

The Effects of Personal Values on Online Buying Intention

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ABSTRACT

E-commerce has emerged to be pervasive channel as consumers continue to adopt the use of digitally enabled technologies to make online purchases. In developing nations, digital commerce continues to gain prominence. This study examines the influence of personal values on online consumer purchase. Using the Theory of Human Values and the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), the effects of personal values Self-Direction, Hedonism, Achievement and Security on the constructs in technology adoption (UTAUT2) model were investigated. Data for this study was collected from 424 respondents and analysed using structural equation modeling. The results show that Self-Direction, Security, Achievement and Hedonism influence various constructs in the UTAUT2 model. Notably, Self-Direction, Security and Hedonism influenced Effort Expectancy and Facilitating Conditions. While Achievement and Hedonism influenced Habit. This elucidates the influence of multiple personal values on the consumer's motivation towards the performance of online shopping, specifically, to master skills needed (Effort Expectancy), obtain support (Facilitating Conditions) and repeat online buying behaviour (Habit). The findings hope to shed insight on the influence of personal values on the consumers' motivation to use online purchasing; allowing e-commerce managers to improve consumer communication and digital strategies.

Keywords: Unified Theory of Acceptance and Use of Technology 2, Schwartz's Theory of Human Values, Online Buying Intention, User Technology Acceptance

INTRODUCTION

The global ecommerce sales have been estimated to be \$26.7 trillion in 2019 increasing 4% from the previous year. The top B2C ecommerce platforms include Alibaba and Amazon reporting \$1,145 billion and \$575 billion, respectively in gross merchandise value in 2020 [1]. It is expected that the market for ecommerce will continue to grow and its value could increase to \$5.4 trillion by 2026 from \$3.3 trillion today [2]. Southeast Asia has been singled out as having the fastest digital sales growth in the world and is expected to pass the \$100 billion mark in 2023. The top five markets in Southeast Asia include the Philippines, Indonesia, Vietnam, Malaysia and Thailand [3]. In 2021, it has been reported that Shopee was the most downloaded shopping app in the world, followed by Shein, Meesho and Amazon. From 3.8 billion ecommerce users worldwide, almost 75% use multiple channels during the shopping process, suggesting that an omnichannel strategy is essential for businesses today. Users have been reported to use both mobile and other online devices when shopping online where mobile users make up about half of all users. In Malaysia, 13 million people shop online which contributes to about 83% of

online users in the country [4]. The growth of digital commerce represents a more permanent way in which consumers have continued to switch or adopt online buying. Increasingly, consumers are embracing innovation and accepting the use of new technology.

Given that digital commerce is expected to remain a prominent way for consumers to shop, there is a need to understand the consumers' motivational process and decision-making. The consumer's motivational process is guided by their personal values. Values are guiding principles in human life and are broad desirable goals which motivate people into action [5,6,7]. Values can influence preferences and behaviour in different situations and through time periods [8].

Personal values are understood to be higher order, broad goals which guide human behaviour. Consumer behaviour is essentially goal-directed behaviour where people try to attain desired states or seek to avoid undesirable states [9, 10, 11]. Thus, consumers make purchases to attain end-states, experiences and processes [12]. In consumer research, personal values has been used to explain consumer lifestyles, most prominently espoused by the List of Values (LOV) [13] through the use of the Social Adaptation Theory and the Values and Lifestyle Typology (VALS) [14]. However, in more recent times, Schwartz Theory of Basic Human Values has been used widely in the social science [15] and consumer research to study personal values.

In online buying, limited studies have been done to understand the influence of personal values on online buying even though it has been established that personal values shape the core aspect of human self-concept influence personal and social identity [8]. While the Technology Acceptance Model [16, 17], Unified Theory of Acceptance and Use of Technology (UTAUT) [18] and UTAUT2 [19] has been widely used to understand different facets of user acceptance of innovation, only a handful of studies have investigated the effects of personal values in online purchase [20, 21, 22]

Therefore, this research is motivated by the need to understand the linkages between user technology acceptance and personal values thereby improving understanding on the motivational process of technology acceptance, specifically to understand the linkages between personal values and the determinants of technology acceptance [23] in the context on online purchase behaviour. Consequently, increasing understanding into the area of inquiry contributes to the comprehension of goals, values and the motivational process beyond the values-attitude-behaviour linkage [24]. For this reason, this study explores the influence of personal values using Schwartz Theory of Basic Human Values on the antecedents to purchase intention in UTAUT2.

THEORETICAL BACKGROUND AND HYPOTHESES DEVELOPMENT

Goal-Directed Behaviour: Personal Values and Technology Acceptance

The foundation of this study lies on goal-directed behaviour. Congruent with this, personal values are a representation of desirable goals which are important and worthwhile to people. Personal values are broad, trans-situational, desirable goals which guide people's lives [25]. Thus, values influence attitudes and the performance of behaviour across different contexts. Specific personal values which are considered important to the individual will be pursued through specific and contextual behaviour [26]. People can easily evoke and reflect on the values important to them and then consciously choose or abandon an intent to pursue action

[6]. In short, personal values forms the understanding of human behaviour [8]. First introduced by Allport and Vernon (1931) [27], key approaches to understand personal values include Rokeach Value Survey [6], List of Values [13] and Schwartz's Theory of Human Values [7]. Each of these approaches theorizes values differently. The Rokeach Value Survey introduces 18 terminal values and 18 instrumental values; alternatively, the List of Values lists nine personal values and finally, the Theory of Human Values identifies a circular continuum of values of four higher order values further explained by 19 refined values.

