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THE USE STUDY OF NEW COMMUNICATION TECHNOLOGY FOR ELECTRONIC COMMERCE CONSUMER

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ABSTRACT

This study will aim to explore the gratifications, beliefs, attitudes, intentions and behaviors of online shopping platform users and investigate the direct and indirect factors influencing online shopping platform behaviors. This study adopts survey investigations and surveyed 539 online shopping platform users. The researcher classified the needs of online shopping user into human-interaction gratification and information-seeking gratification. This two factors, as well as perceived ease of use (PEOU), perceived usefulness (PU), and attitudes towards online shopping, intentions to online shopping were the variables for predicting the behaviors in online shopping. Research results indicated that satisfying the need for human-interaction will strengthen the beliefs of PEOU and PU. In terms of satisfying the utilitarian needs, the more the human-interaction and information-seeking needs are satisfied, the more the beliefs of online shopping will be bolstered and the more the cognitive structures of PEOU and PU will be strengthened. The stronger the beliefs are, the greater the attitudes and intentions of online shopping will be, which in turn leads to strengthened behaviors in online shopping. The study finds out that human-interaction needs and online shopping intentions are the predictors of actual use of B2C websites. For Originality/value a theoretical model incorporating Theories of Uses and Gratifications (U&G) constructs the Technology Acceptance Model (TAM) was used to investigate online shopping behavior in Taiwan. The needs of human-interaction and online shopping intentions are the significant predicting variables to behaviors in online shopping.

KEYWORDS

human-interaction needs; information-seeking needs, perceived ease of use, perceived usefulness, attitude towards media, intention towards media, online shopping media behaviors.

I. RESEARCH MOTIVATION AND QUESTIONS

When users use communication media, media migration will occur between new and old media. As different media do not have entirely similar functionalities, migration will occur between media and users may use new media to replace the old media (Lin, 2008). In recent years, internet e-commerce has grown rapidly. According to statistics from the "B2C Internet Store Operation and Investigation Report", online shops that break even or even make profits have risen from 51.6% in 2011 to 59.7% in 2013. This shows that internet e-commerce is gradually becoming a widely-used new media type, and should be researched.

In recent related research reports (Lee, 2013), the related research of the why and how users use the media has revealed that the users of the new media are not only active and purposeful audience, the users also make use of the media to satisfy their specific needs. Furthermore, how the users make use of the media to satisfy their needs, wants and interests in the interaction with the external world will become the key to research on Uses and Gratifications (U&G) (Rubin, 2009). Hence, besides the conventional approach on media content, the research on U&G will also gradually tend towards interactivity oriented uses, especially on the new media usage. The new media is relative as compared to the old media. With the recent explosive development of the new media, research on media U&G have also increased (Brener, Billy, & Grady, 2003; Satia-Abouta, Patterson, King, Stratton, Shattuck, Kirstal, & White, 2003), including research on internet and e-commerce uses (Sundar & Limperos, 2013).

Schepers & Wetzels (2007) believe that media usage is more user friendly than ever, allowing a trend towards more accessibility and less expensive prices. Based on this foundation, e-commerce has become a formidable marketing tool, and even a tool for social interaction (King & He, 2006). The understanding of consumer behaviors of new media usage will allow greater grasp of the internet and new media communication activities and to better regulate the activities.

When users come in contact with new media, the user motives include entertainment, social relationship, information and other pragmatic uses while factors influencing these motives include factors such as the social and psychological characteristics of users, societal structure characteristics, social groups and relationships characteristics and personal involvement characteristics (Rubin, 2008).

Therefore, understanding the psychological factors in new media and internet usage has become the key research factors. A recent study (Chu & Lu, 2007) indicated that motives of e-commerce consumers include convenience, broader selection, competitive pricing, easier accessibility to information and other factors (Liu & Ma, 2005). However, other academicians have proposed doubts (Rayburn, 1996) as internet users may randomly conduct searches on the internet and sometimes proceed to a website upon knowledge instead of browsing premeditated websites. Therefore, the motives of internet browsing may not necessarily be the basic psychological factors of users.

Browsing or "surfing" is a basic form of mass communication behavior and also a form of human-interaction (Huang, 2008). In the context of dissemination theories, the U&G theory and Technology Acceptance Model (TAM) are two related fields of theory. The U&G theory is originally used in the investigation of motivation and gratifications of reasoned traditional media usage. Due to the recent convergence of mass communication, the internet has become the convergence point for traditional and new media, therefore prompting academicians to adopt the U&G theory to investigate new media usage. On the other hand, the TAM explores the usage factors of new technology, and may be used as a theoretical framework for new media usage analysis.

Therefore, the motives behind the changing of media and the types of needs will become the primary objectives for research. Online shopping platforms are becoming increasingly prevalent in recent years while commercial shopping platforms have become a type of social media and offered an interactive platform for new media users (Sundar & Limperos, 2013). Hence, this study aims to explore the phenomenon of U&G of online shopping platforms to understand the gratifications, beliefs, attitudes, intentions and behaviors. The first research question is what are the relations between gratifications, beliefs, attitudes, intentions and behaviors of online shopping platform users? The second research question is to explore the direct and indirect factors influencing online shopping behaviors.

