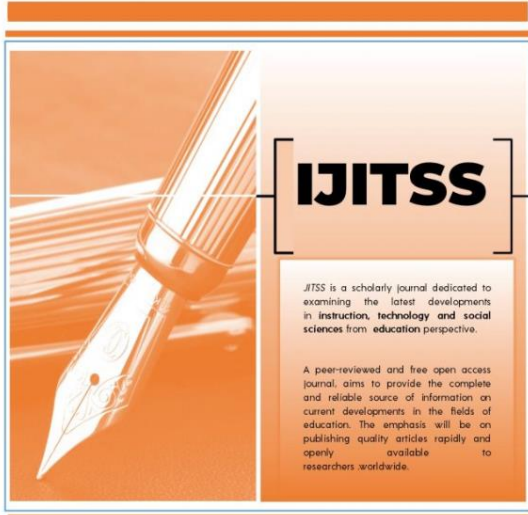


e-ISSN: 2716-6546

International Journal of Instruction, Technology & Social Sciences



ISSN: 2716-6546

International Journal of Instruction, Technology & Social Sciences www.ijitss.net

Customer's Acceptance of New Trading Software (UWT) 2/2020

Arumugam Raman¹

¹*School of Education and Modern Languages
Universiti Utara Malaysia, Sintok, Malaysia.
arumugam@uum.edu.my*

Yahya Don²

²*School of Education and Modern Languages
Universiti Utara Malaysia, Sintok, Malaysia.
d.yahya@uum.edu.my*

To cite this article:

Raman, A., & Don, Y., (2021). Customer's Acceptance of New Trading Software (UWT) 2/2020. *International Journal of Instruction, Technology, and Social Sciences (IJITSS)*, 1 (3), 26-33.



Customer's Acceptance of New Trading Software (UWT) 2/2020

Arumugam Raman, Yahya Don

Article Info

Article History

Received:
10 July 2020

Accepted:
20 Oct 2020

Keywords

AbanteCart,
Online marketing,
Shopping software,
TAM Model

Abstract

This study aimed to help Unitrade West (UW) company to understand the acceptance of online shopping technology, which AbanteCart. The researchers were able to identify 1125 customers of the UW company to measure the acceptance level of the web-based shopping cart. Modified TAM model was used to measure the acceptance level of current customers. The questionnaire was sent via Google form to each customer and analysed using SmartPLS 3.1. The result $PEU > PU = (\beta = 0.4210, p < 0.05)$; $PEU > AU = (\beta = 0.3470, p < 0.05)$, $PU > AU = (\beta = 0.2450, p < 0.05)$; $AU > IU = (\beta = 0.1350, p < 0.05)$; and $PU > IU = (\beta = 0.1526, p < 0.05)$, have significant relationship. All five hypotheses are accepted. The R^2 value is 0.471 tells that 47.1% variance explained by predictor variables. The finding shows that the AbanteCart software is still relevant in online trading purposes. The company was advised to update the current version and continue to use it as the present customers accept it.

Introduction

AbanteCart is a cost-free e-Commerce application that is designed, built and also supported by experienced enthusiasts that are passionate regarding their job and contributions to the task. This is not an industrial venture, as well as we made no rush decisions or shortcuts. AbanteCart (Figure 1) runs based upon donations as well as other payments, market earnings and financial backing from advertisers.



Figure 1 AbanteCart Interface

Source: <http://demo.abantecart.com/>

Benefits and features of AbanteCart:

