong indicator of behavior. The initial focus on self-efficacy dates back to the emergence of social cognitive theory, which conceptualizes people as agents in charge of their own actions and decisions (Wyatt & Dikilitaş, 2021).

2.5. Perceived Enjoyment

Perceived enjoyment (PE) is defined as "the degree to which the activity of utilizing a given technology is regarded to be joyful" (Crépon, 1998). Enjoyment is described as "A necessary response of people to activities with computers as intermediates" (Schaufeli et al., 2002). A feeling of enjoyment is produced when customers are drawn in (Venkatech et al., 2003). The pleasure or natural desire in undertaking a task serves as the intrinsic motivation of predicted enjoyment (Abu Khader, 2004). Enjoyment motives can include curiosity, satisfaction, or fun (Gagné & Deci, 2005). According to studies, engaging in particular activities and exercising self-control can help consumers acquire good views. These subdimensions reflect the mental, physical, and emotional facets of customer enjoyment (Kim & Drumwright, 2016). Enjoyment of an activity is considered to be a significant intrinsic (Xu et al., 2020).

2.6. Online shopping intention

Customer online shopping intention is the construct that determines how strongly a customer intends to make an online purchase (Salisbury et al., 2001). Intention is the mental state in which a person is prepared to engage in a given action, and intention predicts behavior as a whole (Wee et al. 2014). Additionally, it states to the customer's attitude toward a particular purchase behavior as well as their level of desire to spend money. In essence, this is an indicator of customer buying behavior (Helal & Ozuem, 2019). As the literature suggests Wang et al., (2019), Instead of looking at the purchase intent, this study looks at the actual buying behavior of consumers.

When analyzing online consumer behavior, Hamid and Azhar (2023) found that online purchase intention was a more useful indicator of a user's intention to visit a website. Online purchase intention can be defined as measuring a consumer's intention to perform a specific internet buying behavior.

3. Literature Review and Hypotheses Development

This section includes various analysis relationships among variables and whether they have a positive or negative impact on online shopping intention, and it will aid in the construction of hypotheses to explore and obtain findings.

3.1. The relationship between perceived usefulness (PU) and online shopping intention

Fenech and O'Cass (2003) found that the PU has a significant and positively affected their shopping intention. In addition, a study revealed that a positive relationship between perceived usefulness and online shopping intention (Wang, 2023). In fact, research shows that the more useful a product is, the more likely it is to be purchased (Lim et al. 2016).

E-commerce is perceived as more cost-effective and convenient than in person shopping (Ejdys & Gulc, 2020). Once consumers believe that the use and particular site is useful for making their purchases, they are likely to have a more positive attitude towards the site and return to use it (Moslehpour et al., 2018). E-commerce typically offers a wider range of products, making it more likely for consumers to find the product they are looking for than in-person purchases, making it a more efficient shopping experience (Chiu et al., 2014). When users perceive the internet as a useful tool, this leads to an increase in frequency, duration and use of the internet, which in turn changes consumers' purchasing platforms (Isaac et al., 2017).

Perceived usefulness is positively correlated with consumers' intention towards shopping online (Isaac et al., 2017), and prior research has already shown strong and positive correlations between perceived usefulness and intention of online shopping (Sukno & Riquelme 2019). Therefore, the hypothesis is formulated as follows:

H1: The perceived usefulness of online stores has a positive effect on consumers' intention towards online shopping

3.2. The relationship between perceived ease of use and online shopping intention

According to Chen and Barnes (2007), ease of use positively impacts intent to use a technology. The perception of ease of purchase is seen as the expectation that buying online will be easier than buying in person (Lim et al., 2016). When looking at consumer efforts on online shopping issues, this dimension can be viewed as an extension of the old construct of perception of ease of use, as the ease of using the internet has become more commonplace among its users. On the other hand, the ease of shopping is not yet widely known (Chiu et al., 2014).

Yang, Pang, Liu, Yen, and Tarn (2015) conducted a research on consumer online payment, which indicated that PEOU affects consumers' intention of behavior. Concerning specifically the ease of buying dimension, previous research has shown that it positively impacts online buying intent when analyzed in relation to customers of Taiwan's largest ISP (Chiu et al., 2014) and among adults aged from 31 to 60 years old in Hong Kong (Lim et al., 2016). Ease of use is also closely linked to the shopping experience, which is closely linked to the intent to buy (Moslehpour et al., 2018). In a study that looked at the purchase intent of a specific coffee brand, it was found that the ease of using the software application had a positive impact on the purchase intent in coffee services (Shim et al., 2021). However, the empirical data may vary, meaning that the impact of ease of use on purchasing intent may vary depending on the context and technology studied (Isaac et al., 2017). For example, the ease of use does not affect the buyer's decision to buy in Chile (Sukno & Riquelme, 2019). Thus, the hypothesis will be formulated as follows:

H2: The perceived usefulness has a positive effect on consumers' intention towards online shopping.