II. LITERATURE REVIEW

A. Technology Acceptance Model

Based on Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975), the TAM was proposed by Davis (1989) and used by many scholars in the research on usage behavior of new communication technology. The TRA stressed that the beliefs of the users will influence the attitudes which will in turn generate intentions before triggering behaviors. Therefore, user behavior is the result of a series of rational thoughts. From user beliefs, attitudes, intentions and behaviors, technology usage behavior explores the factors for technology acceptance and proposes a model for technology acceptance.

One key factor for usage behavior is the attitude towards technology. A positive feeling will generate a behavior that uses the technology while a negative feeling will generate a behavior that rejects the technology. The key factors affecting attitude are beliefs and cognition which includes PU and PEOU. PU is the recognition of the usefulness of the new technology to the user and the new technology will increase work effectiveness. On the other hand, PEOU is the acknowledgment of the ease of use of the new technology in usage or while learning and may be used in work.

When applied in the usage behavior of new technology and in the applications of information systems, the TAM provides an explanation for the behavioral and thought patterns of new technology within the organization, from the beliefs, attitudes, intentions and behavior aspects. The user attitude will influence intentions and the experienced and novice users will develop different intentions, leading to different usage behaviors (Taylor & Todd, 1995). Hence, the TAM theory is adapted to become the theoretical basis for research on communication behavior in the new communication technology sector so as to provide an understanding of the behavior and environment of new communication technology.

Currently, the TAM is used by the academia for research in sectors such as e-mail, e-healthcare, online taxation system, e-government, online shopping, online banking, and mobile commerce to provide an understanding of the reasoned behaviors of new communication technology users (Huang, 2008).

According to the research of Haque, Sadeghzadah, & Khatibi (2006), online shopping intention may be affected by cultural differences to have different inclinations and acceptance levels. The research investigated online shopping in Malaysia on how the use of new shopping channel information will change consumer behavior. The research also studied the influence of how consumers form their attitudes will decide the intention of online shopping. The research results indicated that the Malaysia consumer acceptance of online shopping was empirically confirmed. Online shopping in Malaysia also displayed continued growth and development for the future.

Online shopping research (King & He, 2006) also indicated that online shopping is showing continued growth and development around the world. Research on consumer belief, attitude, intention and behavior of online shopping also continues to increase. However, in regards to understanding online shopping behaviors, there is still room for supplements and research for subsequent research efforts.

B. Uses and Gratifications Research

During the rise of mass communication in the 1940s, the theoretical framework for U&G theory was developed to examine the different aspects of media behavior (Ko, Cho, & Roberts, 2005). The theory is primarily concerned about the psychological factors of media usage and includes media usage motivation, and satisfying the psychological needs of the users, therefore through the examination of the U&G theory, an understanding of the psychological characteristics of the communication audience may be provided.

Regarding the U&G research on television media, understanding the psychological factors of users watching television channels, including the switch from the television media to other alternative media, such as psychological factors for internet television and Video on Demand (VOD) which allow switching to new media, will provide understanding of motives and needs for using the new media (Lin, 2004; Sunstein, 2007). So what type of user needs will the new media satisfy, and based on what type of motivation will influence the user to choose new media?

Rubin (2008) believes that the type of user needs satisfied will depend on the form of new media. When users are indulged in a diversified media environment, users may choose a media that is suitable for their needs. Since the form of new media is related to the type of user needs, entertainment media will satisfy the entertainment needs of users while information media will satisfy the information needs of users.

New converged media do not possess single "production concepts" but instead offer a type of diversified function of constituent affordances. New media provide a type of diversified affordance for U&G, which has become the key to modern U&G research (Sundar & Limperos, 2013). As the convergence texts of new media have become the major selection criteria for uses, the convergence texts include data, graphics, audio, video and others (Lin, 2008).

As a new media tool, media texts on online media (such as internet) may circulate freely at any time and allow users to change from one type of text to another. The free circulation of texts is major characteristic of media migration. When seeking information, users may browse information websites to search for information texts such as data or graphics. When seeking entertainment, users may search for entertainment information such as video or audio.

Online media is not a media with singular tool or communication channel but a convergent media with co-existent diversified texts. Such media provide various types of functions such as interactivity, and these functions provided by online media may allow U&G of the users. User may not only use media content but also interact with other users in the community through actions (Sundar & Bellur, 2011).

The digital technology functions not only allow users to use the media for action, but also allow users to use action to construct meaning and use it to interact with other users (Sundar, 2008). Therefore, the online media has become a space constructed on the meanings of the personal users, and as different personal users have different motivation and gratifications, different meanings and spaces may be constructed.

For the users, the new media technology has created new needs and offered new gratifications (Ruggiero, 2000). For the research on U&G of new media, the research is centered on the psychological research aspects instead of media-oriented research aspects. The new research aspects will explore the four functionalities of new media, including modality, agency, interactivity and navigability, which will become the keys to subsequent research on U&G (Sundar & Limperos, 2013).

The four aforementioned research types may be classified into three types of motivation and gratifications; agency and interactivity functionalities may be classified under satisfying the event and interactivity oriented utilitarian motivations and needs; navigability functionality may be classified under satisfying the response oriented emotional motivations and needs; modality functionality may be classified under satisfying the dynamic control oriented information-seeking motivations and needs. This means that different functionalities can satisfy different motivations and needs.

