
Perceived Ease of Use

In the context of online shopping, perceived ease of use is the customer's perception that it would be easy to interact with the e-commerce websites. According to TAM, an online shopping website that is easy to use positively affects perception of usefulness. Many other researchers found that technology that is easy to use increases people's perception of usefulness. Therefore, PEOU has a significant effect on PUSF. PEOU is estimated to have a positive effect on purchase intention. When customers find that interaction with an online shopping website is easy and it is easy to search product information and to pay online, they prefer online shopping. Van der Heijden (2004) found that perceived ease of use is hedonic oriented that relating to or considered in terms of pleasant or unpleasant sensation. As the web-based technologies are increasing the structure of websites is becoming more complex. If the site for shopping intention is accessible to use then customers will interact more about the item in the shop what they buy (Wallace and Barkhi, 2007). On the basis of above discussion it is concluded that perceived ease of use (PEOU) significantly affects online shopping intention. According to Buton-Jones and Hubona (2005), the ease of learning and to becoming masterful and skillful or show your skill at using pervasive technologies, including technologies and interfaces on online shopping sites, were concluded as valid determinants as to what makes a technology easy to use. The work of Selamat et al. (2009) further added that a technology which is perceived to be easier and easy to and not difficult to understand, learn or operate to use than another is more likely to be accepted by users whereas the more complex a technology is perceived to be, the slower will be its rate of adoption. This is supported by Teo (2001) as the study concluded that a method, which is easy to use, often requires less effort on the part of users and thereby increases the probability or likelihood of adoption and usage of a particular technology. Other scholar students have also found that the perceived ease of use had a positive influence on consumer behavior in searching online shop what they going to buy (Bisdee, 2007; Yuliharsi & Daud, 2011). This is consistent with the work of Childers et al. (2001) which arguing that all retailer shop have a own website which are clear and understandable, with less mental effort requirement, and allow to help consumers to shop the way they want to shop results in ease of use perceptions and consumers satisfaction in consumer minds with favorable attitudinal attachment to online retailers which are able to do so.

Perceived ease of use (PEOU) is also described as fully expanded to which an individual discovers a work free of effort. Effort is a limited source that is to be paid to several actions by somebody answerable for the actions. It tells that online shopping is ease to use to find what product going to buy (Monsuwe et al., 2004). Perceived ease of use (PEOU) discusses the customer's awareness that consuming this technology is unrestricted of efforts. As the Perceived ease of use (PEOU) of the original collective or cooperative media, intensifications

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attitude towards media becomes additional positive. PEOU positively affects attitude towards online shopping. Argued that improvements in ease of use will also improve interpretation. To the extent that increases the ease of use leads to better performance ease of use, will have a direct effect on perceive usefulness and behavioral intention (Venkatesh and Davis, 2000). Szymanski and Hise (2000) used focus groups that is small number of people usually between 4 but typically 8 of consumers which shop online to identify the satisfaction related to online shopping and to identified as the result of consumer perceptions of online convenience (ease of use), goods, web design, and financial security. Customers see the Internet as a way to shop effectively and efficiently. The higher the website can provide customers satisfaction in searching achieve and obtaining products online, consumers more pleased. Positive factors include merchandising element includes large variety of products, accessibility of products online, and the ease of comparative shopping and search for the preferred products. Commercial websites are constructed by the good organization, ease of navigation, the lack Lutter, and quick access. Security Credit cards are the most dominant concern advent of electronic commerce (Kwon and Lee, 2003, Chain Store Age, 1999, Szymanski and Hise, 2000). Szymanski and Hise (2000) found that the level of economic consumers feel safe with online retailers relevant to e-satisfaction. Elements that encourages consumers to buy products online including web design ease of navigation and finding information, security guarantees and returns policies clearly (Siddiqui et al., 2003). Popular literature sources mention avoid holiday crowds, low prices, easy comparison shopping, low shipping cost, timely delivery, the tax-exempt status, avoid bad weather, improving information security, improve customer service customer convenience and time savings, and fast e-mail response key reasons for the increase in SG (Lorek 2003, Magee 2003, Maloy 2003, Retail Merchandiser, 2003, Rowley and Okelberry, 2000), although the threat of credit card fraud is a concern and the potential for reducing consumer confidence is real - especially in the UK (Magee, 2003). Moreover, the increase in the number of buyer?s line is greater than the increase in Internet users, demonstrating that most users are comfortable OS (Magee, 2003).

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