- i. An expanding shopping-cart application with a fast-growing number of expansions. Easy extension setup and administration with one- action setup. It permits a user to include virtually any attribute or service to AbanteCart, which is extremely crucial in today's dynamically altering innovation atmosphere.
- ii. Upgrade assistance that is accessible directly from the control board. In reverse assistance for upgrades and also backups/restores, follow every upgrade.
- iii. A Virtually FTP-free eCommerce service. There is no need to know code, complex programs, or programming to manage, update, and also install modules. Utilise any web browser to handle the user's eCommerce application 100% with the slick, online interface.
- iv. A fast-performing consuming buying cart application that uses a couple of computer system resources and also can be set up and worked on basically any shared or committed hosting system.
- v. A feature-rich buying cart application, right out of the box. Basic features permit the user to set up a full eCommerce website with all the tools required to market products online.
- vi. A large number of repayment and delivery components supported by default or with extra expansions.
- vii. A very safe and secure remedy with updated industry-standard protection methods, all PCI-compliant.
- viii. An adaptable format for web pages that enables you to set up web pages and also navigation based on best functionality methods to enhance conversions.
- ix. An innovative and straightforward shopping-cart control board with a "Search anything" function that aids user to locate and modify information, fast. Aid instructions are ingrained right into the control-panel pages.
- x. A flexible source collection to handle media documents in the application.
- xi. Quick preliminary configuration as well as migration from other shopping carts, with very easy data importing from major buying carts.

Summary of reviews of existing customers of AbanteCart

The researchers contacted the AbanteCart users and collected information according to three central themes, namely i) comments; ii) pros and iii) cons. The findings are summarised as below.

Verified user 1

Comments: In general, we got a system that can handle a massive quantity of choices yet carry out exceptionally well on a cheap holding service. Besides that, it has all the features we unable to live without, or we have located third party choices as an example. The systems do not have of HTML mail handling, we have used MailChimp, which can be purchased for a tiny amount of money and incorporates via synchronisation, and also we have added a customer chat addon.

Pros: The most significant plus to us is that Abantecart can handle a massive quantity of choices without noticeable efficiency draws. This results from a level choice system that does not interchain each option into one item. However, Abantecart still allows setting cost, amount, and so forth to each alternative via a full jquery script that manages supply, rates etc.

Abantecart has a straightforward developer interface for beginners. As its simply drag as well as go down. The only drawback to this is that sometimes when adding blocks of the design get directed away from this layout as well as have to steer back once again.

We enjoy Abantecart. The thing that made us switch over to Abantecart was the method it deals with item choices. All other brand names were not satisfying our needs right here. First of all, other brand names might not handle the number of different options, such as, the ability to display colour pictures. This Abantecart enables us to produce a satisfying webshop.

Cons: Abantecart has an instead small range of add-ons, as well as a rather little neighbourhood that is primarily focused around earning money and also not helping with coding-free. However, it appears that the designers are active in online forums. The user was unable to communicate with the customers through the web interface. Have to rely on emails from the consumers. User can add notes to orders. However, the consumer is not able to reply, unfortunately. The newsletter is as i see it constructed to deal with several consumers. However lack HTML features, so no images or other format of newsletters.

Verified user 2

Comments: AbanteCart assists us to develop applications that are budget-friendly as well as SEO friendly. There are a great deal of plugins that AbanteCart supply to make advancement easier.

Pros: We utilise AbanteCart to develop a buying application that is much more Search Engine Optimisation friendly as well as easy customise. AbanteCart is the best open-source device to create any website in an issue of time. Free as well as open up to all is the crucial attribute we enjoy concerning the AbanteCart platform.

Disadvantages: The support is a little bit slow and also requires even more interest, please reply to mails a lot more much faster fashion.

Verified user 3

Comments: I had just utilised AbanteCart on two internet sites that mores than two years ago and the experience I would not say was bad for absolutely a complimentary software application like that just that it just really did not function well for me the method I expected it to be.

Pros: When I was still in the race of designing websites and also selling them, I did check out AbanteCart. The entire experience benefited an open resource e-commerce platform like that. I had established two e-commerce websites with AbanteCart, which I located very lovely. Yet my cons

Disadvantages: AbanteCart not as I thought, extensions and also styles are also pricey as well as not adaptable for modification. The entire system is also stive and also needs you to work with a professional from their team before you can personalise a great deal of the performances on like WordPress woo commerce where you have total control to edit and transform anything you want.

Verified user 4

Comments: I was searching for the e-business system where I can begin my service and also show my items on my conditions. I located AbanteCart according to my assumptions. Extremely easy to use user interface. But I appreciate If we obtain some more Styles so we can transform its feel and look additionally. or else all the web site will certainly look the same like others who are using the exact same platform. Altering colour ought to be so very easy. Some more features need to be added like today's various other modern-day purchasing website are utilising. Like Aliexpress, Amazone, Flipcart, Snapdeal etc.I enjoy if Abante include or develop some more software application like Free categorised, Internet Site connected like Yahoo, Indiatimes, Facebook, Youtube, MSN, twitter etc., Dating websites

Pros: Every one of the above Its FREE as well as its very easy to use and also features rich. Nice Format. Complete fill all needs.