The U&G research of new media, which is also the exploration of new media types, include cable television, video recording, TV/VCR remote control devices, and even new media such as e-mail, internet, World Wide Web, and wireless advertising (Huang, 2008). Currently, the U&G research application in new mass communication technology research cases are increasing which shows that the use of new mass communication technology may also be researched from perspectives of U&G.

C. Usage Motivation and Gratifications, Beliefs and Attitudes

Flanigan & Metzger (2001) believes that the types of motivation and gratifications in internet browsing include information-seeking, human-interaction, time-dispatching, entertainment-leisure time and convenience of accessibility. In regards to online shopping motivations and gratifications, information-seeking and human-interaction motivations serve greater utilitarian values while time-dispatching, entertainment-leisure time and convenience of accessibility are more entertainment or convenience oriented motivations.

Utilitarian usage motivations and gratifications are important factors for the usage behavior of new mass communication technology. Motivations and gratifications will influence the beliefs of new technology usage while primary beliefs include PU and PEOU. The PEOU is the first major challenge to be faced when users make initial contact with new mass communication technology. If the new technology is easy to learn and operate, more users will be willing to try the technology and allow it to see greater usage in the future. PU is the value that new mass communication technology offers to users, or in other words, the utilitarian and pragmatic value.

Kim, Williams, & Lee (2003) believe that online shopping may assist users in making better purchasing decisions, and hence considered as a useful tool. Bisdee (2007) also believes that online shopping may provide better services to consumers which are otherwise unable to be provided by traditional shopping channels. For example, online shopping allow comparison of different products and services within a short time, and allows inquiry of various relevant information. Therefore, the information-seeking motivations and gratifications has become the main type of online shopping and will strengthen the beliefs of online shopping users. Previous research reports (Wolfenbarger & Gilly, 2001) also indicated the gratification of information-seeking type is a goal-oriented psychological mechanism crucial to online shopping; therefore it may affect the formation of PU and lead to the formation of online shopping attitudes. As such, this leads to the following hypotheses:

H1: The greater the information-seeking gratifications in online shopping are, the stronger the belief of PU will be.

H2: The greater the information-seeking gratifications in online shopping are, the more positive the online shopping attitudes will be.

According to the concepts of TAM (Davis, 1989), PEOU is the influencing factor for acceptance of a new technology. PEOU is a physiological and psychological effect that will allow users to develop expectations of technology usage. Buton-Jones & Hubona (2005) believe that the ease of learning and skillfulness of using pervasive technology is the deciding factor for users to choose a specific shopping website. Thus, PEOU is a critical cognition factor in new technology usage, and also the core factor for formation of beliefs on technology usage.

The research of Selamat, Jaffar, & Ong (2009) indicated that if a new technology provides easier operation than an existing technology, then it will be easier for users to accept it. If a new technology is more complicated and hard to understand, then the time taken for the new technology to be accepted will be delayed. This means that PEOU will influence the difficulty for the new technology to become popular among users, so the greater the PEOU, the earlier the new technology becomes accepted by users. Conversely, the harder it is to become generally accepted.

The growth of the Internet has enabled a continued growth in online shopping while the utilitarian motivations and gratifications of online shopping have provided numerous advantages over traditional shopping channels. The human-interaction motivations and gratifications of online shopping is also a utilitarian psychological mechanism which will strengthen the utilitarian or pragmatic aims of the user. According to research reports (Ko, Cho, & Roberts, 2005), online shopping has goal-oriented and experience-oriented motivations and gratifications. The goal-oriented aspect is the information-seeking motivations and gratifications while the experience-oriented aspect is the motivations and gratifications of human-interaction in online shopping which is able to replace real human-interaction experiences. As the human-interaction gratifications are closely related to new technology usage beliefs, or PEOU and PU, therefore, this leads to the following hypotheses:

H3: The greater the gratifications of human-interaction in online shopping are, the greater the beliefs of PEOU will be.

H4: The greater the gratifications of human-interaction in online shopping are, the greater the beliefs of PU will be.

H5: The greater the gratifications of human-interaction in online shopping are, the more positive the online shopping attitudes will be.

PEOU and PU are types of cognitive beliefs which affects the attitude of users towards new mass communication technology (Yulhasri & Daud, 2011). Related research reports (Childers, Carr, Peck, & Carson, 2001; Selamat, Jaffar, & Ong, 2009) also indicated the higher the PU of online shopping of users, the more positive the attitudes towards new technology usage will be. A higher PEOU will also lead to more positive attitudes. Therefore, this leads to the following hypotheses:

H6: The higher the PU of online shopping is, the more positive the online shopping attitudes will be.

H7: The higher the PEOU of online shopping is, the more positive the online shopping attitudes will be.

D. Technology Usage Attitude, Intention and Behavior

Flanigan & Metzger (2001) believes that in the usage needs and media functions emphasized in the U&G theory, there are four main functions, including social entertainment, task accomplishment, getting social attention and meeting new people. Social entertainment and getting social attention are leisure oriented needs while task accomplishment and meeting new people are more utilitarian based needs. Generally speaking, leisure and utilitarian needs are the main intents of users of new technology. Some may pursue these needs more actively while others will be pursue to a limited extent, so different people will have different levels of involvement (Suki & Ramayah, 2010).

