



Determinants of Gen Y Consumers' Purchase Intention for Household Electronic Appliances through Mobile Shopping Apps

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ABSTRACT

Household electronic appliances, which come under electronic products, are one of the most famous and highest-selling categories in the world. Online purchasing has become a global trend among people; hence, they tend to use online rather than offline platforms. In developed countries, most customers purchase household electronic appliances via mobile apps. Nevertheless, consumers in developing countries like Sri Lanka still use mobile shopping apps to search for information on products rather than performing online purchases of household electronic appliances. Hence, this study aims to determine what factors affect consumers' purchase intention for household electronic appliances via mobile shopping apps. In this quantitative study, 384 respondents who belong to Gen Y and intend to purchase household electronic appliances via mobile shopping apps were given a structured questionnaire using purposive sampling. Multiple regression analysis was done with SPSS 24 software to evaluate the hypotheses. The findings revealed that perceived ease of use, system quality, service quality and information quality impact customers' purchase intention for household electronic appliances via mobile shopping apps. Findings help web service providers and online merchants to understand consumers' online purchase intention for household electronic appliances via mobile shopping apps.

Keywords: *Generation Y, Household electronic appliances, Mobile shopping Apps, Purchase intention*

1. INTRODUCTION

Nowadays, countries are seeing a rapid evolution of technology. Rapid technological



advancements, particularly in information and communication technologies, have shifted how people purchase, evaluate products and services and do business (Aliyar & Mutambala, 2015). Online technology considerably impacts customer shopping processes and behavioural patterns in this digital age (Thaichon, 2017).

In the modern world, purchasing online is a convenient way to manage a busy schedule. The manner in which consumers shop has changed significantly during the last ten years. While people are still making in-person purchases, many find Internet shopping more convenient. (Rahman et al., 2018). Accordingly, Dann and Dann (2001) stated that consumers are becoming more aware and efficient due to the expansion of the online purchasing phenomenon, which is subject to how simple it is to obtain information online. Over the past few decades, there has been a notable shift in consumer behaviour in the retail business. This shift has been from making purchases in physical locations to making purchases online (Rahman et al., 2018). Nowadays, most people use the Internet for shopping, investing, and banking purposes. Azizi and Javidani (2010) discussed that online shopping makes it easier to find and locate appropriate products and services in a manner that is more sophisticated, quicker, and affordable.

Smartphone users are steadily increasing, and the market for other smart devices is expanding at a rapid pace in industrialized countries with well-established telecommunication infrastructure. The smartphone is one of the most frequent items that people have with them, and with time, it has evolved into an essential as opposed to a luxury. Hence, in the present era, almost everyone has a smartphone. In the last decade, the mobile phone has become the most convenient and appropriate device for voice communication. Not only that, consumers can take advantage of various services that enable the integration of mobile phones with the Wireless Apps Protocol and the Internet. (Chowdhury et al., 2012). According to Igna (2015), smartphones are used by youth to access social media apps, watch online movies, play games, manage online bank transactions, and search for goods.

An electronic home appliance is equipment or a gadget that uses electrical energy to provide an activity in people's lives, rather than industrial. It simplifies people's lives, provides comfort, and saves time. An electronic appliance may have used various engineering divisions of technology, such as mechanical, electrical, electronics, instrumentation, and other technologies, to achieve its intended function. Typically, electronic equipment will make it



easier for people to carry out daily activities (Imelia & Ruswanti, 2017).

The last ten years have seen a tremendous advancement in information and communication technology, leading to the creation and widespread acceptance of self-service preferences. The introduction of mobile apps is the most obvious example of this. Consumers who use mobile internet services can use mobile apps to self-serve (Handrich & Heidenreich, 2013). Nonetheless, with new apps being created every day, app-based businesses are becoming more competitive. At present, consumers spend more time on their smart mobiles, using different apps such as social media, online travel booking, e-banking, news, and entertainment (Alnawas & Aburub, 2016). Mobile apps help mobile users or customers with various tasks such as information searching, video streaming, gaming, e-banking, networking, and online shopping (Taylor & Levin, 2014). In the mobile commerce sector, smartphone apps are becoming increasingly popular due to their capacity to offer up-to-date information and a more personalized, engaging, and speedy buying experience (Wang et al., 2015). Moreover, rather than website cookies tracked by competitors, mobile apps improve the efficiency of personal data transaction security (Sarkar et al., 2019).