Cons: No Flexibility. We need to be strict about what is provided. No Style choices readily available. Admin setups need to be extra pleasant too.

Based on the four verified users of AbanteCart reviews, researchers found many issues should be considered before using in the present trading context. Therefore the researchers adopted TAM model to measure the acceptance level of the AbanteCart among the UNITRADE WEST customers.

Technology Acceptance Model (TAM)

Davis (1989) recommended the TAM to anticipate or elucidate the factors impacting IT use, based on the TRA (the concept of reasoned action) by Fishbein and Ajzen (1975) and also the TPB (Theory of planned behaviour) by Ajzen (1985), in which the TAM was prolonged as well as established, and also contained two beliefs: viewed ease of use and also perceived usefulness. The previous referred to the simplicity of use of IT (Technology) subjectively perceived by customers. The easier the usage, the more accepted the technology. The latter referred to the level of effectiveness of IT subjectively regarded by users. The easier the use, the more adopted the technology. The acknowledgement affected the perspectives and also enhanced the behaviors. TAM was employed to clarify and predicate the approval of use of technology in which the usage intention and habits of people were impacted by 2 crucial variables: perceived ease of use and perceived usefulness.

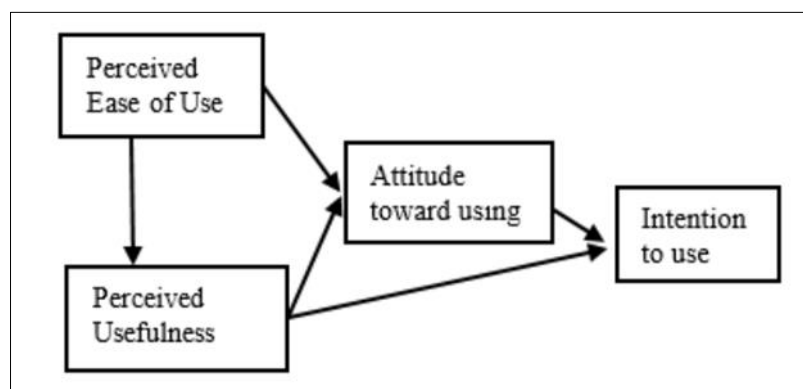


Figure 2 Conceptual Framework of the study

Hypotheses

Research Hypotheses:

- Ho1: Perceived Ease of Use (PEU) is significantly influence Perceived Usefulness (PU).
- Ho2: Perceived Ease of Use (PEU) is significantly influence Attitude toward using (AU)
- Ho3: Perceived Usefulness (PU) is significantly influence Attitude toward using (AU)
- Ho4: Attitude toward using (AU) is significantly influence the Intention to use (IU)
- Ho5: Perceived Ease of Use (PU) is significantly influence the Intention to use (IU)

Method

This is a quantitative study using a survey approach to measure the acceptance level of web-based trading software among Unitrade West customers. The conceptual framework shown in Figure 2.

Population and sample

In this study, the population is the sample. Therefore, the researchers sent a set of questionnaires which is adopted from Davis (1989) to all the Unitrade Customers. The total customers are 1500, and 80% of the customers responded to the questionnaires. However, the researchers found 5% of the total survey is incomplete. Therefore, the response rate is 75%.