The attitudes towards media usage are the main reasons for actual media engagement intentions while attitudes can be divided into two aspects of media attitude and behavior attitude. When users encounter new mass communication media, they will form personal evaluation and attitude. When users actually use the media, they will form another set of personal opinions and attitude (Fishbein & Ajzen, 1975). The two aspects of user attitudes will combine to form the overall attitude towards the media.

The research report by Al-Rafee & Cronan (2006) indicated that when using new mass communication media, attitude is the primary reason for influencing intention. The more positive the attitude is, the more active the intention to use online shopping will be. On the other hand, a negative attitude will lead to a low inclination to use online shopping. As such, this leads to the following hypothesis:

H8: The more positive the attitude towards online shopping is, the greater the intention to use online shopping will be.

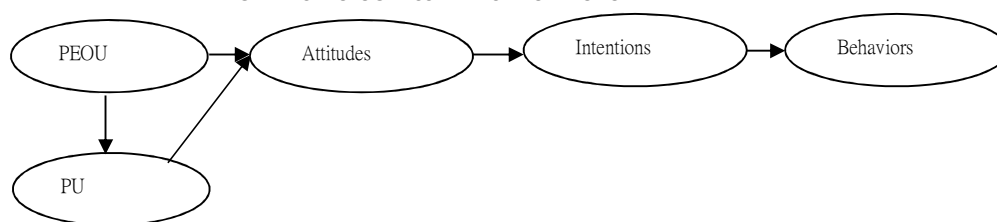
Legrís, Ingham, & Collette (2003) research indicated that, from the perspectives of TRA, the PU and PEOU in TAM can be used to explain technology usage behaviors. Users with positive attitudes towards new mass communication technology will have strong media usage intentions and will engage in new technology usage behaviors. Users with negative attitudes towards new mass communication technology will not have strong media usage intentions and are less likely to engage in usage behaviors (King & He, 2006). Therefore, this leads to the following hypothesis:

H9: Users with strong online shopping intentions will be more likely to engage in online shopping usage behaviors.

E. Beliefs, Attitude, Intentions and New Media Usage Behaviors

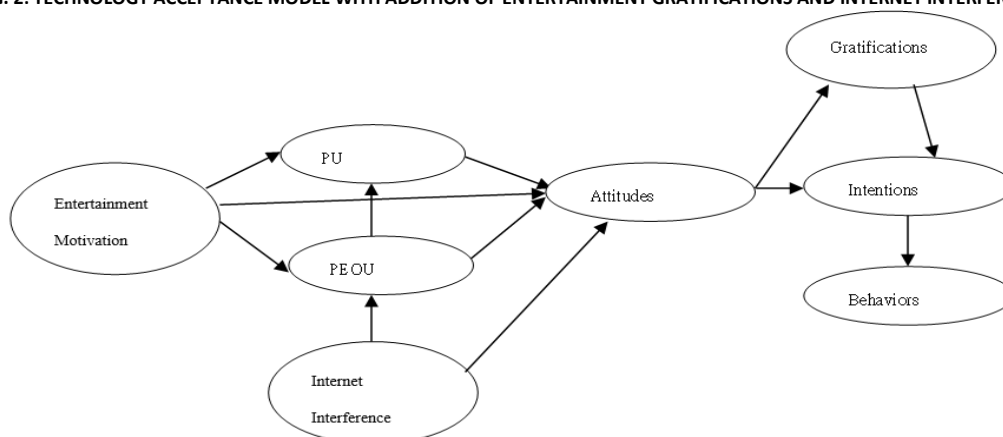
Weng & Ding (2012) research indicated that in the examination of social demographic variables, variables such as gender, age, marital status, income, occupation, academic qualifications and ethnicity are included. In addition, the PEOU and attitude towards online shopping has a positive correlation while PU and attitude towards online shopping also has a positive correlation. The attitude towards online shopping will also positively influence online shopping intentions which will in turn influence actual usage behaviors (Refer to Fig. 1).

FIG. 1: TECHNOLOGY ACCEPTANCE MODEL OF ONLINE MEDIA



The research report of Huang (2008) indicated that PEOU and PU will affect user attitudes but are also influenced by entertainment motivations and internet interference. The greater the gratifications of entertainment are, the greater the PEOU and PU will be. Conversely, lower gratifications of entertainment will lead to lower PEOU and PU. The greater the internet interference is, the weaker the PEOU and PU will be. On the contrary, weaker internet interference will lead to greater PEOU and PU (Refer to Fig. 2).

FIG. 2: TECHNOLOGY ACCEPTANCE MODEL WITH ADDITION OF ENTERTAINMENT GRATIFICATIONS AND INTERNET INTERFERENCE



Weng & Ding (2012) research report also indicated that PEOU will influence PU and both PEOU and PU will affect online shopping attitude while internet attitude will influence online shopping intentions. There are two types of utilitarian motivation, the information-seeking and the human-interaction motivations, and both will influence PEOU and PU. As such, this leads to the following hypothesis:

H10: The gratifications of information-seeking and human-interaction motivations, PEOU, PU, online shopping attitude and online shopping intentions are important variables for predicting actual usage behaviors.