Traditional commerce evolves from e-commerce to m-commerce as information and communication technology develops. Nowadays, customers prefer to use mobile technologies with the internet, using business-developed mobile apps. Generation Y, or the millennials, are the majority dominant online users, heavy users of digital technology and better acquainted than the older generations with online shopping (Muda et al., 2016).

Online retailers are investing heavily in a variety of consumer delivery innovations, including buy online, pick up in-store, autonomous delivery services, lockers, and free delivery with minimum purchase amounts, as last-mile delivery has emerged as a crucial means of differentiating their products from the competition (Lim et al., 2017). According to Chen and Barnes (2007), people avoid purchasing products and services online for several factors, including online security and privacy, business reliability, and website technology. Any e-commerce activity's ability to succeed or fail in the marketplace is primarily determined by the level of trust in an online website (Koufaris & Hampton-Sosa, 2004). Kaur (2005) stated that when making purchases online, consumers are worried about potentially harmful goods, risky payment options, invasions of privacy, and exploitation of personal information. When it comes to product purchases, most customers opt for online purchases of electronic appliances



(Ling et al., 2011). Significantly, it was found that household electronic appliance is the most highly reviewed product category in online shopping (Chan & Ngai, 2011).

The total number of residents in Sri Lanka was 21.54 million in January 2022; among them, 11.34 million are online users (DataReportal, 2022). In January 2022, 52.6% of Sri Lankans had access to the Internet, while the country's mobile phone population accounted for 149.9% of the country's total population (DataReportal, 2022). Also, internet users are 50.8% (any device) of the total population, and 98.7% use mobile internet from the total internet usage. Though internet penetration and the number of mobile connections are considerably high in Sri Lanka, consumers who purchase household electronic appliances via mobile applications is low. In order to further justify the research problem, the researchers conducted a preliminary survey. The researchers conducted an online survey using 54 consumers belonging to Generation Y in Western Province, Sri Lanka. According to the preliminary survey results, 73.8% use more than one smartphone with good internet connection coverage. Out of the total respondents, 90.7% use mobile shopping apps for their shopping activities, but 72.2% never purchase home electronic appliances via mobile shopping apps.

Most of the previous research studies (Ali et al., 2019; Baldini et al., 2018; Hua & Wang, 2019) have concentrated on the factors impacting customers' actual use of Internet shopping to purchase appliances, but have not found any research studies related to consumers' purchase intention for household appliances through mobile shopping apps. Consequently, this research aims to reduce the literature gap by conducting this empirical investigation to determine the factors influencing consumers' online purchase intention for household electronic appliances via mobile shopping apps among Generation Y consumers.

1.1 Research Questions and Research Objectives

The researchers developed the following research questions based on the problem of the current study and formulated research objectives accordingly, as mentioned in Table 1.

Table 1: Research Question and Research Objective

| Research Questions | Research Objectives |
|---|--|
| Does perceived ease of use impact consumers' online purchase intention for household electronic appliances via mobile | To examine the impact of perceived ease of use on consumers' online purchase intention for household electronic appliances via |



| | |
|---|--|
| shopping apps? | mobile shopping apps |
| Does perceived usefulness impact consumers' online purchase intention for household electronic appliances via mobile shopping apps? | To examine the impact of perceived usefulness on consumers' online purchase intention for household electronic appliances via mobile shopping apps |
| Does system quality impact consumers' online purchase intention for household electronic appliances via mobile shopping apps? | To examine the impact of system quality on consumers' online purchase intention for household electronic appliances via mobile shopping apps |
| Does information quality impact consumers' online purchase intention for household electronic appliances via mobile shopping apps? | To examine the impact of information quality on consumers' online purchase intention for household electronic appliances via mobile shopping apps |
| Does service quality impact consumers' online purchase intention for household electronic appliances via mobile shopping apps? | To examine the impact of service quality on consumers' online purchase intention for household electronic appliances via mobile shopping apps |

2. LITERATURE REVIEW

2.1. Theoretical Background

An individual's intention serves as a motivator that can impact the creation of the desired behaviour and be utilized to gauge the level of desire and effort required to achieve it (Ajzen, 1991). Pavlou (2003) defines the online purchase intention aim as the state in which a person is excited and ready to complete three stages of online transactions: information transfer, information retrieval, and product acquisition. Shah et al. (2012) state that a person's intention to buy a specific brand is determined by their motivation. This study set out to ascertain how consumers' behaviour in relation to their desire to make an online purchase through a mobile app was influenced by factors such as system quality, usefulness, information quality, and service quality. Customers will face a deciding stage before engaging in online purchase transactions, which will naturally lead them to seek out information on the desired products. To analyze what they are willing to purchase, execute buying transactions, and provide



feedback after the desired products have been purchased. In the end, consumers will buy things after inspecting them to ensure that they are the right products for them and in accordance with their preferences.