3.3. The relationship between perceived behavioral control and online shopping intention

Results showed that perceived behavior control has a positive effect on purchase intention via green delivery (PIGD) (Kader et al., 2023). Individuals with high self-control think long-term, are more reflective and show a high level of consideration and planning (Fenitra et al., 2021). On the other hand, individuals with lower self-control tend to be more impulsive, careless, disorganized, less likely to plan in detail, impulsive and easily influenced by stimulus (Dhandra, 2020; Hamid & Azhar, 2023). According to theory of planned behavior, behavior is directly affected by PBC, and indirectly by intention (Roni et al., 2015). As a result, PBC is seen as a critical factor in consumer behavior (Ali et al., 2023). Furthermore, high levels of PBC should reinforce a person's intention to do a behavior and increase effort and persistence. Therefore, the following hypotheses are proposed.

H3: The perceived behavioral control has a positive effect on consumers' intention towards online shopping.

3.4. The relationship between self-efficacy and online shopping intention

A few creators claim that self-efficacy has been misconstrued within the consider of e-commerce, and it is regularly utilized traded with PBC (Davis, 2001).

Amaro and Duarte (2013) found that self-efficacy in online stores, characterized as the conviction of shoppers in their capacity to effectively utilize the Web to buy items through online stores (Weideli & Cheikhrouhou, 2013). In this respect, Yesilyurt and Solpuk Turhan, (2020) revealed that people with self-efficacy tend to stand up to utilizing computers and IT, while those with high levels of self-efficacy attempt to overcome any challenge to realize their objectives (Liu & Hung, 2016). It is anticipated that shoppers with higher seen self-efficacy in online stores will appear more prominent online buy purposeful (Liu & Hung, 2016).

Electronic shopping can be seen as a one-on-one experience where the buyer needs all the tools and knowledge they need to make the purchase and complete the process (Allington et al., 2021). Therefore, according to the hypothesis, the self-efficacy of online stores is more important in developing online purchase intent in Lebanon. Therefore, the hypothesis is formulated as follows:

H4: Self-efficacy has a positive effect on consumers' intention towards online shopping.

3.5. The relationship between enjoyment and online shopping intention

Consumers enjoy and find excitement in internet buying. It is associated with the hedonic element of online buying, which enables a customer to find excitement, pleasure, and enjoyment while avoiding boredom (Arshad et al., 2021; Khasawneh & Haddad, 2020). Çelik & Dülek, (2022) argued that making a website more enjoyable to use would raise its acceptability. The impact of perceived enjoyment on adoption and use of technology has been examined in a variety of research conducted in diverse technological contexts (Atulkar & Kesari, 2019). A study has discovered a positive correlation between technology use and enjoyment, with higher levels of enjoyment motivating users to spend longer time on websites, which in turn increases users' perceptions of using such websites (Hasan et al., 2021). Thus, the hypotheses will be formulated as follows:

H5: Perceived enjoyment has a positive effect on consumers' intention towards online shopping.