III. RESEARCH METHODOLOGY

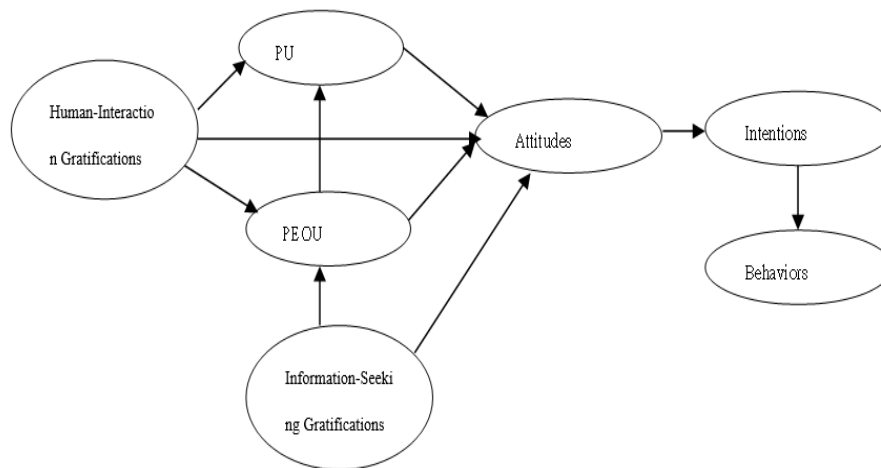
Using previous research reports as reference (ex. Huang, 2008; Weng & Ding, 2012), the actual measurement of this study is conducted through operation conceptualized surveys. Related variables include human-interaction gratifications, information-seeking gratifications, and PEOU, PU, online shopping attitudes, online shopping intentions, and actual usage behavior. The survey questions are presented in the table below.

TABLE 1: SURVEY QUESTIONS OF VARIABLES

Questions	Reference
Human-Interaction Motivation Online shopping websites allow one to start a business with friends. Online shopping websites allow one to assist friends and relatives in starting a business. Online shopping websites allow one to make friends. Online shopping websites allow the possibility of meeting new friends. Online shopping websites allow one to have time to make friends.	Sundar & Limperos (2013)
Information-Seeking Motivation Online shopping websites allow one to obtain information for smooth business management. Online shopping websites allow one to obtain desired commercial information. Online shopping websites allow one to enrich professional skills. Online shopping websites allow the possibility for another career development. Online shopping websites allow the freedom of searching for desired information.	Sundar & Limperos (2013)
Perceived Ease of Use It is easy to learn information on online shopping websites Online shopping procedures are easy and time-saving. Joining an online shopping website is very convenient. It is easy to learn how to manage online shopping website. Clients may also easily learn how to use online shopping websites. Operation guide of online shopping website is easy to understand. Linking social media and online shopping websites together is very convenient. It is easy to obtain purchasing information through online shopping websites.	Huang(2008), Buton-Jones & Hubona (2005)
Perceived Usefulness Online shopping websites are profitable. Online shopping websites offer comprehensive business plans. Online shopping websites can meet marketing demands. Online shopping websites have standard structures and management systems. Online shopping websites can provide product service. Online shopping websites can provide competitive prices. Online shopping websites can control all types of transaction information. Operation guide of online shopping websites can effectively guide users.	Huang(2008), Bruner & Kumar(2005), Ramayah & Ignatius (2005)
Attitudes towards Online Shopping I feel that online shopping websites offer a place for personal learning. I consider online shopping websites as the starting points of careers. I think online shopping websites are formidable tools for social interaction. I feel that online shopping websites are formidable tools for comprehensive marketing.	Ramayah, Rouibah, Gopi, & Rangel (2009), Kim & Forsythe(2010)
Online Shopping Intentions I will discuss the product information provided on online shopping websites. I will spend time for engaging in the online shopping business. I will join careers that engage in online shopping.	Broekhuizen & Huizingh(2009), Chiu,Chang, Cheng, & Fang (2009)
Actual Usage Behaviors Average number of days per visit to online shopping websites. Hours spent on each visit.	Ramayah, Rouibah, Gopi, & Rangel (2009), Kim & Forsythe(2010)
Demographic Variables Gender, Age, Marital Status, Academic Qualifications.	Ramayah, Rouibah, Gopi, & Rangel (2009), Kim & Forsythe (2010)

From the aforementioned discussions of literature reviews, this study proposes the following research model chart. Academicians of related studies believe that the PEOU will influence PU while the belief of PEOU is also affected by human-interaction and information-seeking motivation and gratification factors. PU is influenced by human-interaction motivation and gratification factors. Online media attitude is shaped by PEOU, PU, human-interaction, and information-seeking gratifications. Attitude towards online media in turn will determine online usage intentions which will lead to actual usage behaviors (Refer to Fig. 3).

FIG. 3: CHART OF RESEARCH MODEL



A pre-test of the survey was conducted in October 2013 and distributed 50 sets of surveys and collected 43 effective responses for survey analysis. The surveys adopted a Likert 5-point scale for measurement. Survey variables include human-interaction gratifications, information-seeking gratifications, online shopping intentions, actual usage behaviors and demographic variables.

The Cronbach's Alpha reliability analysis was conducted on the 43 sets of pre-test responses and Alpha values were above 0.9 (Refer to Table 2). According to the results from the reliability analysis, the variable survey is suitable for use as measurement tool for need gratifications, beliefs, attitudes, intentions, and behaviors of online shopping.

