Using The Uses and Gratifications Theory to Explore Consumers’ E-purchase Behavior

Abstract: Consumers use information technology at home to e-shopping, which has become very popular. This research will use The Uses and Gratifications Theory as a theoretical basis for exploring consumer e-purchase behavior. This study uses the AMOS soft to analysis the received questionnaires data. The path analysis results had shown support for this research all hypotheses. The indicating that influence the consumers’ e-purchase behavior, the entertainment higher than convenient and e-information factors.

Keywords: The Uses and Gratifications Theory, e-purchase behavior.

LITERATURE AND HYPOTHESES

The objective of Uses and Gratifications Theory is to clarify the causes why people choose a medium with a view to improving the understanding of social and individual gratifications and also to explain users’ motives when interacting with a media (Hossain, 2019). Dunne et al., (2010)'s study suggested that The Uses and Gratifications Theory refers to gratifications or benefits that attract and hold users to different media and various contents that fulfill the user’s psychological and social needs.

Many researchers considered different gratifications in predicting the behavioral intention of users. Dhir and Tsai (2017) and Cheung et al., (2011) research to investigate refers Facebook, argued that the intensity of Facebook use is motivated by following gratifications: entertainment, exposure, escape, information seeking and social influence.

Another study by Gan et al., (2017) indicated that, based on mobile social networks illustrated that user behavior is directed by different types of gratification such as, cognitive gratification, affective gratification, tension-released gratification and social gratification.

In addition, Hsiao et al., (2015) proved, the continued use of mobile social applications is measured by utilitarian motivation, hedonic motivation and social motivation.

This study based on the studies mentioned above to expects a significant positive relationship between entertainment, convenient, e-information, and purchase behavior. Hereby, it is hypothesized that:

H1: Consumer’s entertainment has significant positive direct effect on purchase behavior.
H2: Consumer’s convenient has significant positive direct effect on purchase behavior.
H3: Consumer’s e-information has significant positive direct effect on purchase behavior.
The research model is as showing the Figure 1.

![Figure 1: research model](image)

**ANALYSIS RESULTS**

This study used the AMOS software as tool to process analysis the proposed research hypotheses for the research model. According the analysis results, the data showed that the each indicators of the model are: χ²/df = 4.566, CFI = 0.958, GFI = 0.905, AGFI = 0.790, RMR = 0.045, RMSEA = 0.089, respectively. The test result, indicated all of these indicators are to an acceptable level after examines that except the AGFI was lower 0.8 and to closely the accepted value. Showing this research mode is an acceptable mode.

Further, the reliability and validity of this mode will be verified. In terms of internal reliability, these factors as entertainment, convenient, e-information, and purchase behavior their Cronbach's α value for each: 0.949, 0.804, 0.884, and 0.803, respectively.

The CR values of each constructs in, and purchase behavior are 0.948, 0.843, 0.889, and 0.843; and the AVE value are: 0.752, 0.645, 0.617, 0.647, respectively. Which are reached to the levels of reliability and validity.

Moreover, this study process to test the research hypotheses.

First, the H1 was tested. As shown in Figure 2, the entertainment had a positively and significant on purchase behavior (β = 0.721, p=0.000). The H1 was accepted. To test the H2, whether the convenient had a positively and significant on purchase behavior by path analysis, was reached the verified (β = 0.569, p=0.000). In addition, the path analysis result presently that e-information had a positively and significant on purchase behavior(β = 0.321, p=0.000). The H3 was also accepted. The empirical results of research hypotheses as flowing:

![Figure 2: results’ model](image)
CONCLUSION
This research aim shows that consumer true purchase behavior to perception factors as entertainment, convenient, e-information. The research results can confirm that there are three factors that affect consumers' purchase behavior: entertainment, convenient, e-information. Among these influence's factors on the purchase, entertainment is the most of significantly to change consumes' purchase behavior than others factors convenient and e-information. Therefore, it is obvious that buying goods online brings consumers more pleasure than other factors.

REFERENCES