Previous studies which examine the influence of personal values on behaviour have utilized values with attitudes and beliefs, self-concept, and consumer intention to explain consumer choice and consumer lifestyle [28, 29, 30, 31, 32, 33, 12] and included the use of values with theoretical frameworks such as the Theory of Reasoned Action [34]. Additionally, the Expectancy-Value Theory [35] which utilized the Means-End Chain attempts to use a qualitative laddering procedure to elicit the consumer's low to higher-order goals [36]. Both the Expectancy-Value Theory and the Theory of Reasoned Action have also been used together to better explain the Value → Behaviour link [37].

Ultimately, the Value → Behaviour link can be mediated by cognitive or knowledge structures with varying levels of abstraction. These knowledge structures can represent consumer information processing, interacting from a top-down (goal-directed behaviour) or bottom-up perspective (driven by external information). Knowledge structures that intervene or mediate the Value → Behaviour link can comprise motivation, declarative knowledge (e.g., concepts, categories) and procedural knowledge (e.g., skills) [38].

Thus, when attempting to explain the relationship between personal values and user technology acceptance based on goal-directed behaviour, user technology acceptance is seen as a decision-making process involving goal setting and goal striving. Goal setting includes the evaluation of the need to adopt an innovation and making a decision to adopt or reject the technology. Goal striving is described to be the implementation of the decision made [39]. Essentially, goals are internal representations of desired states that are sought; or undesirable states that are avoided [9, 10]. As observed with technology acceptance, goal-directed behaviour (goal setting and striving) requires effort expenditure and persistence to ensure that it is [9, 40, 41].

Through the lens of goal-directed behaviour, technology acceptance can be further understood by ascertaining the influence of personal values and its linkages as direct antecedents to the determinants of technology acceptance. This would lead to further understanding of the linkages between values and the determinants of technology acceptance [23]. Furthermore, the examination of personal values in technology acceptance is congruent with the assertion that goals are seen to be the mechanism through which personal values are achieved [42]. Specifically, values effect the selection of goals which are pursued. Thus, from the perspective of goal-directed behaviour, the investigation of personal values is significant to the understanding of technology acceptance (i.e., UTAUT2) and the consumer motivational process.

The Unified Theory of Acceptance and The Use of Technology 2 (UTAUT2)

The Unified Theory of Acceptance and the Use of Technology (UTAUT [18] explains technology acceptance. It was proposed as a result of integrating competing theories which include, 1)

Theory of Reasoned Action (TRA), 2) Motivational Model (MM), 3) Theory of Planned Behaviour (TPB), 4) TAM, 5) A combination of Theory of Planned Behaviour and TAM (C-TPB-TAM), 6) Model of PC Utilization (MPCU), 7) Innovation Diffusion Theory (IDT), and 8) Social Cognitive Theory (SCT). Since UTAUT was proposed, it has been used extensively in a multitude of contexts indicating the robustness of the theory [43].

In order to address consumer technology adoption, UTAUT2 [19] was introduced with the addition of three constructs: 1) Hedonic Motivation, 2) Price Value and, 3) Habit. The constructs introduced took into account the consumer context in ecommerce in which the constructs address affect, monetary constraints and automaticity. While UTAUT explains up to 70% of variance in behavioural intention, UTAUT2 is able to explain up to 74% of the variance [19].

Literature shows that UTAUT2 has been used in different contexts including mobile [44], online mobile gaming [45], mobile banking [46], mobile payment [47, 48], e-government services [49], online purchase of airline tickets [50], mobile health adoption [51] and cloud-based e-invoice service [52]. Thus, UTAUT2 used in this context explains user technology acceptance or the use of online purchasing in the consumer's life.

Performance Expectancy

Performance Expectancy refers to the degree to which using a technology will provide benefit to consumers in performing certain activities [19]. Venkatesh et al. [18] reported Performance Expectancy to be the strongest predictor of Behavioural Intention. Previous studies in online purchase have shown that Performance Expectancy to significantly influence Behaviour Intention [19, 47, 48, 53, 54, 55]. In some studies, Performance Expectancy was also found to not be a significant predictor of Behavioural Intention [56, 57].

Thus, in this study, the following hypothesis will be examined:

➤ **Hypothesis 1:** Performance Expectancy has a significant effect on Behavioural Intention

Effort Expectancy

According to Venkatesh et al. [19], Effort Expectancy indicates the degree of ease associated with the consumer's use of technology. Adapted from the earlier construct in UTAUT, Effort Expectancy has depicted mixed findings, where some studies indicate Effort Expectancy to significantly influence Behavioural Intention [56, 54, 55] while some studies did not report these findings [47, 48, 53, 57]. Overall, Effort Expectancy is expected to be less significant in influencing the consumers' technology acceptance as the consumer increases in familiarity with the use of technology [16, 58, 18].

Thus, in this study, the following hypothesis will be examined:

➤ **Hypothesis 2:** Effort Expectancy has a significant effect on Behavioural Intention

Social Influence

Social Influence is defined as the degree to which a person perceives those important others believe the person should use a particular technology [19]. The construct can be understood to be similar to Subjective Norms in the Theory of Reasoned Action where the consumer takes in account how others view them due their use of technology [59, 58, 18]. Previous studies have shown mixed results as well, where Social Influence significantly influence Behavioural

Intention in some online consumer studies [56, 47, 48, 57] but not all; Sharifi et al., 2016) [54, 53]. The role of Social Influence diminishes as the consumer setting changes from mandatory to voluntary [18]. This can be better understood through the rationale that an individual's behaviour is reliant on another's expectation when a reward or punishment is attached to it [59] and when the behaviour is not reliant on this mechanism, consumers are left with their own response to peer pressure.