TABLE 2: RELIABILITY ANALYSIS OF PRE-TEST

Variables	Alpha Values	Reliability Scope
Human-Interaction Gratifications	0.981	>.90
Information-Seeking Gratifications	0.978	>.90
Perceived Ease of Use	0.991	>.90
Perceived Usefulness	0.983	>.90
Attitudes towards Online Shopping	0.956	>.90
Online Shopping Intentions	0.914	>.90
Actual Usage Behaviors	0.903	>.90

For the validity analysis of the pre-test, this study uses KMO values to inspect the relativity of the variables. The larger the KMO values are, the more feasible the variables are for conducting factor analysis. Factor analysis is conducted on variables such as human-interaction gratifications, information-seeking gratifications, and perceived ease of use, perceived usefulness, online shopping attitudes, online shopping intentions and actual usage behaviors to allow analysis that can explain the amount of total variance (Refer to following table), and show that the variables have achieved the requirements for validity analysis.

TABLE 3: VARIABLE VALIDITY ANALYSIS

	KMO	Bartlett's Test of Sphericity	Significance	Amount of total variance
Human-Interaction Gratifications	.917	4104.940	.000	91.496
Information-Seeking Gratifications	.892	3877.291	.000	90.122
Perceived Ease of Use	.947	5470.000	.000	82.711
Perceived Usefulness	.975	6345.345	.000	87.094
Online Shopping Attitudes	.915	6532.483	.000	91.235
Online Shopping Intentions	.854	4374.872	.000	75.976
Actual Usage Behaviors	.771	4238.581	.000	76.615

The official survey was conducted in April 2014 in an annual event organized by an online shopping website in Taipei. Six surveyors were stationed in six entrances, entrances A, C, E, F, G, I, K, out of the total 11 entrances A - K. When members enter the venue, random survey investigations were conducted on the passersby. After completion of the survey forms by respondents, the interviewers checked for completeness of the forms.

There were 553 sets of collected survey forms and after verification, 539 were effective samples which is a collection rate of 97.468% (Refer to Table 4). Demographic variables in the samples include "gender", "age", "marital status" and "academic qualifications" and SPSS 12.0 software was used to organize the data. Amongst the samples, the gender variable numbered 255 males (47.3%) and 284 females (52.7%). In the age variable, 207 people (28.4%) were in the range of 26-35 years old, followed by 126 people (23.4%) in the 36-45 age range, 115 people (21.3%) in the 19-25 age range, 61 people (11.3%) in the 46-55 age range and the least being 3 people (0.6%) in the 66-75 age range.

In regards to marital status distribution, 271 people (50.3%) were married, followed by 251 people (46.6%) were single, 16 people (3.0%) were divorced, and 1 person (0.2%) was widowed. In academic qualifications, 321 people (59.6%) possessed university qualifications, followed by 142 people (26.3%) with senior high school qualifications, 52 (9.6%) with postgraduate qualifications, 17 (3.2%) with junior high school qualifications and 7 (1.3%) with elementary school or lower qualifications.

TABLE 4: DEMOGRAPHIC VARIABLES DISTRIBUTION TABLE

	Measurement Items	Number of people	Percentage
Gender	Male	255	47.3
	Female	284	52.7
	Total	539	100
Age	18 ears old	4	.7
	19-25 years old	115	21.3
	26-35 years old	207	28.4
	36-45 years old	126	23.4
	46-55 years old	61	11.3
	56-65 years old	23	4.3
	66-75 years old	3	.6
	Total	539	100
Marital Status	Married	271	50.3
	Single	251	46.6
	Divorced	16	3.0
	Widowed	1	.2
	Total	539	100.1
Academic Qualifications	Elementary School and below	7	1.3
	Junior High School	17	3.2
	Senior High School	142	26.3
	University	321	59.6
	Postgraduate	52	9.6
	Total	539	100

In the data analysis of aforementioned variables, reliability analysis, validity analysis, Pearson's chi-squared test, related analysis and regression analysis and path analysis will be conducted to explore the relations between the variables.

IV. DATA ANALYSIS

The reliability analysis of the main variables include conducting reliability analysis, correlation analysis of questions and correlation analysis after omission on variables of human-interaction gratifications, information-seeking gratifications, PEOU, PU, attitudes towards online shopping, online shopping intentions and actual usage behaviors. PEOU question is 3: "The threshold for joining online shopping business is very low and does not require franchise fees or royalties." The correlation coefficient for the question is .780 and will rise to .971 after omission. As the reliability value lies within acceptable range, the question for perceived ease of use will not be omitted. After inspection, other question also show reliability values within correlation coefficient ranges, so the survey on the whole has high reliability values (Refer to Table 5). Therefore, the survey will remain unchanged and the questions can be added as variables to the total.