2.1.1. Technology Acceptance Model (TAM)

TAM and its expansions are commonly used in the literature related to online purchase intention. TAM was employed by Davis (1989) to clarify computer usage behaviour. TAM is a concept created to determine how a person's desire and behaviour to use a system are influenced by its usefulness and ease of use (Davis et al., 1989). Easy to use refers to how a system may be used without excessive effort, while usefulness refers to how a system can increase performance. Websites that are simple to use and provide helpful information will enhance purchasing intent in an online environment (Chen & Ching, 2013; Davis et al., 1989; Lee et al., 2006; McKechnie et al., 2006).

A concept known as purchase intention has been found to provide e-commerce system service providers with an indication of real purchasing behaviour (Abumaloh, 2018). Several studies back this up, indicating that simplicity of ease of use and usefulness impact purchase intention when shopping online (Heijden et al., 2003; Gefen et al., 2003; Ling et al., 2011). However, mobile devices have different operating systems, displays, and features, which may all impact online transactions made through mobile devices and offer a distinct experience (Chen, 2013). As a result, mobile commerce should be as beneficial and as easy to use as feasible, as it has the potential to influence user engagement and loyalty (Ahmad & Ibrahim, 2017). As a result, this research will focus on how the ease of use and usefulness of a mobile app can affect purchase intent.

2.1.2. Delone and McLean Information Systems Success Model (IS Success Model)

The IS Success model was originally developed by DeLone and McLean in 1992 and was extended the model in 2003. The IS Success Model is a conceptual notion that has been used as a fundamental criterion for evaluating and measuring the quality of information systems (IS) in numerous studies (Rai et al., 2002). The established information systems' quality is evaluated using the IS Success Model (Eom, 2013). The dimensions of information quality, system quality, and service quality will be the primary considerations in analysing and estimating the information system's quality (DeLone & McLean, 2003).



DeLeon and McLean were primarily concerned with the information quality and system quality variables. As mobile-based web apps and e-commerce have grown in popularity, the service quality component was included in the extended IS Success Model. This paradigm, created and implemented by DeLone and McLean, has served as the cornerstone for all studies on the effectiveness of information systems. This information system paradigm can also be applied to evaluating a website's effectiveness (Molla & Licker, 2001). It has been rare to use the IS Success Model to study customer behaviour continuity in the context of mobile purchase systems, even though a substantial body of prior research has successfully supported them across a wide range of information system settings. The IS success model is the most suitable theoretical framework given the intimate relationship between mobile purchases and information systems.

2.2. Empirical background

2.2.1. *Purchase intention via mobile shopping apps*

Several studies have focused on people's intentions to use IT and ICT-based technology. With this, many researchers' targets have moved from purchase intention to online purchase intention. However, fewer studies focused on purchase intention via mobile shopping apps. Online shopping is a type of electronic commerce that allows consumers to purchase goods straight from businesses via the Internet (San et al., 2020; Mohmed et al., 2016). Usage evaluates consumers' perceptions of how successful or effective they feel when purchasing online (Yulianita, 2018; Hossain et al., 2020). The outcome of the shopping shows perceived utility (Bashir et al., 2020). Further, the younger generations seek benefits such as flexibility, speed, and access to low-cost and easy orders when purchasing online (Moslehpoor et al., 2018). The ease and speed of online buying can be very advantageous for online users confined during traditional shopping hours (Mondol et al., 2021).

2.2.2. *Perceived Ease of Use*

A technology's ease of use is essential (Wallace & Sheetz, 2014). Ease of use is the degree to which customers feel that utilizing a particular technique requires no effort (Davis et al., 1989). The ease of use, which is related to how user-friendly mobile apps are, helps users better understand how much work they think it takes to use the system (Ali et al., 2015). Agrebi and



Jallais (2015) state that this relationship has been demonstrated to be statistically significant in the context of mobile commerce. Perceived ease of use has a positive correlation with the perceived utility of mobile shopping apps.

The relationship between perceived enjoyment and perceived ease of use was also examined in an experimental inquiry on a mobile commerce website for ticket booking. They aimed to examine the motivations for the use of technology, both internal and external. By granting consumers autonomy over their actions, mobile commerce websites foster a positive sense of enjoyment and contentment (Agrebi & Jallais, 2015).