4. Conceptual Framework

In this study, a conceptual model was built to explore the impact of five independent factors: (PU, PEOU, PBC, enjoyment and self-efficacy) on the dependent variable online shopping intention.
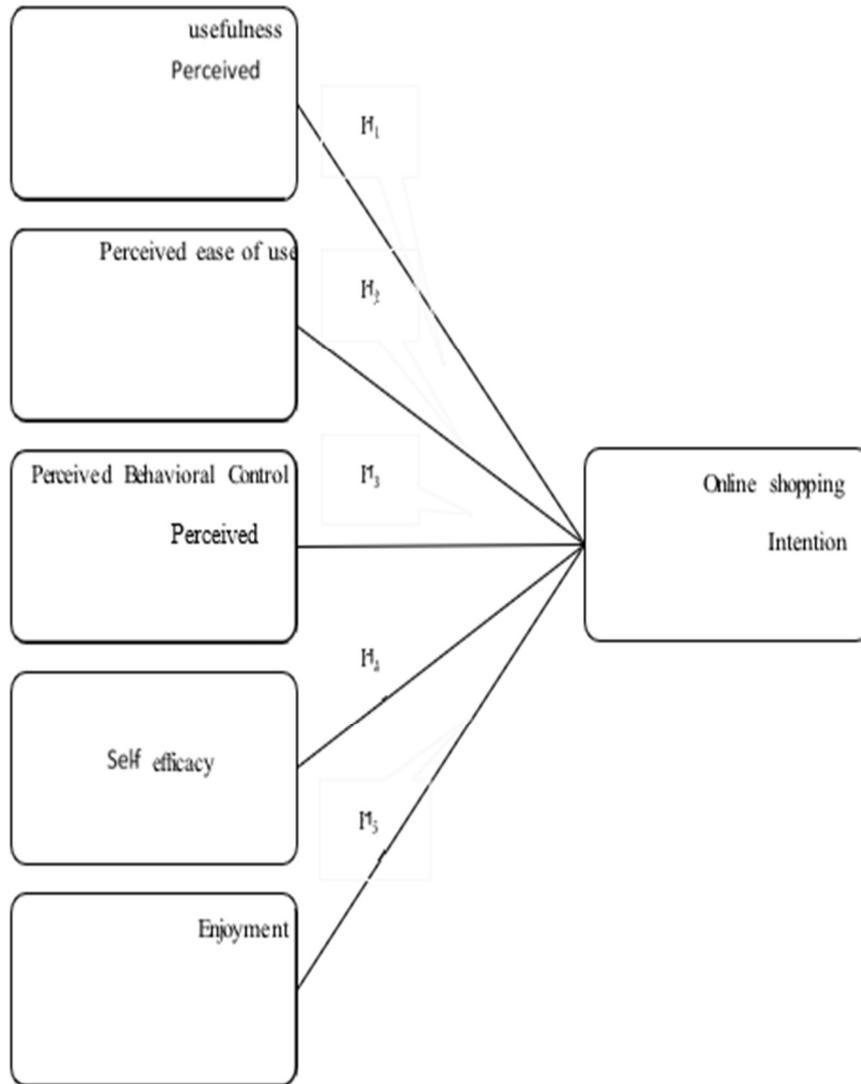
Figure 1: Model developed by the researcher

5. Variable's Definitions and Measurements

The conceptualization of the variables, as well as the operating definitions of the variables, are presented in the table below:

Table 1: Variables' Measurement

Variables	Measurement
Perceived Control behavior	3 items on 5- point Likert scale according to (Peña García et al., 2020).
Perceived Enjoyment	3 items on 5- point Likert scale according to (Rouibah et al., 2021).
Perceived usefulness	4 items on 5- point Likert scale according to (Peña García et al., 2020).
Self-Efficacy	3 items on 5- point Likert scale according to (Peña García et al., 2020).
Perceived ease of use	3 items on 5- point Likert scale according to (Peña García et al., 2020).
Online shopping intention	3 items on 5- point Likert scale according to (Peña García et al., 2020).

5.1. Research Methodology

This study conducted a quantitative methodology, using questionnaire responses as the main data and literature reviews of preview studies as the secondary data. In the quantitative method, a descriptive technique was utilized to test the expected hypotheses.

5.2.   Population and Sample

All Lebanese people that had a previous purchase to know the reasons of why they prefer to shop online. Withdrawing samples was chosen to be between the ages of 18 and above, and of both genders, because this is the demographic most likely to buy items online. The sample is a set of individuals who were requested to fill out the questionnaires about the online shopping intention in Lebanon during the year 2022. The sample selected is like the population, although it is more random. It shows the reasons behind the intention of people to shop online such as perceived usefulness, ease of use, perceived control behavior, self-efficacy and enjoyment.

In this research convenience sampling is used, it is a sort of nonprobability sampling in which the sample is selected from a subset of the population that is nearby. 201 responds have been collected. In addition, the data was analyzed with the SPSS statistics program, and the results were presented in the form of tables.