TABLE 5: CORRELATION COEFFICIENT OF RELIABILITY VALUES OF QUESTIONS

Questions	Correlation Coefficient	Values After Omission	Reliability Values
Human-Interaction 1	.944	.969	.977
Human-Interaction 2	.925	.972	
Human-Interaction 3	.944	.969	
Human-Interaction 4	.902	.975	
Human-Interaction 5	.942	.969	
Information-Seeking 1	.925	.965	.972
Information-Seeking 2	.922	.965	
Information-Seeking 3	.915	.967	
Information-Seeking 4	.932	.964	
Information-Seeking 5	.906	.968	
Perceived Ease of Use 1	.900	.964	.969
Perceived Ease of Use 2	.915	.963	
Perceived Ease of Use 3	.780	.971	
Perceived Ease of Use 4	.903	.964	
Perceived Ease of Use 5	.884	.965	
Perceived Ease of Use 6	.904	.964	
Perceived Ease of Use 7	.886	.965	
Perceived Ease of Use 8	.866	.966	
Perceived Usefulness 1	.903	.976	.979
Perceived Usefulness 2	.889	.977	
Perceived Usefulness 3	.916	.976	
Perceived Usefulness 4	.931	.975	
Perceived Usefulness 5	.930	.975	
Perceived Usefulness 6	.915	.976	
Perceived Usefulness 7	.917	.976	
Perceived Usefulness 8	.895	.977	
Online Shopping Attitudes 1	.902	.958	.965
Online Shopping Attitudes 2	.904	.957	
Online Shopping Attitudes 3	.936	.948	
Online Shopping Attitudes 4	.913	.754	
Online Shopping Intentions 1	.673	.696	.704
Online Shopping Intentions 2	.606	.673	
Online Shopping Intentions 3	.621	.659	
Actual Usage Behaviors 1	.665		.787
Actual Usage Behaviors 2	.643		

Related analysis results (Refer to Table 6). H1: The greater the information-seeking gratifications in online shopping are, the stronger the belief of PU will be. Correlation coefficient is 0.865 ($P < .001$), therefore H1 is proven.

H2: The greater the information-seeking gratifications in online shopping are, the more positive the online shopping attitudes will be. Correlation coefficient is 0.869 ($P < .001$), therefore H2 is proven.

H3: The greater the gratifications of human-interaction in online shopping are, the greater the beliefs of PEOU will be. Correlation coefficient is 0.872 ($P < .001$), therefore H3 is proven.

H4: The greater the gratifications of human-interaction in online shopping are, the greater the beliefs of PU will be. Correlation coefficient is 0.830 ($P < .001$), therefore H4 is proven.

H5: The greater the gratifications of human-interaction in online shopping are, the more positive the online shopping attitudes will be. Correlation coefficient is 0.843 ($P < .001$), therefore H5 is proven.

H6: The higher the PU of online shopping is, the more positive the online shopping attitudes will be. Correlation coefficient is 0.929 ($P < .001$), therefore H6 is proven.

H7: The higher the PEOU of online shopping is, the more positive the online shopping attitudes will be. Correlation coefficient is 0.842 ($P < .001$), therefore H7 is proven.

H8: The more positive the attitude towards online shopping is, the greater the intention to use online shopping will be. Correlation coefficient is 0.317 ($P < .001$), therefore H8 is proven.

H9: Users with strong online shopping intentions will be more likely to engage in online shopping usage behaviors. Correlation coefficient is 0.402 ($P < .001$), therefore H9 is proven.

TABLE 6: CORRELATION COEFFICIENT BETWEEN VARIABLES

	Information-Seeking	Human-Interaction	Perceived Ease of Use	Perceived Usefulness	Online Shopping Attitudes	Online Shopping Intentions	Actual Usage Behaviors
Information-Seeking	1						
Human-Interaction	0.916***	1					
Perceived Ease of Use	0.865***	0.872***	1				
Perceived Usefulness	0.865***	0.830***	0.836***	1			
Online Shopping Attitudes	0.869***	0.843***	0.842***	0.929***	1		
Online Shopping Intentions	0.350***	0.339***	0.339***	0.339***	0.317***	1	
Actual Usage Behaviors	0.296***	0.306***	0.307***	0.289***	0.274***	0.402***	1

In regression analysis (Refer to Table 7, Table 8), demographic variables of "gender", "age", "marital status", "academic qualifications" and human-interaction gratification, information-seeking gratification, PEOU, PU, online shopping attitude, and online shopping intention variables are input into SPSS12.0 software to conduct regression analysis based on the variable actual usage behavior. The variables of the needs of human-interaction and online shopping intentions are proved to have predictive powers for the actual online shopping behavior, therefore H10 is partial proven.

TABLE 7: REGRESSION ANALYSIS OF VARIABLES

Predicted Variables	Model 1	Model 2
Constant	4.340	3.691
Human-Interaction	.076	.074
Information-Seeking	-.020	-.032
Perceived Ease of Use	.010	.010
Perceived Usefulness	.006	.033
Online Shopping Attitudes		-.063
Online Shopping Intentions		.215
Adjusted R square	.071	.142
Significance	.000	.000

TABLE 8: DIVERSIFIED REGRESSION ANALYSIS

Predicted Variables	Normalization coefficient	t values	Significance
Constant		11.868	.000
Human-Interaction	.257	2.183	.030
Information-Seeking	-.109	-.840	.401
Perceived Ease of Use	.053	.542	.588
Perceived Usefulness	.167	1.192	.234
Online Shopping Attitudes	-.164	-1.140	.255
Online Shopping Intentions	.276	6.514	.000
Adjusted R square	.142		
Significance	.000		

CONCLUSION

The first research question proposed in this study is what is the relation between uses and gratifications, beliefs, attitudes, intentions and behaviors of online shopping platform users? From the proving of H1 to H9, it may be observed that the stronger the information-seeking gratification of online shopping is, the stronger the beliefs of PU will be. The stronger the information-seeking gratification of online shopping is, the more positive the attitude towards online shopping will be. When there is a stronger human-interaction gratification, the PEOU will also be greater. A strong human-interaction gratification will also influence a strong belief of PU. When there is a stronger human-interaction gratification, attitude toward online shopping will also be more positive. The higher the PU, the more positive the attitude towards online shopping will be. The higher the PEOU, the more positive the attitude towards online shopping will be. When online shopping users have positive attitudes, the online shopping intentions will also be higher. The higher online shopping intentions will then lead to easier generation of online shopping usage behaviors.