H₁: Perceived ease of use impacts online purchase intention of household electronic appliances via mobile shopping apps among Generation Y consumers

2.2.3. Perceived Usefulness

According to Davis (1989), usefulness is the extent to which a person believes that utilizing a particular system will enhance his or her ability to accomplish their work. Monsuwe et al. (2004) applied this idea to online buying and defined usefulness as the extent to which users believe that using the Internet will boost output or performance. Perceived utility and the inclination to shop on e-commerce platforms are positively correlated (Thakur & Srivastava, 2014). Moreover, Agrebi and Jallais (2015) show that an indirect relationship between perceived enjoyment and desire to use is mediated by the perceived usefulness factor.

H₂: Perceived usefulness impacts online purchase intention of household electronic appliances via mobile shopping apps among Generation Y consumers

2.2.4. System Quality

System quality is explained as the IS's ability to perform in functionality, ease of use, reliability, convenience, and other factors (Petter & McLean, 2009). An IS system quality is crucial (Petter et al., 2008). System quality includes sophistication, system flexibility, system reliability, ease of use, ease of learning, intuitiveness, and response time. The features of an e-commerce system are used to assess system quality in the Internet context. Users of an e-



commerce system regard adaptability, usability, availability, reliability, and response time as examples of system features (DeLone & McLean, 2003). Jung et al. (2015) examine satisfaction, the effects of content and system quality, and the relationships between satisfaction and recommendation intention. Moreover, Gao et al. (2017) showed that system quality had a favourable impact on virtual travel societies' satisfaction and word of mouth.

H₃: System quality impacts online purchase intention of household electronic appliances via mobile shopping apps among Generation Y consumers

2.2.5. Information quality

The possibility of a website providing users with valuable and resourceful information is referred to as information quality. Accuracy, adequacy, availability, completeness, and conciseness are desired properties of quality information (Gable et al., 2008). Information quality is typically named as a major factor in customer satisfaction (Urbach & Müller, 2012). Lee and Benbasat (2004) emphasized the important distinctions between mobile and online buying channels. Time, location, and context are the characteristics of the mobile shopping channel based on the consumer's shopping environment. Customers usually place higher importance on high-quality information while shopping via a mobile device (Lee & Choi, 2011). Because consumers who shop on their smartphones want to enjoy their purchasing experience, they do not want to make many attempts to acquire reliable and detailed information (Lee, 2017). However, consumers who use online shopping channels value reliable and accurate information because they typically utilize it when they need to dig deeper for information in detail (Nerger, 2008). Dasanayaka et al. (2024) revealed that the outcome quality of the apps, which is based on information design, has a positive effect on customer loyalty to online food delivery application (OFDA) services in the Sri Lankan context. Customers who wish to obtain information that is relevant to a specific issue quickly might benefit from high-quality details since it saves them time from having to analyze irrelevant data (Zheng et al., 2013). Thus, customer satisfaction can be improved by delivering high-quality information (DeLone & McLean, 2002). Numerous articles have attempted to describe information quality as a multi-dimensional term because of the significant connection between consumers' satisfaction and intrinsic information quality (Ranganathan & Ganapathy, 2002; Srinivasan, 1985).



Specifically, Information quality can be divided into intrinsic and contextual. The message's internal aspects, such as accuracy, objectivity, and credibility, are intrinsic information quality (Michnik & Lo, 2009; Sipahi & Timor, 2010). According to Kim and Niehm (2009), the intrinsic quality of information significantly impacts the functionality of online websites. In addition, to evaluate intrinsic information quality, we also mentioned whether the location information for the offline store has been updated online and whether the most recent offline store information has been updated online. Second, contextual information quality is information quality as seen through the lens of contextual components, such as the task's setting (Herrera-Viedma et al., 2006). Given the characteristics of China, where consumers are dispersed over a large country and have different requirements, it was anticipated that merely confirming these varied requirements on one platform would enhance perceived information quality (Kim et al., 2021). For this reason, we anticipate that, in terms of contextual information, a platform's ability to provide a wide variety of products will play a crucial role in defining the quality of the information (Lee et al., 2017). The type, degree of detail, and variety of information are critical information quality elements for evaluating web quality and influencing user approval of online shopping (Ahn et al., 2007).