Demographic Variables

Table 2: Gender and Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Female	125	62.2	62.2	62.2
	Male	76	37.8	37.8	37.8
	Total	201	100.0	100.0	100.0
Age	15- 20 year	21	10.4	10.4	10.4
	20- 30 year	74	36.8	36.8	47.3
	30- 40 year	63	31.3	31.3	78.6
	40- 50 year	30	14.9	14.9	93.5
	50- 60 year	5	2.5	2.5	96.0
	Over 60	8	4.0	4.0	100.0
	Total	201	100.0	100.0	

Source: SPSS version 20

A total of 201 respondents were included in this study. 125 respondents were female, corresponding to 62.2 percent of the total sample, and 76 respondents were male, corresponding to 37.8 percent of the sample. In addition, 21 respondents had 10.4 percent of their age range as 15-20 years old; 74 respondents had 36.8 percent of their age as 20-30 years old; and 63 respondents had a 30-40 percent age range as 30-40 years old, corresponding to 31.3 percent of the overall sample. 30 respondents had 14.9 percent of age as 40-50 years old; 5 respondents had 2.5 percent of age as 50-60 years old; and 8 respondents had age as 60+ years old.

Table 3: Educational Level and Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Educational Level	**Bachelor's degree**	92	45.8	45.8	45.8
	Master's degree	48	23.9	23.9	69.7
	PHD	13	6.5	6.5	76.1
	Undergraduate	48	23.9	23.9	100.0
	Total	201	100.0	100.0	
Marital status	**Divorced**	36	17.9	17.9	17.9
	Married	74	36.8	36.8	54.7
	Single	78	38.8	38.8	93.5
	Widowed	13	6.5	6.5	100.0
	Total	201	100.0	100.0	

Source: SPSS version 20

According to the educational level distribution, 92 respondents (45.8%) have bachelor's degrees, 48 respondents (23.9%) have masters' degrees, 13 respondents (6.5%) have PhDs, and 48 respondents (23.9%) are undergraduates. By referring to the sample which addressed 201 respondents, 36 respondents were divorced, 74 were married whereas 78 respondents were single and 13 respondents were widowed.

Table 4: Job and Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Job	I don't work	69	34.3	34.3	34.3
	I work in a business field	89	44.3	44.3	78.6
	I work in another field	43	21.4	21.4	100.0
	Total	201	100.0	100.0	
Monthly Income	100 $ to 300 $	56	27.9	27.9	27.9
	301$ to 500$	22	10.9	10.9	38.8
	501 $ to 700 $	29	14.4	14.4	53.2
	701$ to 1000$	72	35.8	35.8	89.1
	More than 1000 $	22	10.9	10.9	100.0
	Total	201	100.0	100.0	
Current place of Resident	Rural	78	38.8	38.8	38.8
	Semi-urban	83	41.3	41.3	80.1
	Urban	40	19.9	19.9	100.0
	Total	201	100.0	100.0	

Source: SPSS version 20

By referring to this addressed sample, it can be noticed that 69 respondents out of 201 do not work, 89 respondents work in a business field, and 43 respondents work in another fields.

The results indicate the distribution of respondents based on their spending levels in different price ranges. The data shows the number of respondents falling into each spending category.

There are 56 respondents who reported spending between $100 and $300, 22 respondents who reported spending between $301 and $500, 29 respondents who reported spending between $501 and $700, 72 respondents who reported spending between $701 and $1000 and 22 respondents who reported spending more than $1000.

This distribution provides insights into how respondents allocate their spending across different price ranges. It is essential to consider these spending patterns when analyzing consumer behavior and understanding purchasing habits in various price brackets.

The sample addressed in this research consisted of 201 respondents, 78 respondents constituting 38.8% live in Rural areas whereas 83 respondents constituting 41.3% live in semi-urban areas, and 40 respondents constituting 19.9% work in urban areas.

7. Validity and Reliability

Table 1: Validity and Reliability

Communalities	
	Cronbach Alpha
Perceived Usefulness	.717
Perceived Ease of Use	.752
Perceived Control Behaviour	.757
Self-Efficacy	.739
Enjoyment	.742
Purchasing Intention	.789

Source: SPSS version 20

The goal of the above table-based validity and reliability study is to verify the accuracy of the acquired data using a statistic called Cronbach's Alpha. As a matter of thumb, if Cronbach's alpha is below 0.5, the data cannot be trusted. The data is confirmed, although biased, if Cronbach Alpha is between 0.5 and 0.7. Cronbach's alpha must be greater than 0.7 for data validation.