Thus, in this study, the following hypothesis will be examined:

- **Hypothesis 3:** Social Influence has a significant effect on Behavioural Intention

Hedonic Motivation

Hedonic Motivation refers to the fun or pleasure derived from using a technology [60, 61]. The construct was included into UTAUT2 to capture enjoyment as one of the factors influencing the use of technology by consumers [61, 60]. Hedonic Motivation significantly influences Behavioural Intention [19] in most online consumer studies which explored this relationship [56, 47, 57] except for the finding by Oliviera et al. [48].

Thus, in this study, the following hypothesis will be examined:

- **Hypothesis 4:** Hedonic Motivation has a significant effect on Behavioural Intention

Price Value

Price Value is defined as the consumers' cognitive trade-off between the perceived benefits and the monetary costs in using the technology [62]. It is expected that when the consumer perceives that the benefits outweigh the costs, the intention to use online technology will increase [19]. Price Value has been observed to be significant in influencing Behavioural Intention [19, 47], there have been studies which have shown this relationship to be not significant [54, 56, 48, 57].

Thus, in this study, the following hypothesis will be examined:

- **Hypothesis 5:** Price Value has a significant effect on Behavioural Intention

Facilitating Conditions

Facilitating Conditions is defined as the consumers' perceptions of the resources and support available to perform a behaviour [19]. The construct has been adapted from UTAUT and reflects concepts similar to perceived behavioural control and compatibility [18]. Facilitating Conditions significantly influence Behavioural Intention when consumers are less experienced in using the technology [19, 56, 54, 47] thus, when the consumers' experience increases, the influence of Facilitating Conditions is expected to decrease [18].

Thus, in this study, the following hypothesis will be examined:

- **Hypothesis 6:** Facilitating Conditions has a significant effect on Behavioural Intention

Habit

Habit is defined as the extent the individual believed the behaviour to be automatic [63]. Habit is formed from the consumer's interaction with technology and can result in familiarity from repeated use [19] As such habit is formed based on the length of time and repeated use which can lead to stronger cognitive lock-in [64]. Automaticity is central to the concept of Habit [65]

in which past behaviour influence attitude and intention and can be triggered by environmental cues [81]. Therefore, Habit is expected to influence Behavioural Intention where increase intention and usage can be a result of past usage behaviour [63, 19]. Finally, Habit has been observed to significantly influence Behavioural Intention [19, 56, 54, 47, 57].

Thus, in this study, the following hypothesis will be examined:

- **Hypothesis 7:** Habit has a significant effect on Behavioural Intention

Schwartz Theory of Basic Human Values

Values are expressed to be 'trans-situational goals with difference importance, serving as a guiding principle in the life of a person or a group' [7]. In 1992, Schwartz's Theory of Basic Human Values was introduced and to date, have become one of the dominant approaches to understanding personal values [66]. The work of Schwartz comes after that of Rokeach [6], Kahle [13] and Mitchell [14], all which acted to be building blocks in the measurement and identification of values.

Across different psychological models, values are defined by these characteristics — 1) values are beliefs associated to emotions, 2) values ascribe to desirable goals which then motivate action, 3) values transcend specific actions and situations, 4) values are regarded as standards for evaluating actions, events, policies, and people, 5) values form a relatively enduring hierarchical system ordered by importance. In addition, Schwartz added the following—that the impact of values on everyday decisions are rarely conscious; and, it is the relative importance of multiple, competing values that guide action or attitude, that is, the trade-offs among relevant values [7, 25]. Schwartz has catalogued personal values into a continuum of nineteen values [67] (Refer to Figure 1). From the 19 values specified in the circular continuum, a higher-order category exists for a selection of the values which include Openness to Change, Self-Enhancement, Conservation and Self-Transcendence [15]. These four higher order values form two basic conflicts. The first conflict exists between self-enhancement and self-transcendence. Self-enhancement values focus on pursuing self-interest through controlling others and resources or by through ambition and social success. Self-Enhancement conflicts with Self-Transcendence values where concern for others, care for the welfare of others or having acceptance, tolerance and concern for all. The second conflict takes into account Openness to Change and Conservatism. Openness to Change expressed the motivation for autonomy if thought and action and novelty and excitement while conservation values focus on preserving the status quo through the maintenance of transition customers and belief, complying with rules and with the expectations of others; and the pursuit of safety and stability [8].