Instrument

The instrument is modified from Davis (1989) to comply with the current e-commerce environment. The table below (Table 1) shows the manifest variables of the questionnaire sent to each customer via a google survey form. The survey form designed and was sent to 50 different customers that excluded from the real study. The reliability analysis revealed Cronbach alpha .71. Therefore, the same questionnaire was sent to Unitrade customers. The ordinal measurement scale, i.e. 5 points Likert scale was used in this study (1= Strongly disagree; 5=Strongly Agree)

Table 1 Questionnaire items

Perceived Usefulness	1	2	3	4	5
Q1. Using the AbanteCart helps me to buy what I intended.					
Q2. Using the AbanteCart enhances my online buying skills					
Q3. I find the AbanteCart useful in my life					
Q4. Using AbanteCart fulfil my individual needs.					
Perceived Ease of Use					
Q5. It is easy to become skilful at using AbanteCart.					
Q6. I find it easy to apply the AbanteCart in my daily life.					
Q7. Using AbandeCart is easy and understandable.					
Q8. Using AbandeCart is more flexible than the online trading cart.					
Attitude Toward Using					
Q9. Using AbandeCart is make my life effective.					
Q10. Using AbandeCart is favourable.					
Q11. It is a positive influence for me to use AbandeCart.					
Q12. I think it is valuable to use AbandeCart.					
Intention to Use					
Q13. I intend to use AbandeCart in future.					
Q14. I increase the usage AbandeCart in future					
Q15. Using AbandeCart enhance my buying interest.					
Q16. I'd love to use AbandeCart.					

Results

The table below shows (Table 2) shows the sample distribution where 540 of them are male; whereas 585 are female. It was evident that female shared a bigger percentage than male. Therefore the researchers not use gender as a moderator in this research as suggested by previous studies.

Table 2 Distribution of the respondents

Gender	Frequency	Percentage (%)
Male	540	48
Female	585	52
Total	1125	100

While PLS-SEM gives preference to individual reliability researchers, it has been discovered that Cronbach alpha reporting is significant. Hair et al. (2010) claimed that, when the responses are reliable, the degree of reliability of an instrument is demonstrated. Table 3 indicates the reliability of each variable in the latent variable. TAM Model is reflective, and Hair et al. (2011) argue that composite reliability (CR) must exceed 0.7, item reliability (loading) must exceed 0.70, convergent validity (AVE) must exceed 0.50, and the square root of

discriminating validity AVE must be higher for each construct compared to the correlation with other constructs (Fornell-Larcker, 1981).

Table 3 Reliability

Construct	Cronbach Alpha α
Perceived Ease of Use (PEU)	0.77
Perceived Usefulness (PU)	0.78
Attitude toward using (AU)	0.69
Intention to use (IU)	0.81

Researchers used the outer loadings of the indicators, to Average Variance Extracted (AVE), to measure convergent validity. According to Hair et al. (2011), the AVE value of 0.5 or higher suggests that more remains in the items on average than indicated by the difference that each item completes a part of the item type. An AVE less than 0.5, however, indicates that more error remains in the items on average than the variants explained by the construct.

Table 4 Convergent Validity

Construct		Loadings	AVE	CR
Perceived Ease of Use (PEU)	PEU1	0.8650	0.6920	0.8990
	PEU2	0.7520		
	PEU3	0.8120		
	PEU4	0.8910		
Perceived Usefulness (PU)	PU1	0.7810	0.6480	0.8800
	PU2	0.8310		
	PU3	0.7410		
	PU4	0.8610		
Attitude toward using (AU)	AU1	0.8621	0.7390	0.9190
	AU2	0.9110		
	AU3	0.8541		
	AU4	0.8091		
Intention to use (IU)	IU1	0.8010	0.6350	0.8740
	IU2	0.8510		
	IU3	0.7610		
	IU4	0.7721		

The table above (Table 4) revealed that the outer loadings exceed 0.7. The table shows more than 0.5 values for AVE. With this outcome, Convergent Validity therefore establishes.

Table 5 Correlation Matrix

	Perceived Ease of Use (PEU)	Perceived Usefulness (PU)	Attitude toward using (AU)	Intention to use (IU)
Perceived Ease of Use (PEU)	0.7226			
Perceived Usefulness (PU)	0.6212	0.8885		
Attitude toward using (AU)	0.6212	0.5636	0.8098	
Intention to use (IU)	0.3232	0.6116	0.5370	0.8798

Discriminant Validity

Fornell dan Larcker (1981) stated if the square root of AVE surpassed the latent variables correlations then it is considered discriminant validity exist. Each bold number in table 5 is higher than the corresponding correlations.

