



The Effect of External Perceived Locus of Control and Ease of Use on Intention to Use E-commerce Applications

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ABSTRACT: The aim of this research project is identifying the availability levels and determining the impacts of external perceived locus of control, simplicity of use, and intending to use. The primary data has been collected through a questionnaire and the secondary data has been attained from electronic Journals. The collected data has been statistically analyzed using an appropriate statistical test and various statistical methods were used for reliability and hypotheses test such as Cranach's alpha and multiple linear regression test. After analyzing the data and testing the hypotheses, the study revealed that External Perceived Locus of Control has a significant statistical impact on the users Intention to Use Ecommerce Applications which explains (28.6%) of the variation in independent factor. Ease of use has a substantial statistical effect on the Intention of users to make use of E-commerce Applications which explains (17.4%) of the variation in independent factor. The findings of this study showed that the majority of the respondents are female with approximately (92.6%) of the total participants. This is because of the difficulty to communicate with the males in the Dhofari society. In addition, 82.2% of the respondents are young people which mean that they know about e-commerce applications. There are some recommendations or suggestions that resulted from this study which comprise: including more variables that may affect the intention to adopt Ecommerce Applications through using different models like TAM3 model and informing people about Ecommerce Applications because a lot of respondents are still not sure about the adoption of Ecommerce Applications.

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I. INTRODUCTION

Electronic commerce has become an essential element in our age and daily lives. Its increasing significantly due to the increase in the number of users. Electronic commerce or its abbreviated synonym 'e-commerce' refers to the transaction conducting or involving the transfer of ownership or rights to use services or goods using a computer-mediated network. In short words, it is a process of buying and selling via the Internet (Gupta 2014). The E-commerce has a significant and positive effect on businesses everywhere. It helps increasing sales via websites, cost-effective and it does not need real location. E-commerce application, still not investigated sufficiently. In the context of the study the adoption of technology has been investigated by few research, work process digitalization (Alraja, Hussein, and Ahmed 2021), providing e-government services from citizens as well as employees perspectives (Alraja 2016; M.N. Alraja et al. 2016; Alraja, Hammami, and Alhousary 2015), accepting E-Mail System University Students (Alraja 2015), Clients acceptance of Internet Banking (Mansour Naser Alraja et al. 2016), adopting ICT by SMEs employees (Hussein, Ahmed, and Alraja 2017), and customers attitudes to adopt e-shopping (Alraja and Chikhi 2015). Moreover, from the teaching assessment perspective also few studies has been done in the context of the study (Uddin, Ahmar, and Alraja 2016)

Moreover, e-commerce saves time and effort for consumers and it is available 24/7 besides offering many options and products for consumers. It also facilitates easy communication between users through the internet. Recent studies indicate that the number of internet users in the world is about 3,424,971,237 which mean that the users of e-commerce is enormous and will continue to soar in the future. Many studies have talked about the vital role of e-commerce in the development of SMEs. Some studies assessed the possible outcomes and financial influences of e-commerce in the "business to business and business to consumer", the relationship between e-commerce and tourism and the role of familiarity and trust in e-commerce (Ahmed and Qahur 2020; Komiak and Benbasat 2006; Zhen, Zhao, and Yan 2017). They found that the internal locus of control has a more active role in learning compared to external locus of control. The suggested game offered chances for

learners to work together with effective videos and collaborative tests, and this developed the learners' manners and mindfulness of environmental preservation. It has also helped to improve learners' vitality and change their behavior. This result was reached by tests to ILC and ELC learners. But this study was a limited one that was conducted during a short period of time.

Modise & Rambe. (2017) discovered that ILC had a positive role, with many agreeing that self-confidence had a role in overcoming difficult tasks. Others also largely agreed that getting help from others helps to finish tasks more easily (ELC). They used Rotter's LOC Scale questionnaire with little modification to find results. More emphasis has been placed on ILC than ELC (Modise and Rambe 2017).