Cronbach's alpha for "Perceived Usefulness" was 0.717, for "Perceived Ease of Use" it was 0.752, for "Perceived Control Behaviour" it was 0.757, for "Self-Efficacy" it was 0.739, for "Enjoyment" it was 0.742, and for "Purchasing Intention" it was 0.789, as shown by the aforementioned findings. If the Cronbach Alpha for a given variable is more than 0.7, then it may be considered statistically valid.

8. Regression Analysis

Table 6: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653ᵃ	.426	.411	.990
a. Predictors: (Constant), Perceived Usefulness, Perceived Ease of Use, Perceived Control Behaviour, Self-Efficacy, Enjoyment, Purchasing intention				

The following independent variables are addressed in the above model: perceived ease of use, perceived usefulness, perceived behavior control, self-efficacy and enjoyment. The combined R value of these independent variables is 0.653, which indicates a correlation of 65.3% with intent to buy, i.e., the independent factors tend to influence intent to buy by 65.3%. The remaining variables (34.7%) are not included in

the model, i.e. the R2 value of the model is 42.6%. However, the R2 variance of the dependent variable, purchase intent, is only explained by the variation of the independent variables.

Table 7: Regression Analysis

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	.387	.196		1.977	.049
Perceived Usefulness	.248	.070	.243	3.555	.000
Perceived Ease of Use	.132	.075	.134	2.763	.040
Perceived Control Behaviour	.079	.080	.276	2.993	.022
Self-Efficacy	.081	.073	.283	2.117	.015
Enjoyment	.285	.074	.282	3.861	.000

a. Dependent Variable: Intention

The previous regression looks at how the dependent variable on purchase intent relates to the independent variables on ease of use: Ease of use Completeness Utility Control Behavior Self-Efficacy Pleasure Each of these independent variables correlates to a higher likelihood of making a purchase. The significance of each of these independent variables is below 0.05.

The null hypothesis, which claims that there is no relationship between the independent factors presented and the purchase intention, has been rejected since all of the variables obtained a margin of error that was smaller than 0.05. In this case, we'll go with the alternative hypothesis, which claims that a link exists between the dependent variable of purchase intent and the independent variables of perceived ease of use, perceived usefulness, perceived control behavior, self-efficacy, and

pleasure. This competing hypothesis proposes that these independent factors are linked to the dependent variable of interest here, referred to as desire to buy.

It is possible to phrase the equation as follows:

$$Y = B0 + BX1 + BX2 + BX3 + BX4 + BX5$$

Purchasing Intention = 0.387 + 0.248 perceived usefulness + 0.132 perceived ease of use + 0.079 perceived control behavior + 0.081 self efficacy + 0.285 enjoyment

This implies that:

- For every 1% increase in perceived usefulness, purchasing intention will increase by 24.8%.
- For every 1% increase in perceived ease of use, purchasing intention will increase by 13.2%.
- For every 1% increase in perceived control behavior, purchasing intention will increase 7.9%.
- For every 1% increase in self-efficacy, purchasing intention will increase 8.1%.
- For every 1% increase in enjoyment, purchasing intention will increase 28.5%.
9. Pearson Correlations

Table 8 :Pearson Correlations

		Perceived Usefulness	Perceived Ease of Use	Perceived Control Behaviour	Self-Efficacy	Enjoyment	Purchasing Intention
Perceived Usefulness	Pearson Correlation	1	.495**	.499**	.442**	.509**	.434**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	201	201	201	201	201	201
Perceived Ease of Use	Pearson Correlation	.495**	1	.532**	.516**	.487**	.440**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	201	201	201	201	201	201
Perceived Control Behaviour	Pearson Correlation	.499**	.532**	1	.591**	.586**	.532**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	201	201	201	201	201	201
Self-Efficacy	Pearson Correlation	.442**	.516**	.591**	1	.554**	.588**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	201	201	201	201	201	201
Enjoyment	Pearson Correlation	.509**	.487**	.586**	.554**	1	.564**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	201	201	201	201	201	201
Purchasing Intention	Pearson Correlation	.434**	.440**	.532**	.588**	.564**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	201	201	201	201	201	201

Source: SPSS version 20

The following connections have been addressed in Table 15:

It can be noticed that purchasing intention and enjoyment are positively correlated with Pearson Coefficient of 0.564. In addition, purchasing intention and self-efficacy showed a coefficient of 0.588 indicating a moderate positive correlation. The correlation between purchasing intention and perceived control behavior, perceived ease of use, and perceived usefulness showed a moderate correlation with Pearson Coefficients of 0.532, 0.440, and 0.434 respectively.