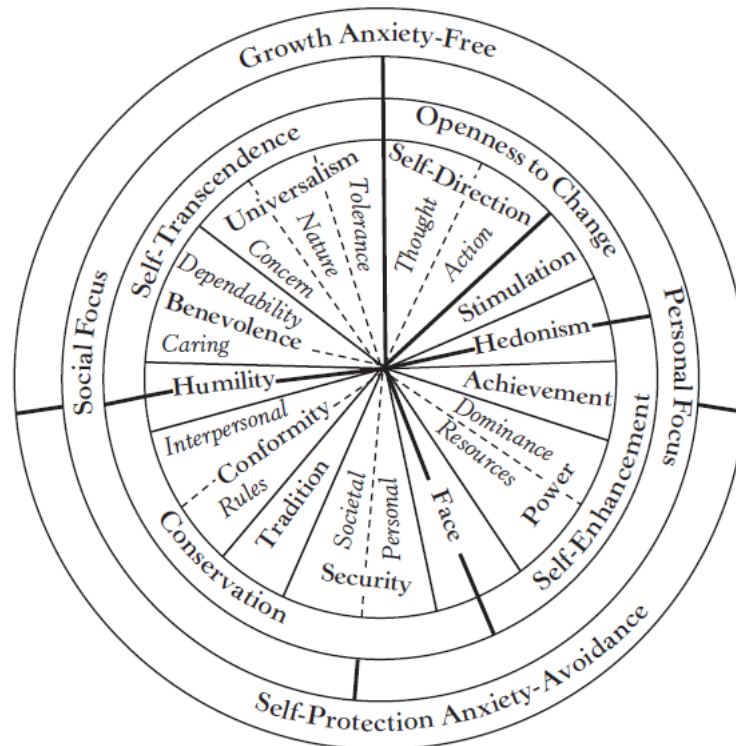


Figure 1: Circular motivational continuum of 19 values in Schwartz's Theory of Basic Human Values (Schwartz & Cieciuch, 2016)

Within the scope of e-commerce, personal values research has received limited attention with only three studies utilizing the Schwartz values framework in the context of online buying. The pioneer [20] who investigated the relationships between personal values and online buying found Self-Direction (i.e., Self-Respect, Self-Fulfilment), Enjoyment (i.e., Excitement, Fun and Enjoyment in Life) and Self-Achievement (i.e., Sense of Accomplishment and Security) to influence online buying behaviour. However, Jayawardhena [20] utilizes the List of Values (LOV) [13] and regrouped the nine LOV values to be congruent with values asserted by Schwartz & Bilsky [68] to enable use in causal models [30, 28, 69, 20]. Based on definitions of Schwartz's values, Self-Direction and Security were retained as per the original. Self-Achievement is interpreted as Achievement in Schwartz's list of values, whilst Enjoyment (also Fun and Enjoyment in Life) is interpreted as Hedonism (Refer to Table 1).

Table 1: Definition for Self-Direction, Security, Achievement and Hedonism (Schwartz, 1992)

Value	Definition
Self-Direction	Independent thought and action, choosing, creating and exploring
Security	Safety, harmony and stability of society, relationships and self
Achievement	Personal success through demonstrating competence according to social values
Hedonism	Pleasure and sensuous gratification for oneself

Recent work by Makkonen, Frank and Kemppainen [22] identified Stimulation and Humility as antecedents to online shopping spending for different types of purchase (i.e., online versus mobile, local versus foreign stores). Stimulation sits under the higher-order category of

Openness to Change while Humility is categorised under Self-Transcendence. Furthermore, Openness to Change and Self-enhancement higher order values were identified as value orientations that influences online shopping in China [21]. Hansen [70] examined the influence of values on attitude (within the Theory of Planned Behaviour) towards online grocery buying. The study revealed that higher order values, Openness to Change and Self-Enhancement had a positive effect on attitudes while Conservation had a negative effect. The negative affect of Conservation on online grocery buying is congruent with Choden et al.'s [71] findings for internet use.

Given the findings of Makkonen et al. [22], Wu et al. [21] and Hansen [70], it can be observed that values in the higher-order category Openness to Change could be observed in all studies influencing online purchase. Next, Self-Enhancement were observed in Wu et al. [21] and Hansen's [70] findings. This is congruent with Jayawardhena's findings where Self-Direction and Hedonism are categorised under Openness to Change while Achievement is categorised under Self-Enhancement. The only oddity from Jayawardhena's findings is the positive influence of Security towards online purchase behaviour which is categorised under Conservation in Schwartz's circular continuum.

Consequently, this research examines the influence of Self-Direction, Security, Achievement and Hedonism on the factors in UTAUT2 through the following hypotheses:

- **Hypothesis 8a-d:** Self-Direction^a/Security^b/ Achievement^c/Hedonism^d has a significant effect on Performance Expectancy
- **Hypothesis 9a-d:** Self-Direction^a/Security^b/ Achievement^c/Hedonism^d has a significant effect on Effort Expectancy
- **Hypothesis 10a-d:** Self-Direction^a/Security^b/ Achievement^c/Hedonism^d has a significant effect on Social Influence
- **Hypothesis 11a-d:** Self-Direction^a/Security^b/ Achievement^c/Hedonism^d has a significant effect on Hedonic Motivation
- **Hypothesis 12a-d:** Self-Direction^a/Security^b/ Achievement^c/Hedonism^d has a significant effect on Price Value
- **Hypothesis 13a-d:** Self-Direction^a/Security^b/ Achievement^c/Hedonism^d has a significant effect on Facilitating Conditions
- **Hypothesis 14a-d:** Self-Direction^a/Security^b/ Achievement^c/Hedonism^d has a significant effect on Habit