H4: Information quality impacts online purchase intention of household electronic appliances via mobile shopping apps among Generation Y consumers

2.2.6. Service Quality

Service quality is defined as the assistance that participants get from the IS service provider, and it is frequently reviewed based on the support organization's reliability, empathy, and responsiveness. Service quality is an attitude or general judgment about a service's superiority (Theodorakis & Alexandris, 2008). It is one of the essential success elements for service organizations since it is linked to improved profits and enhanced customer loyalty. With the increasing popularity of outsourcing for system development and support, service quality frequently includes an external information technology provider. Somehow, the effectiveness of the IS function is continuously evaluated by concentrating on the product rather than the services it provides. Neglecting of service quality leads to the wrong evaluation of IS effectiveness. Researchers typically agree that citing service quality measures as part of IS success is necessary based on the current findings (DeLone & McLean, 2003).

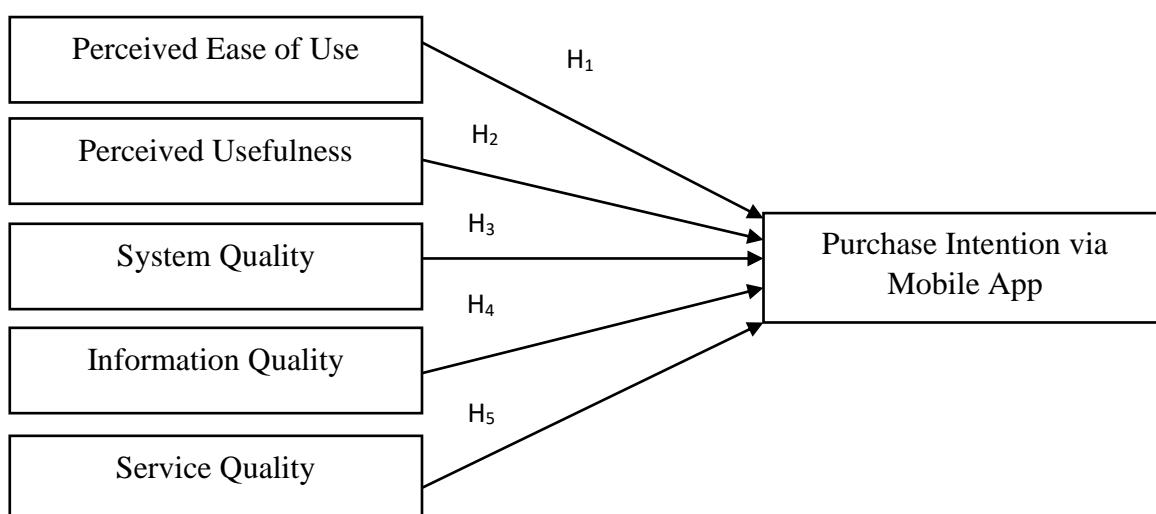
In marketing literature, there are various techniques for measuring service quality.



SERVQUAL and SERVPERF are the most regularly used terms to evaluate service quality. The SERVQUAL model and five dimensions are used. These are tangibles, reliability, responsiveness, assurance, and empathy, developed by Parasuraman et al. (1988). Also, Tan et al. (2008) consider the following seven factors when evaluating the quality of a mobile service: perceived usefulness, perceived ease of use, content, variety, feedback, experimentation, and personalization. Another created an e-service quality model (E-SQ) with seven dimensions: ease of use, privacy, graphic design, information availability, reliability, compensation, and contact (Zeithaml et al., 2002). Among numerous antecedents of loyalty, service quality is a key factor that positively affects consumers' attitudes, intentions, and behaviour toward the service (Hwang & Kim, 2018). Also, those shops must be able to evaluate their own Mobile App Service Quality (MASQ) in enhancing their m services. Service Quality (SQ) is a critical element in an organisation's success, influencing corporate performance, cost savings, customer satisfaction, loyalty, and profit (Huang et al., 2015; Kuo et al., 2016). Kuo et al. (2016) stated that the problem is much more serious in mobile shopping applications, where users have less authority over personal and transaction information. Security and privacy have a significant impact on the quality of mobile services. According to Wen (2012), the effect of service quality on customer satisfaction, attitude, and purchase intention for travel websites.

H5: Service quality impacts online purchase intention of household electronic appliances via mobile shopping apps among Generation Y consumers

Considering the literature, the conceptual framework in Figure 1 has been developed to achieve the study objectives.