It can also be noted that the correlation between enjoyment and self efficacy showed a moderate positive correlation with Pearson Coefficient of 0.554. In addition, enjoyment with perceived control behavior, perceived ease of use, and perceived usefulness showed a moderate correlation with Pearson Coefficients of 0.586, 0.487, and 0.509 respectively indicating moderate positive correlations.

Self-efficacy and perceived control behavior, perceived ease of use, and perceived usefulness on the other hand, showed a moderate positive correlation since their Pearson coefficients indicated 0.591, 0.516, and 0.442 respectively.

The correlation between perceived control behavior and perceived ease of use, as well as, between perceived control behavior and perceived usefulness showed a positive moderate correlation of 0.532 and 0.499. According to the Pearson Coefficient, there is a moderate positive association between perceived ease of use and perceived usefulness since their coefficients scored 0.495.

10. Discussion

In this section, the researcher will discuss the findings. First, based on the findings of the study, the relationship between perceived usefulness and online shopping intentions positively related. Thus, H1 is supported. The results are confirmed with the literature review (Fenech & O'Cass, 2003; Wang, 2023; Lim et al. 2016; Ejdys & Gulc, 2020; Moslehpour et al., 2018; Chiu et al. 2014; Isaac et al. 2017; Sukno & Riquelme, 2019). This means that the researchers have looked at customers' impressions of the value, efficiency, and significance of online retailers from their point of view. As consumers' views of usefulness are secured to their actual experiences. Customers believe that buying online will lead to a positive change in their lives. As part of the value-intention framework, perceived utility stands in for both practical and amusement-based advantages.

Second, based on the findings of the study, the relationship between perceived ease of use and online shopping intentions positively related. Thus, H2 is supported. The results are confirmed with the literature review (Lim et al. 2016; Chiu et al., 2014; Moslehpour et al. 2018; Shim et al. 2021; Isaac et al. 2017; Sukno & Riquelme, 2019; Yang, Pang, Liu, Yen, and Tarn, 2015). This means that consumers' desire to buy is correlated with their estimation of how simple a product is to use.

Third, based on the findings of the study, the relationship between perceived control behavior and online shopping intention is positively related. Thus, H3 is supported. The results are confirmed with the literature review (Kader et al., 2023; Hamid & Azhar, 2023; Fenitra et al., 2021; Dhandra, 2020; Roni et al., 2015; Ali et al., 2023). This means that individuals who perceive a higher level of control over their online shopping experience are more likely to have a positive intention to engage in online shopping. When individuals feel a sense of control over the online shopping process, they are more likely to have confidence in their ability to navigate websites, make informed decisions, and complete transactions successfully. They may feel empowered and capable of handling potential challenges or uncertainties that arise during the online shopping process.

Fourth, based on the findings of the study, the relationship between self efficacy and online shopping intention is positively related. Thus, H4 is supported. The results are confirmed with the previous studies (Davis, 2001; Amaro & Duarte, 2013; Weideli & Cheikhrouhou, 2013; Yesilyurt and Solpuk Turhan, 2020; Liu & Hung, 2016; Allington et al., 2021) which is taken here to mean customers' confidence in their ability to conduct fruitful product research and make purchases in virtual marketplaces. People who don't believe in their own abilities are less likely to embrace new technologies like computers and the Internet, while those who do are more likely to push through obstacles on the path to success. Consumers who have a better opinion of their own ability to make purchases online are more likely to actually do so.

Finally, based on the findings of the study, the relationship between perceived enjoyment and online shopping intention is positively related. Thus, H5 is supported. The results are confirmed with the literature review (Arshad et al., 2021; Khasawneh & Haddad, 2020; ÇELİK & DÜLEK, 2022; Atulkar & Kesari, 2019; Hasan et al., 2021). This means that customers could have a good time looking for, buying, and enjoying their preferred online shopping.

5.3 Theoretical Implications

The present study contributes to the theoretical understanding of consumer behavior in the context of online purchasing by examining the interrelationships between perceived ease of use, perceived usefulness, enjoyment, self-efficacy, and perceived behavioral control. The findings confirm and expand upon existing theoretical frameworks, such as the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). By demonstrating the positive influence of these factors on consumer decision-making, this study enhances our comprehension of the psychological and cognitive mechanisms that underlie online purchasing behavior.