Next, the researchers calculated the t and p values by conducting bootstrapping using SmartPLS software. The path coefficients (β) have standardised values between -1 and +1. The table shows that PEU \rightarrow PU= ($\beta=0.4210$, $p<0.05$); PEU \rightarrow AU= ($\beta= 0.3470$, $p<0.05$), PU \rightarrow AU=($\beta=0.2450$, $p<0.05$); AU \rightarrow IU= ($\beta=0.1350$, $p<0.05$); and PU \rightarrow IU=($\beta=0.1526$, $p<0.05$), have significant relationship. All five hypotheses are accepted. The R^2 value is 0.471 tells that 47.1% variance explained by predictor variables, and it is considered as moderate (Hair, Ringle, & Sarstedt, 2011).

Table 6 Path Coefficients in structural model

Hypotheses	Relationship	Coefficient (β)	t value	p -value	Result
HO ₁	PEU \rightarrow PU	0.4210	2.6120	0.0091	Accepted
HO ₂	PEU \rightarrow AU	0.3470	2.5660	0.0104	Accepted
HO ₃	PU \rightarrow AU	0.2450	3.1240	0.0018	Accepted
HO ₄	AU \rightarrow IU	0.1350	2.566	0.0104	Accepted
HO ₅	PU \rightarrow IU	0.1526	2.111	0.0350	Accepted

Discussion

This study aimed to identify the structural relationship between the modified TAM constructs. It was found that all variables show a significant positive relationship. Based on the findings, the researchers suggested continuing the usage of Abante cart in their industrial process. The Unitrade West (UW) must take necessary precautions to ensure the fluency of the tradings. There are some benefits, just as in all open source applications. Regardless, AbanteCart's enterprise-grade device has the features needed for both small and large stores. Scaling up is not a problem, therefore, as it allows for more flexibility in the design process.

Acknowledgements or Notes

This research was supported by UNITRADE WEST, 1/55, North St, Asoor – (Po), Kumbakonam, -612501, Tamil Nadu, India. We thank our colleagues from Universiti Utara Malaysia who provided insight and expertise that greatly assisted the research, although they may not agree with all of the interpretations or conclusions of this paper.

References

- Ajzen, I. (1985). *From Intentions to Actions: A theory of Planned Behavior*. In *Action-Control: From Cognition to Behavior*; Kuhl, J., Beckman, J., Eds.; Springer Science & Business Media: Berlin, Germany, pp. 11–39.
- Davis, F.D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*. 13, 319–340.
- Fishbein, M.; Ajzen, I. Belief, Attitude, Intention, and Behavior (1975). *An Introduction to Theory and Research*. Addison-Wesley: Reading, MA, USA
- Fornell C. & Larcker D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research* 48: 39-50.

Free Shopping Cart Application and Open Source Ecommerce Solution. (n.d.). AbanteCart. Retrieved May 19, 2020, from <https://www.abantecart.com/>

Hair J.F., Black W.C., Babin B.J. & Anderson R.E. (2010). *Multivariate Data Analysis*. 7th Ed. Upper Saddle River, New Jersey: Prentice Hall.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *The Journal of Marketing Theory and Practice*, 19(2), 139-152

Author Information

Arumugam Raman
Universiti Utara Malaysia,
06010 Sintok,
Kedah, Malaysia
arumugam@uum.edu.my

Yahya Don
Universiti Utara Malaysia,
06010 Sintok,
Kedah, Malaysia
d.yahya@uum.edu.my

Appendix

Re: AbanteCart - Customers acceptance level [#005088]

← REPLY ← REPLY ALL



Support <help@abantecart.com>
Thu 20/08/2020 03:54
Junk E-Mail

To: Prof. Madya Ts. Dr. Arumugam A/L Raman;

-- reply above this line --

Dear Prof. Madya Ts. Dr. Arumugam A/L Raman,

Hello Dr. Arumugam Raman,

Feel free to use AbanteCart images in your report.

If possible, please share your report with us, when it is ready.

Thank you,

AbanteCart Support Team,
Pavel Rojkov

AbanteCart Project Lead
<http://www.abantecart.com>

We hope this response has sufficiently answered your questions. If not, please do not send another email. Instead, reply to this email.



[Documentation](#) | [Support forum](#) | [Get Extensions](#)