**Figure 1: Conceptual Framework**

Source: Adapted from Markun et al. (2019)

3. METHODOLOGY

The current study applied a deductive research approach as it tested the theory using hypotheses and built a research strategy to test the hypotheses. An explanatory research design was employed as the research design to examine the causal relationships between the independent and dependent variables. The study population is Generation Y consumers in Western Province who intend to purchase household electronic appliances via mobile shopping apps. The study employs a purposive sampling technique since the researchers were not able to find a sampling framework. The researchers employed a self-administered questionnaire as the data collection instrument. The study's sample size is 384, and 353 completed questionnaires were taken for the analysis.

The factors influencing consumers' online purchase intention of household electronic appliances via mobile shopping apps were measured using existing validated scales. Accordingly, the perceived ease of use, perceived usefulness, and system quality were measured by applying the instruments developed by Markun et al. (2019). Information quality and service quality were measured using the scale developed by McKinney et al. (2002) and Kim et al. (2004). Finally, the purchase intention was measured using the scale developed by Heijden et al. (2003) and Chen and Barn. (2007). All the items were measured using a five-point Likert scale ranging from strongly disagree to strongly agree. Finally, the data were analyzed using SPSS 24 statistical software. Descriptive analysis summarises data, particularly with a demographic profile, and multiple regression analysis was used to examine the study's hypotheses. Table 2 provides more details on the demographic profile of the respondents.

4. RESULTS AND DISCUSSION

According to Table 2, the majority of the respondents were females (58.4%), and males were 41.6%. 63.2% of respondents used mobile apps only when needed, 18.4 % of them used apps once a week, and the lowest was 2.5% of people who used mobile apps once every 6 months. Among the mobile apps they use, the highest number of people (36.3%) used Ali Express,



followed by Daraz with 25.8%. The third highest used app was eBay, with a percentage of 19.5. The other users used apps such as Wow, Kapruka, Amazon, Ikman, Wish, Etsy and Wasi.

Table 2: Demographic Profile of the Respondents

| Category | Number of respondents | Percentage % |
|---------------------------------------|-----------------------|--------------|
| Gender | | |
| Male | 147 | 41.6% |
| Female | 206 | 58.4% |
| Frequency of Using Mobile Apps | | |
| If needed only | 223 | 63.2% |
| Once a week | 65 | 18.4% |
| Once a month | 39 | 11.0% |
| Once in 3 months | 17 | 4.8% |
| Once in 6 months | 9 | 2.5% |
| Most used Mobile app Type | | |
| AliExpress | 128 | 36.3% |
| Alibaba | 11 | 3.1% |
| eBay | 69 | 19.5% |
| Amazon | 10 | 2.8% |
| Kapruka | 10 | 2.8% |
| Daraz | 91 | 25.8% |
| Wow | 21 | 5.9% |
| Ikman | 2 | 0.6% |
| Wish | 4 | 1.1% |
| Etsy | 2 | 0.6% |
| Wasi | 5 | 1.4% |

Source: Survey Data (2024)

According to Table 3, the respondents possess higher perceived ease of use ($M = 4.3775$), followed by perceived usefulness ($M = 4.2897$), system quality ($M = 4.2521$), information quality ($M = 4.2238$) and service quality ($M = 4.1416$). The mean value of purchase intention via mobile shopping apps is 4.1763, which explains that consumers have a higher degree towards purchase intention of household electronic appliances via mobile shopping apps since



the value is greater than the mid-point of the scale.

Table 3: Descriptive Statistics

| Variable | Mean | Standard Deviation |
|--|--------|--------------------|
| Perceived Ease of Use | 4.3775 | 0.57347 |
| Perceived Usefulness | 4.2897 | 0.54341 |
| System Quality | 4.2521 | 0.56454 |
| Information Quality | 4.2238 | 0.61572 |
| Service Quality | 4.1416 | 0.61044 |
| Purchase Intention via Mobile Shopping App | 4.1763 | 0.61083 |

Source: Survey Data (2024)

The reliability of the variables was measured using Cronbach's Alpha values, and according to Table 4, all the values were higher than 0.7, which explains that the determinants were reliable and acceptable. In addition, the constructs' validity was measured using KMO and Bartlett's values. All the KMO values were above 0.7, which was good, and all the significance values of Bartlett's test of sphericity were below 0.05. Hence, the validity was fulfilled.