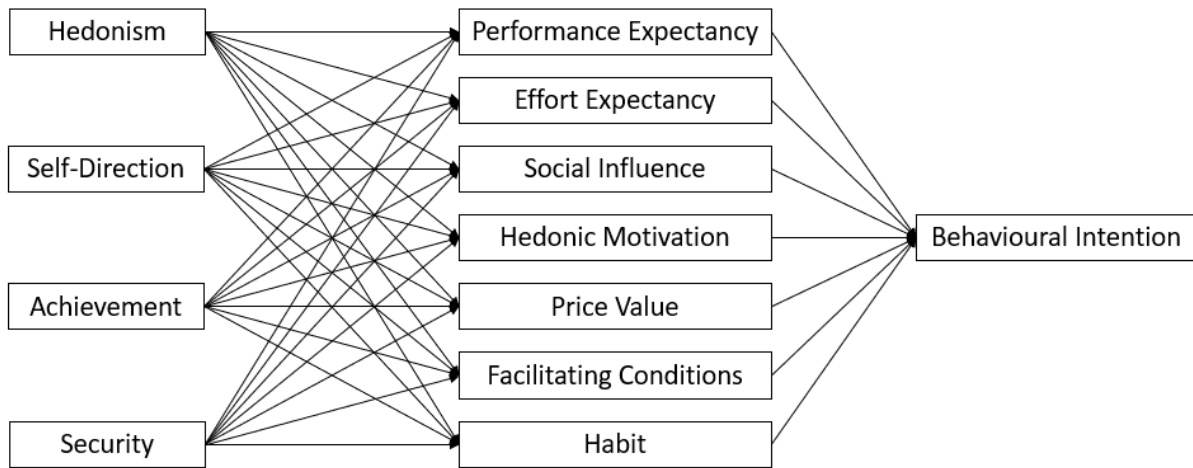


Figure 2: Conceptual Framework

RESEARCH METHOD

430 respondents participated in this research and 424 respondents were retained after eliminating questionnaire with inconsistent responses and straight-lining. This surpassed the minimum sample size obtained through G*Power a prior power estimation [71] where the minimum power is more than 0.80, effect size of 0.15 [72], with 5% probability of error, to the power of $(1 - \beta) = 95\%$ and with seven predictors, the minimum sample size for the model is 153.

Purposive sampling was employed where the respondents selected by the researcher are individuals who shopped online. The age of the respondents was 18 – 65 years old representing the age of consumers who would be using e-commerce sites. Purposive sampling not only is efficient and cost-effective but also allows for typical representations of the population to be obtained [86], aligning to the objectives of this study.

The research questionnaire used included the instrument for UTAUT2 [19] comprising 26 items and PVQ-40 [67] containing 40 items. The respondent's demographic attributes were also collected. The 7-point Likert scale ranging from 'Strongly Disagree' to 'Strongly Agree' was utilized for the UTUAT2 instrument [19]. Meanwhile, a 6-point Likert scale, ranging from 'Not like me at all' to 'Very much like me' on each end was used for the PVQ-40 instrument [67] to measure ten values. Partial Least Squares Structural Equation Modelling analysis was employed using the SmartPLS3 software. This is primarily motivated by the research goal which is to identify the influence of key drivers in consumer technology acceptance and extend existing structural theory. This can be achieved in PLS-SEM because it estimates coefficients or path model relationships that maximize the R^2 values of the endogenous constructs [73, 74]. PLS-SEM also estimates complex models with multiple constructs and structural paths where causal predictive explanations are emphasized [87,88] in estimating statistical models.

RESULTS

Most of the respondents were aged between 18 to 29 years and comprise about 70% of the sample. About half of the sample were university students between the ages of 18 to 24. The remainder of the respondents were aged between 30 to 65 years old. The findings are congruent with the adoption rate of ecommerce in Malaysia by age, where those in their 20s

reported about 85% online shopping adoption rate, while those in their 30s reported an adoption rate of 77%, followed by those in their 40s at 70% and 62% for those in their 50s and finally 60% for those in their 60s. Additionally, the respondents composed of 69% female and 31% of whom were male (Refer to Table 2).

Table 2: Demographics

Demographics	Frequency	Percent (%)
<u>Age</u>		
Below 20 years (from 18 years)	32	7.5
20 - 24 years	218	51.4
25 - 29 years	46	11.0
30 - 34 years	57	13.4
35 - 39 years	23	5.4
40 - 44 years	10	2.4
45 - 49 years	12	2.8
50 - 54 years	12	2.8
55 - 59 years	10	2.4
60 - 64 years	4	0.9
<u>Gender</u>		
Female	295	69.5
Male	129	30.5
<u>Ethnicity</u>		
Malay	241	56.8
Chinese	104	25.8
Bumiputra Sabah	35	8.7
Indian	21	5.2
Bumiputra Sarawak	15	3.7
Others	8	2.0
<u>Income level</u>		
No income	232	54.7
Up to RM 1,000	31	7.3
RM 1,001 - RM 3,000	45	10.0
RM 3,001 - RM 5,000	50	12.4
RM 5,001 - RM 7,000	30	7.1
RM 7,001 - RM 9,000	17	4.0
RM 9,001 - RM 11,000	10	2.4
RM 11,001 - RM 13,000	6	1.4
RM 13,001 – RM 15,000	0	0
RM 15,001 – RM 17,000	0	0
RM 17,001 – RM 19,000	0	0
RM 19,001 – RM 21,000	0	0
More than RM 21,001	3	0.7

The theoretical model had good measurement properties for composite reliability (CR), indicator loadings, convergent validity (Average Variance Extracted) (Refer to Table 3) and discriminant validity (Fornell & Larcker Criterion, HTMT criterion). All indicator loadings (Refer to Table 2) possessing loadings above 0.6 were retained and deemed acceptable except for six items from Schwartz values which were dropped. CR scores for all constructs were above

the threshold of 0.70 [74, 75], thus satisfactory. The Average Variance Extracted (AVE) for all constructs were above 0.50 which is adequate [76, 77, 74]. The discriminant validity scores for all items were also found to be satisfactory (Refer to Table 3). For the Fornell & Larcker Criterion, the square root of each construct's AVE was greater than all other correlations with any other construct [74]. The HTMT criterion scores were below 0.85 signifying sufficient discriminant validity [84]. Finally, the indicator's outer loading on the associated construct were found to be greater than any of its cross loadings on other constructs [74].