Additionally, the study's acceptance of all proposed hypotheses validates the interconnected nature of these constructs, highlighting the significance of considering multiple factors when analyzing consumer behavior. This suggests that the factors investigated collectively contribute to shaping consumers' attitudes and intentions, advocating for a holistic approach in designing interventions and marketing strategies.

5.4 Practical Implications

The implications of this study extend to practical recommendations for businesses and marketers aiming to improve consumer satisfaction and engagement in the online purchasing process. The identified factors – perceived ease of use, perceived usefulness, enjoyment, self-efficacy, and perceived behavioral control – offer actionable insights for crafting effective strategies. Businesses can focus on enhancing the user interface and simplifying the online shopping experience to address perceived ease of use, thereby encouraging more consumers to initiate purchases. Emphasizing the usefulness of products or services through clear communication of benefits and features can drive consumer interest and intention to buy.

Furthermore, creating enjoyable and personalized online experiences can foster positive emotional connections with consumers, potentially leading to higher levels of loyalty and repeat purchases. Bolstering consumers' self-efficacy beliefs can be achieved by providing adequate support, guidance, and resources throughout the purchasing journey, thereby increasing their confidence in making informed decisions. Understanding perceived behavioral control sheds light on the extent to which consumers feel they can overcome barriers and exert control over their online purchasing actions. By identifying and addressing potential obstacles, businesses can tailor their offerings to align with consumer needs, thereby boosting conversion rates.

In sum, the study's practical implications emphasize the value of a user centric approach, underlining the need for user-friendly interfaces, clear communication of benefits, personalized experiences, and supportive measures to foster a positive consumer perception and drive desirable purchasing behaviors.

5.5 Limitations and Future Research

This research demonstrates through what was mentioned above, a deep understanding of the factors that affects people's decision to shop online, there are major limitations to this study report that should be considered.

This study was conducted within a short period. The data was conducted in North Lebanon, which has a high population density, the findings may change for various nations.

The second limitation in this research is that it only offered the technology acceptance model theory to investigate and determine the factors that affect online shopping intention. An expansion of this research might extend new variables that increase the online shopping intention.

The third constraint is related to the data gathering method. Because the survey was performed online, the majority of the respondents are well-educated and experienced customers. As a consequence, they would be better informed about current events and more receptive to online prompts than non-computer literate clients. As a result, additional research utilizing offline techniques may be done to ensure that the data collected is reflective of the total population of computers experts and non-computer experts.

The fourth and last limitation is that the researcher has six variables in this research investigation (perceived usefulness, perceived ease of use, perceived control behavior, perceived enjoyment, and self-efficacy and online shopping intention) but for future researches should investigate studying other variables such as expected regret, panic buying, and negative mentality, in that order of significance.

5.6 Conclusion:

The objective of this research is to investigate the factors that could affect the online shopping intention. Within this paper, a carefully constructed theoretical model is presented, one that stands poised to capture the multifaceted drivers underpinning the intent to share in online shopping. This conceptual framework relied on the technology acceptance model, offering a structured lens to better understand the complex relationship of factors that affect consumers' shopping intention.

The connection of these variables reveals a collection of five influential factors that link towards online shopping. Foremost among these factors is the 'perceived usefulness,' wherein the consumer's perception of how beneficial online shopping is to their lives plays an essential role in steering their intentions. Aligned with this is the concept of 'perceived ease of use,' wherein the perceived simplicity and user-friendliness of the online shopping process carry considerable weight in influencing decisions.

Beyond mere utility, the dimension of 'perceived control behavior' unfolds, signifying the extent to which consumers perceive their ability to navigate the virtual marketplace with self-sufficiency and confidence. Parallelly, the dimension of 'perceived enjoyment' introduces the emotional facet, highlighting how the delight and satisfaction derived from online shopping experiences can reverberate in decision-making dynamics.

Culminating this intricate dance of influences is 'self-efficacy,' a construct that encapsulates consumers' belief in their capacity to effectively execute online shopping endeavors.

This research embarks on an illuminating expedition, uncovering the underlying threads that weave together the fabric of online shopping choices. Through the lens of the technology acceptance model and its constituent elements, a canvas is painted that not only depicts these influences but also paves the way for strategic interventions and informed business strategies that resonate with the nuanced preferences of the modern digital consumer. As this study delves into the heart of online shopping behavior, it indicates for further explorations, sparking a cascade of insights that stand to redefine the contours of consumer engagement in the digital age.

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