Table 4: Reliability and Validity Measures

| Variable | Cronbach's alpha value | KMO Value | Bartlett's Test of Sphericity |
|---|------------------------|-----------|-------------------------------|
| Perceived Ease of Use | 0.831 | 0.815 | 0.000 |
| Perceived Usefulness | 0.779 | 0.774 | 0.000 |
| System Quality | 0.793 | 0.790 | 0.000 |
| Information Quality | 0.832 | 0.811 | 0.000 |
| Service Quality | 0.825 | 0.808 | 0.000 |
| Online Purchase Intention via Mobile shopping App | 0.811 | 0.798 | 0.000 |

Source: Survey Data (2024)

The researchers conducted a correlational analysis to check the relationship between the variables. Based on the discoveries, all the p-values were less than 0.05, which was significant, and the Pearson's correlation coefficients (r) for perceived ease of use and perceived usefulness



were above 0.6, and the Pearson's correlation coefficients for system quality, information quality, and service quality were above 0.7. According to Table 5, there is a moderate positive relationship exists between perceived ease of use, perceived usefulness, system quality, and information quality toward online purchase intention of household electronic appliances via mobile shopping apps, and a strong positive relationship exists between service quality and online purchase intention of household electronic appliances via mobile shopping apps.

Table 5: Correlation Table

| Variable | Pearson's Correlation Coefficient | P- value | Interpretation |
|-----------------------|-----------------------------------|----------|--------------------------------|
| Perceived Ease of Use | 0.605 | 0.000 | Moderate positive relationship |
| Perceived Usefulness | 0.649 | 0.000 | Moderate positive relationship |
| System Quality | 0.717 | 0.000 | Moderate positive relationship |
| Information Quality | 0.728 | 0.000 | Moderate positive relationship |
| Service Quality | 0.754 | 0.000 | Strong positive relationship |

Source: Survey Data (2024)

Finally, a multiple regression analysis was conducted to measure the strength between the dependent variable, online purchase intention via mobile shopping apps and the independent variable, which includes perceived ease of use, perceived usefulness, system quality, information quality and service quality.

Table 6: Model Summary

| Model | R | R Square | Adjusted R Square |
|-------|-------|----------|-------------------|
| 1 | 0.812 | 0.659 | 0.654 |

Source: Survey Data (2024)

According to Table 6, the model summary shows an adjusted R-squared value of 0.654, describing 65.4% of the variance of purchase intention via mobile shopping apps by perceived ease of use, usefulness, system quality, information quality, and service quality.

Table 7: ANOVA Table



| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|------------|----------------|-----|-------------|---------|--------------------|
| Regression | 77.356 | 5 | 15.471 | 134.228 | 0.000 ^b |
| Residual | 39.995 | 347 | 0.115 | | |
| Total | 117.351 | 352 | | | |

Source: Survey Data (2024)

In the ANOVA test in Table 7, the significance value is 0.000, which is lower than 0.05, and it explains that the model is significant.

Table 8: Coefficient Table

| Model | Unstandardized Coefficients | | Standardized Coefficients | Sig. |
|-----------------------|-----------------------------|------------|---------------------------|-------|
| | B | Std. Error | Beta | |
| Constant | 0.116 | 0.169 | | 0.494 |
| Perceived Ease of Use | 0.127 | 0.050 | 0.117 | 0.012 |
| Perceived Usefulness | 0.100 | 0.059 | 0.089 | 0.092 |
| System Quality | 0.215 | 0.060 | 0.199 | 0.000 |
| Information Quality | 0.177 | 0.057 | 0.179 | 0.002 |
| Service Quality | 0.341 | 0.055 | 0.342 | 0.000 |

Source: Survey Data (2024)

According to Table 8, the unstandardized B coefficient of perceived ease of use is 0.127, and the significance value is 0.012 under a 95% confidence level. This explains that perceived ease of use has an effect on online purchase intention of household electronic appliances via mobile shopping apps among Generation Y consumers. According to Agrebi and Jallais (2015), the usefulness of mobile apps is influenced by perceived ease of use, which leads to consumers' online purchase intention, and mobile commerce websites give users a sense of authority over their actions, instilling a positive sense of fun and happiness.

The unstandardized B coefficient of perceived usefulness is 0.100, and the significance value is 0.092 under a 95% confidence level. This explains that perceived usefulness does not significantly impact the online purchase intention of household electronic appliances via



mobile shopping apps among Generation Y consumers. However, this is contrary to other findings where Cho (2015) found that perceived usefulness improves the buying experience, and Ariyaratna and Rathnasiri (2023) revealed that perceived usefulness impacts women's online purchase intention of consumer electronics in Sabaragamuwa province, Sri Lanka. According to Thakur and Srivastava (2014), there is a favourable association between perceived usefulness and the intention to shop on online platforms.