The second research question explores the direct and indirect variables influencing online shopping platform usage behaviors. According to the regression analysis results of H10, this study discovered that human-interaction gratification and online shopping intentions will affect actual online shopping behaviors. Based on different levels of previous experiences, beliefs, attitudes, and behaviors, the previous experiences of the user will influence the user's online shopping beliefs. In regards to gratification of utilitarian needs, the greater the human-interaction and information-seeking gratifications, the more online shopping beliefs will be supported and enhancing cognitive structures will give rise to stronger PEOU and PU. A stronger belief will influence a more positive online shopping attitude and greater online shopping intention which will lead to augmented usage behaviors.

Based on the above findings, we can know that when online shopping users seek gratification for utilitarian needs, the main types are human-interaction and information-seeking gratifications, and are based on the theories of TAM for online behavior. Related research (Ex. Weng & Ding, 2012) indicate, through the

verification of theories and practices of the TAM, the relations between the various variables are clear. But, are there different types of gratifications for utilitarian needs? What is the relation between different types and new mass communication technology usage?

Huang (2008) believes that the media usage behavior of online shopping users is based on personal gratification and attitude towards online shopping which also means that the user attitude originates from the cognition and beliefs of media usage, including PEOU and PU. This study differentiates utilitarian needs into human-interaction gratification and information-seeking gratification. Information-seeking gratification has a direct influence on PEOU while human-interaction gratification has a direct influence on both PEOU and PU. Such media usage behaviors illustrate when online shopping users are engaged in media usage behaviors, previous experiences will influence the user beliefs, and then influence user attitudes before influencing user behaviors. The previous experiences refer to gratification of utilitarian needs, or the experiences of media usage in human-interaction and information-seeking needs. Such experiences will influence online shopping beliefs, or the PEOU and PU of online shopping. The previous experiences will also influence online shopping attitudes and even determine online shopping intentions which will further decide online shopping behaviors.

The analysis results indicate that when online shopping users are engaged in online activities in pursuit of need gratification, besides entertainment needs, gratification of utilitarian needs is also an important function. The utilitarian behaviors taken by users in the pursuit of real world replacements include two alternative online behaviors of human-interaction and information-seeking. These online behaviors have become the main type of needs for online shopping users. If the human-interaction and information-seeking needs may be satisfied, the user will develop positive online shopping attitudes and intentions and therefore be encouraged to engage in online shopping behaviors.

The U&G theory also indicate that media usage behavior and gratification after media usage is closely related. Therefore, the previous experiences of media usage will influence media usage behaviors of future online shopping. Users will not use media based on gratification of entertainment needs. For gratification of utilitarian needs, media usage can also achieve the objectives of gratification.

This study discovered that the designs of modern online shopping websites have deviated from entertainment directions and no longer attract leisure users or provide sensory stimulus for browsing. In place, the gratifications for utilitarian needs have become the primary attraction for user browsing. This is especially so as the internet provides information-seeking conveniences and online social media convenience, and thus becoming the main media for human-interaction and information-seeking gratifications. To the users of online shopping, browsing the internet allows gratification of utilitarian needs which is the principal intention and also encourages media usage behaviors.

The needs of online shopping users include providing user-friendly functions, specific features of websites, quality information, good combinations of products and services and competitive pricing strategies. These factors are the possible factors for attracting online users. This study discovers that human-interaction and information-seeking functions, or the finding people and finding information functions are the primary factors for attracting online shopping users. Therefore, online shopping websites should possess strong social media functions and integrated database system functions to further attract website users.

This study believes that attracting users to online shopping websites or other new media websites does not necessarily require a website appearance or primary entertainment function that fulfills the entertainment needs. This means that even if users are attracted to visit the website, if the website cannot meet the human-interaction and information-seeking needs valued by users in modern online shopping, users will not necessarily continue using the media, and may even develop negative attitudes and intentions. Hence, online shopping website administrators should enrich the human-interaction and information-seeking functions of the website to facilitate usage of website functions to satisfy basic needs.

Further research can explore the use of new business media platforms. The researcher can understand the use of different needs and understand the use of motivation and demand. Further research may explore the site design or entertainment needs to increase the use of relevant new business users Media platform.

NOTE

¹The 2014 "B2C Online Shop Management and Investigation Report" published by Institute for Information Industry showed that the percentage of online shops that break even or made profits have increased from 51.6% in 2011 to 59.7% in 2013. The investigation was based on surveys conducted on Taiwan online shops between June and August and collected 516 effective responses. Information Source: <https://tw.news.yahoo.com/2013%E5%B9%B4%E8%B3%BA%E9%8C%A2%E7%B6%B2%E5%95%86-%E8%BF%91%E6%88%90-215038774-finance.html>

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