Table 3: Factor Loadings, Convergent Validity and Composite Reliability

Construct	Items	Loadings	AVE	CR
Hedonism	Hedonism 1	0.918	0.751	0.857
	Hedonism 2	Item dropped		
	Hedonism 3	0.812		
Security	Security 1	Item dropped	0.779	0.876
	Security 2	0.889		
	Security 3	Item dropped		
	Security 4	Item dropped		
	Security 5	0.876		
Achievement	Achievement 1	Item dropped	0.662	0.854
	Achievement 2	0.803		
	Achievement 3	0.859		
	Achievement 4	0.777		
Self-Direction	Self-Direction 1	Item dropped	0.579	0.804
	Self-Direction 2	0.807		
	Self-Direction 3	0.799		
	Self-Direction 4	0.668		
Performance Expectancy	Performance Expectancy 1	0.921	0.811	0.928
	Performance Expectancy 2	0.928		
	Performance Expectancy 3	0.851		
Effort Expectancy	Effort Expectancy 1	0.899	0.812	0.945
	Effort Expectancy 2	0.913		
	Effort Expectancy 3	0.918		
	Effort Expectancy 4	0.875		
Social Influence	Social Influence 1	0.899	0.857	0.947
	Social Influence 2	0.950		
	Social Influence 3	0.928		
Price Value	Price Value 1	0.895	0.826	0.934
	Price Value 2	0.935		
	Price Value 3	0.897		
Hedonic Motivation	Hedonic Motivation 1	0.963	0.912	0.969
	Hedonic Motivation 2	0.967		
	Hedonic Motivation 3	0.935		
Facilitating Conditions	Facilitating Conditions 1	0.822	0.670	0.890
	Facilitating Conditions 2	0.891		
	Facilitating Conditions 3	0.859		
	Facilitating Conditions 4	0.688		

Habit	Habit 1	0.894	0.809	0.927
	Habit 2	0.930		
	Habit 3	0.873		
Behavioural Intention	Behavioural Intention 1	0.914	0.844	0.942
	Behavioural Intention 2	0.923		
	Behavioural Intention 3	0.919		

Note: CR denotes Composite Reliability, AVE denotes Average Variance Extracted

Next for the structural model, no collinearity issues were observed with Variance Inflator Factor (VIF) values being below 3.3 [75] and 5.0 [78].

With reference to Table 4, the following hypothesis were significant: Effort Expectancy (H_2) ($\beta = 0.155$, $p < 0.01$), Facilitating Conditions (H_6) ($\beta = 0.186$, $p < 0.01$) and Habit (H_7) ($\beta = 0.489$, $p < 0.01$) had a significant effect on Behaviour Intention. Adversely, Performance Expectancy (H_1), Social Influence (H_3), Hedonic Motivation (H_4), and Price Value (H_5) did not have a significant effect on Behavioural Intention.

The ensuing results focus on the influence of personal values on UTUAT2 predictors. Namely, Self-Direction was observed to have significant effect on Performance Expectancy (H_{8a}) ($\beta = 0.144$, $p < 0.05$), Effort Expectancy (H_{9a}) ($\beta = 0.169$, $p < 0.05$), Hedonic Motivation (H_{11a}) ($\beta = 0.132$, $p < 0.05$), Price Value (H_{12a}) ($\beta = 0.118$, $p < 0.05$) and Facilitating Conditions (H_{13a}) ($\beta = 0.194$, $p < 0.01$). Security had significant effects on all but two constructs, Hedonic Motivation (H_{11b}) and Habit (H_{14b}). Contrastingly, the only significant relationship for Achievement was with Habit (H_{14c}) ($\beta = 0.161$, $p < 0.01$). As a final point, significant relationships between Hedonic Motivation and all constructs were observed except for Performance Expectancy (H_{8d}) and Social Influence (H_{10d}).

According to Cohen [80], the effect size (f^2) can be interpreted as having substantial effect size (0.35), medium effect size (0.15) and small effect size (0.02). The results indicate that Habit (0.448) has a large effect size while Effort Expectancy (0.026) and Facilitating Conditions (0.039) has small effect sizes on the R^2 in Behavioural Intention. Self-Direction (0.028) and Security (0.033) has small effect sizes on the R^2 in Facilitating Conditions. Additionally, Hedonism (0.021) and Self-Direction (0.021) has small effect sizes on the R^2 in Effort Expectancy. Finally, Hedonism (0.022) has a small effect size on the R^2 in Price Value.