System quality shows an unstandardized B coefficient value of 0.215, and the significance value is 0.000 under a 95% confidence level. This explains that system quality has an influence on the online purchase intention of household electronic appliances via mobile shopping apps among Generation Y consumers. This is in line with other researchers, where Jung et al. (2015) found a favourable relation between system quality, satisfaction and recommendation intention. Further, Gao et al. (2017) revealed that system quality had a favourable impact on virtual travel societies' satisfaction and word of mouth.

The unstandardized B coefficient of information quality is 0.177, and the significance value is 0.002 under a 95% confidence level. This explains that information quality influences the online purchase intention of household electronic appliances via mobile shopping apps among Generation Y consumers. According to DeLone & McLean (2002), customer satisfaction can be improved by delivering high-quality information, which improves online purchase intention.

Service quality shows an unstandardized B coefficient value of 0.341, and the significance value is 0.000 under a 95% confidence level. This explains how service quality influences the online purchase intention of household electronic appliances via mobile shopping apps among Generation Y consumers. As in the information systems success model, one of the many antecedents of loyalty, service quality is a crucial element that favourably influences customers' attitudes, intentions, and behaviour toward the service (Hwang & Kim, 2018). Further, according to Wen (2012), the effect of service quality on customer satisfaction, attitude, and purchase intention for travel websites.

According to Table 7, service quality has the highest impact on online purchase intention of household electronic appliances via mobile shopping apps among Generation Y consumers, followed by system quality, information quality and perceived ease of use.



5. CONCLUSION

The main objective of the study was to investigate the factors influencing Generation Y consumers' purchase intention for household electronic products via mobile shopping apps in the western province.

The findings revealed four variables: perceived ease of use, system quality, information quality and service quality, significantly impacting consumers' purchase intention of household electronic appliances via mobile shopping apps. Based on the findings, online marketers can create strategies to attract a larger number of online buyers and increase online sales in household electronics categories. Since service quality is the highest influencing factor, online platform owners and developers can create new apps with high service quality by adding unique features. Further, marketers can display product information on the apps, as information quality influences purchase intention via mobile shopping apps. Overall, by analyzing the findings of this study, marketers can create mobile shopping apps effectively to satisfy consumers and enhance online purchase intention.

6. IMPLICATIONS OF THE STUDY

This study has practical implications for online retail marketing managers, electronic online stores, and electronic manufacturers who hope to launch new mobile shopping apps and their business activities in the online platform to create new strategies to attract a large number of internet buyers, convert browser apps into shoppers and also increase the online sales of the electronic category.

Among the five independent variables discussed above, service quality is the most influential factor in purchase intention via mobile shopping apps. According to this finding, software engineers should create mobile shopping apps with high service quality while implementing new service features and service notifications.

This study provides implications for marketers and electronic manufacturers related to information quality. Online retailers should display product information through mobile shopping apps to attract a new customer base.

Findings revealed that perceived ease of use and perceived usefulness assist consumers' purchase intention. Therefore, shopping app developers should create interactive mobile apps



by considering the essential indicators of ease of use and usefulness, such as ease of learning without the help of others, delivering user guide information customized to the user's needs, and time-saving.

The mobile shopping apps of modern technologies have transformed traditional shopping. Smartphones have become a daily necessity for almost everyone, from teenagers to adults, and they have opened up a new avenue for marketers to pursue other than traditional purchasing services. That is a massive opportunity for a marketer to build a new marketing strategy and create mobile shopping apps to acquire a mobile customer base. The findings of the research can help marketers gain a better understanding of customer priorities when it comes to shopping app usage. It would be helpful for marketers because they invest a considerable amount of money to introduce new mobile shopping apps to customers.

7. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

This study focuses on a small sample of Gen Y consumers in Western Province who have an intention to purchase household electronic appliances via mobile shopping apps, which hinders generalizability. However, future researchers can consider the whole country instead of selecting one district and other generation cohorts for more accurate results. This study only focuses on household electronic appliances; hence, future studies can also consider other product categories, such as clothing and grocery foods. Behavioural measurement was not used in this study since the intention was measured. Further studies may utilize observations or experiments to determine real purchase behaviour via mobile shopping applications. Moreover, other than the current variables analyzed in this study, future researchers can consider additional constructs such as trust, word-of-mouth, and consumers' willingness to pay to extend the conceptual framework further.

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