Baki et al. (2018) found that the concept of self-efficacy has been linked to the concept of ease of use accordingly which means that increasing self-efficacy affects the ease of usage of e-learning. The result was analyzed through 203 studies. However, the proposed model has not been tested experimentally but was the result of a literature review (Baki, Birgoren, and Aktepe 2018).

Ease of use does not affect consumer decisions when buying clothes online compared to the significant impact of utility and trust factors. This conclusion was reached by distributing a questionnaire to a sample of the Indonesian community specifically in the capital Jakarta. The data collection instrument was weak (Almushefiri 2020; SULEMAN, ZUNIARTI, and SABIL 2019).

Artanti et al. (2019) found that ease of use positively affects when buying online. A questionnaire was distributed to 110 respondents and the result was analyzed. However, the non-response rate is high because the questionnaire was distributed to a small number of people (Artanti, Hari Prasetyo, and Sulistyowati 2019)

Accordingly, we can say that this is a unique study will focus on the study of external perceived locus of control and ease of use when using e-commerce applications. The sample will be more widely distributed and a questionnaire will be disseminated to 165 people. The results will be analyzed accurately and not based on previous studies. This study will prove that external perceived locus of control and ease of use will affect positively the intention of use of e-commerce applications. In fact, the study aims to identify the availability levels of external perceived locus of control, ease of use, and intention to use. Also to determine the impacts of external perceived locus of control and ease of use on intention to use.

II. LITERATURE REVIEW

According to Julian Rotter the external "locus of control refers to the extent to which people feel that they have control over the events that influence their lives". So, when a person is dealing with a problem in his life, his exterior locus of control will impact both how he responds to what happens in his life and his incentive to take action. If the person believes that he holds the means to his fate, he will be able to change his circumstances when required. But if he believes that the outcome is beyond his control, he will be less likely to change his situation.

The external locus of control is not always equal and it always depends on our situations (Thal, Harris, and Stock 1983). Thus, if we are involved in a difficult situation we need to focus on our situation and be stronger in order to feel better and recharge ourselves. If your view of life is similar to the above statements and situations, this means that you are most likely to possess an external locus of control. The interpretation of the results is very simple. If the person can control his difficult situation, he can rebuild himself. The external locus of control is very necessary for everyone to maintain his position it has a major impact in our lives. Therefore, your consciousness of where the control lies can influence your perspectives and the way the surrounding environment affects you.

Hand. (2003) found that the people who have external focus of control often blame their failures on outside factors. For example, when the person loses job, the reason is always external and can be attributed to the bad boss or the idea that he doesn't like you from the beginning. The external locus of control is useful sometimes when the person is dealing with disappointments in the short run. In this case, the interpreted result shows that if you fail in any stage of your life or face any trouble in your life and if this is happening often you may require to do some work or what is called "soul-searching" to discover your part in these problems and failures (Hand 2003). In fact, sometimes when you are critical of yourself, this may help you be successful in your life in the long run.

Furnham & Steele. (1993) found that to some degree, your locus of control can be adjusted depending on your situation. It takes careful effort to control your intuitive response. But if you are capable of thinking of your situations rationally, you can perceive them more plainly and determine what impact "if any, you *have had* or *could have had*". Recognizing and accommodating the origins of happenings is the chief purpose in organizing your external locus of control. Rather than paying attention to your primary feelings, stop for a moment and reflect on the factual reality. Do your inner thoughts reflect the real events or are you changing things to suit the explanation that you usually voice to yourself. In my opinion if the EPLOC is available, it will increase the attraction of people to use e-commerce applications (Furnham and Steele 1993).