Table 4: Hypotheses Testing

	Hypothesis	Beta	SE	t-value	LL	UL	f^2	R^2	Q^2	Findings
H1	PE $\rightarrow$ BI	0.003	0.037	0.09	-0.07	0.076	0.000	0.054	0.037	Not Supported
H2	EE $\rightarrow$ BI	0.155	0.053	2.938	0.051	0.255	0.026	0.109	0.081	Supported
H3	SI $\rightarrow$ BI	0.06	0.034	1.785	-0.008	0.124	0.009	0.044	0.031	Not Supported
H4	HM $\rightarrow$ BI	0.097	0.05	1.95	0.005	0.198	0.010	0.075	0.058	Not Supported
H5	PV $\rightarrow$ BI	0.027	0.044	0.602	-0.061	0.114	0.001	0.072	0.051	Not Supported
H6	FC $\rightarrow$ BI	0.186	0.047	3.922	0.094	0.277	0.039	0.132	0.077	Supported
H7	H $\rightarrow$ BI	0.489	0.036	13.604	0.419	0.558	0.448	0.047	0.031	Supported

H8a	SD → PE	0.144	0.063	2.301	0.019	0.265	0.014			Supported
H8b	SEC → PE	0.127	0.062	2.033	0.006	0.249	0.013			Supported
H8c	A → PE	-0.068	0.053	1.302	-0.173	0.034	0.000			Not Supported
H8d	HED → PE	0.084	0.061	1.392	-0.032	0.208	0.007			Not Supported
H9a	SD → EE	0.169	0.051	3.275	0.064	0.266	0.021			Supported
H9b	SEC → EE	0.13	0.055	2.35	0.02	0.239	0.014			Supported
H9c	A → EE	0.016	0.054	0.298	-0.087	0.125	0.000			Not Supported
H9d	HED → EE	0.142	0.051	2.76	0.037	0.241	0.021			Supported
H10a	SD → SI	0.013	0.06	0.211	-0.107	0.13	0.000			Not Supported
H10b	SEC → SI	0.138	0.054	2.539	0.03	0.242	0.015			Supported
H10c	A → SI	0.046	0.059	0.773	-0.07	0.161	0.001			Not Supported
H10d	HED → SI	0.091	0.051	1.776	-0.008	0.193	0.008			Not Supported
H11a	SD → HM	0.132	0.055	2.397	0.019	0.235	0.012			Supported
H11b	SEC → HM	0.065	0.053	1.212	-0.039	0.171	0.003			Not Supported
H11c	A → HM	0.063	0.054	1.167	-0.043	0.166	0.003			Not Supported
H11d	HED → HM	0.123	0.051	2.398	0.023	0.224	0.015			Supported
H12a	SD → PV	0.118	0.055	2.145	0.003	0.221	0.010			Supported
H12b	SEC → PV	0.114	0.055	2.087	0.011	0.224	0.011			Supported
H12c	A → PV	-0.015	0.058	0.254	-0.127	0.097	0.000			Not Supported
H12d	HED → PV	0.15	0.052	2.892	0.047	0.248	0.022			Supported
H13a	SD → FC	0.194	0.053	3.679	0.085	0.292	0.028			Supported
H13b	SEC → FC	0.194	0.054	3.562	0.087	0.299	0.033			Supported
H13c	A → FC	-0.019	0.048	0.397	-0.114	0.072	0.000			Not Supported
H13d	HED → FC	0.113	0.052	2.189	0.012	0.215	0.014			Supported
H14a	SD → H	-0.008	0.056	0.14	-0.123	0.1	0.000			Not Supported
H14b	SEC → H	-0.017	0.054	0.314	-0.121	0.092	0.000			Not Supported
H14c	A → H	0.161	0.053	3.017	0.058	0.262	0.018			Supported
H14d	HED → H	0.126	0.048	2.623	0.031	0.218	0.015			Supported

The assessment of the Coefficient of Determination (R^2) is based on Cohen's [80] interpretation, in which, the effect is interpreted as substantial (0.26), moderate (0.13) or weak (0.02). Behavioural Intention (0.653) shares 65.3% of variance with Performance Expectancy, Effort

Expectancy, Social Influence, Hedonic Motivation, Price Value, Facilitating Conditions and Habit, thereby signifying a large effect. The variance in Facilitating Conditions (0.132) accounted for by values indicates a moderate effect (Refer to Table 4).

The Stone-Geisser's Q^2 value that is larger than 0 is considered to have predictive relevance for the endogenous construct [74, 79]. Given the Q^2 scores in Table 4, the constructs in the model exhibit predictive relevance.

DISCUSSION

Based on the results in the preceding section on the UTAUT2 model, it was observed that Effort Expectancy, Facilitating Conditions and Habit had a significant effect on Behavioural Intention. Previous work in technology acceptance suggest that Effort Expectancy is a key factor with early-stage users but its influence diminishes with experience. The role of Facilitating Conditions is key when users obtain support to use online platforms [19]. The findings indicate that the users are possibly early-stage or mid-stage users given that Effort Expectancy and Facilitating Conditions were significant. Given that a majority of the sample were below the age of 35 years, it can be said that the observation is astute.

Next, the results for personal values can be interpreted by looking at each value to see which constructs it influences. Firstly, Self-Direction is expressed as having independent thought and action [67], a deep need for control and mastery and for independence and autonomy. In this study, Self-Direction was seen to influence Effort Expectancy and Facilitating Conditions—two constructs associated with the mastery of consumer use of technology [19]. It has been reported that the greater the mastery the respondents have towards a behaviour, the less prominent each construct would be. Effort Expectancy or the degree of ease associated to the use of consumer's use of technology is expected to gradually become nonsignificant with increased familiarity. Thus, Effort Expectancy is commonly observed to influence Behavioural Intention in the early stages of innovation adoption [16, 85]. Furthermore, Facilitating Conditions refer to the degree in which users perceive technical infrastructure support is available, where technical support is seen to remove barriers of use. Facilitating Conditions is also likened to Perceived Behavioural Control in the Theory of Planned Behaviour. Venkatesh [85] propounds that Facilitating Conditions influences Behavioural Intention when Effort Expectancy is not observed in the model. Moreover, Facilitating Conditions is not expected to be salient when both Performance Expectancy and Effort Expectancy is observed in the model [18]. Therefore, the influence of Self-Direction on Effort Expectancy and Facilitating Condition suggest users striving towards mastery through the performance of the online behaviour.

Secondly, the results show that Hedonism influenced Effort Expectancy and Facilitating Conditions as well. Hedonism is understood to be needs for pleasure and sensuous gratification commonly expressed through the idea of being self-indulgent and enjoyment [67]. Thus, the users' need for pleasure can also act as a motivating force that allows users to strive towards the use of technology to purchase online.

Third, perhaps an unexpected observation is the role Security played in Effort Expectancy and Facilitating Conditions. This is because Security sits on the opposing side of the circular values continuum from Self-Direction and Achievement. Security is a value which is concerned with safety, harmony and the stability of oneself and of relationships. Security values can serve

individual interests or group interests [67]. Thus, the influence of Security on Effort Expectancy and Facilitating Conditions can be understood as motivation to serve individual/group interests in creating a safe, harmonious or stable self through the use of online purchasing.

Finally, Achievement refers to personal success through competence enables individuals to survive and the competency is demonstrated according to prevailing culture standards [67]. Achievement promotes effortful work even at the expense of fun and relaxation and falls under self-centered motivation [66]. One of the more distinct observations from the results is the influence of Achievement on a single construct which is Habit. Habit according to Kim et al. [65] follows the habit/automaticity perspective which is consistent with the instant activation perspective as understood in the TPB. Through this perspective of Habit, it is expected that attitudes and intentions lead the performance of behaviour without much deliberation or thought [19]. Thus, cues and objects in the environment can trigger the performance of a habit [81]. Therefore, the significant effect Achievement has on Habit in this context implies that consumers continuously engage in the behaviour for personal success, rather than only for purely hedonistic pleasures. Coincidentally, Hedonism influenced Habit indicating that some of the purchases made online were for fun and enjoyment. It is easy to see that the pursuit of pleasure can also propel users towards the use of innovation.

The higher order values for Self-Direction are Openness to Change, Achievement and Hedonism are categorised under Self-Enhancement, and Security is categorised under Conservation [66]. Self-Direction, Hedonism and Achievement are placed beside each other on the circular continuum indicating that they are complementary values [66]. Contrarily, Self-Direction and Security are opposite from each other on the circular continuum suggesting some level of dissimilarity [66]. The implication of the findings suggest that motivational goals can be satisfied according to diverse paths and actions. Therefore, this study reinforces the role of multiple personal values guiding intention and performance of a single behaviour, and the myriad of mediating cognitive structures that can exist between personal values and behaviour performance.

CONCLUSION, LIMITATIONS AND FUTURE RESEARCH

The values examined in this research which are Self-Direction, Achievement, Habit and Hedonism, did not exclusively impact one single construct in UTAUT2 (e.g., Effort Expectancy, Facilitating Conditions etc.), rather, more than one value influenced multiple constructs. Congruent to the findings, most behaviours express more than one value even though some behaviour may explicitly express only one value [82]. The findings can be understood from the perspective of goal abstractness, in which the process of realising our values and ideal selves is performed through actions [83]. To perform these actions, consumers choose between various courses of actions, which in turn, help to attain abstract life goals [10].

This study has a number of limitations, firstly, almost half of the sample comprises university students. Future research should give attention to respondent samples that vary more diversely in age or to look at older consumers who are actively purchasing online. It would be interesting to see how personal values and online shopping behaviour evolves across different user groups. The second limitation contends with the sampling method. Purposive sampling was used in this study to identify typical members of the population who shop online. However, given that the selection criteria rests on the shoulders of the researcher, purposive sampling is prone to

researcher bias where generalized bias may taint the selection of criteria. In this study, consumers who shopped online were selected, however, in future studies other sampling methods could be explored that may result in better representation of the population. The third limitation looks at the level of specificity in the consumers' online purchase intention. This study does not look into any specific e-commerce platforms or specific products and services available online, rather this study focuses on the intention to buy on any e-commerce platform. In the marketplace, consumers use numerous e-commerce sites to obtain a large variety of products and services thus it would be beneficial for future studies to focus on individual e-commerce platforms, specific products and services to identify key personal values that may influence the consumers' online purchase behaviour. The fourth limitation revolves around goal hierarchy, in which, the goal-directed behaviour for online purchasing is limited to the extent of the UTAUT2 model. Based on assertions from goal hierarchies which propound different levels of goals whether vertical or horizontal [10], this study is limited to behavioural intention or goal setting. This study does not extend into the performance of behaviour or goal striving neither does it uncover additional goal hierarchies beyond UTAUT2. Given that personal values are abstract goals which motivate action, there can be multiple goal structures which can be researched using multiple theories related to online consumer behaviour. Thus, future research can focus on other mediating structures and relationships leading from personal values to behaviour. Additionally, a qualitative study could be useful to clarify hierarchical connections between higher-level abstract goals and lower-level concrete means.

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