The ease of use refers to the degree to which a person believes that a system will be used effortlessly. Users are driven to adopt an application primarily because of the functions it performs for them, and secondarily for how easy or hard it is to get the system to perform those functions. For instance, users are often willing to cope with some difficulty of use in a system that provides critically needed functionality. Although difficulty of use can discourage adoption of an otherwise useful system, no amount of ease of use can compensate. They found that ease of use is less influential than perceived usefulness. This result was reached by taking 40 people and monitoring them when using the computer and calculating the regression coefficient (Davis 1989). Gefen & Straub. (2000) determine that EOU has effects when a website is used to query and does not have effects when used to buy. The result was explained by linear regression results (Gefen and Straub 2000). Smith. (2008) found that the impact of ease of use on older people has very little effect when using websites where the path coefficient was significant at 0.647 (t statistic = 7.99, critical value = 1.67, $\alpha = .05$). It therefore rejects the hypothesis that ease of use affects older persons when using websites. I think that if there is ease of use, the number of users of electronic applications will increase (Smith 2008). However, ease of use will have clear positive effect on intention of applications use.

III. RESEARCH MODEL

Based on the literature the suggested model is presented in figure (1). More, the research suggests the following hypotheses:

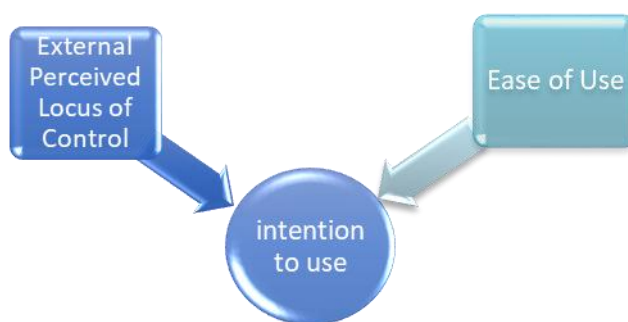


Figure (1): suggested Model

- H1: External perceived locus of control will have a direct positive influence on intention to use.
- H2: Ease of use will have a direct positive influence on intention to use.

IV. RESEARCH METHODOLOGY

To collect the primary data about the study variables (external perceived locus of control, and ease of use), a questionnaire-based survey has been distributed randomly through an electronic and paper questionnaire. However, the study instrument has been prepared based on previously validated models like TAM3 (Alraja and Said Kashoob 2019; Venkatesh and Bala 2008). Five-point Likert scale was adopted ranging from 1 strongly disagree to 5 strongly agree. Moreover, to get the questionnaire filled up, confidentiality and privacy has been confirmed and all the instruction has been written on the first page. The final version of the questionnaire was distributed to the targeted customers (165) randomly from different cities at Dhofar Region, only 151 questionnaires were returned. A number of 16 questionnaires were rejected because many questions left without answers, and some have the same answer for all questions in all sections. Therefore, the valid questionnaires for analysis were 135 questionnaires with a rate of (81.8%) which is considered as a good rate in the area of Information Systems. Further, to check the validity of the gathered data which obtained by questionnaire reliability test (Cronbach's Alpha) was used. The results of this aforesaid test confirmed the internal consistency of construct and measures validity as appears in table (1). As well as, simple and multiple regression were used for hypotheses test.

V. DATA ANALYSIS

Table 1 shows the coefficient of alpha Cronbach's which are ranging from (0.605) for external perceived locus of control, (0.842) for ease of use and (0.687) for customers Intention to use e-commerce applications (Alraja et al. 2020; Alraja, Farooque, and Khashab 2019; Malkawi, Alraja, and Alkhalaf 2010).

Table 1. Descriptive and Reliability Statistics

	N	Mean	Std. Deviation	Cronbach's Alpha
EPLOC	135	4.0099	.63080	.605
EoU	135	4.2691	.67470	.842
ItU	135	4.1630	.56555	.687

Multiple linear regression analysis was conducted with the external perceived locus of control, ease of use as predictor variables, and customers intention to use e-commerce applications as a dependent variable (Alraja and Alomian 2013; Alraja and Alomian 2013).

Table 2. Results of regression analysis ^a

Adjusted R ²	F	Sig.
.281	35.246	.000 ^b

- a. Dependent Variable: Intention to use e-commerce applications
 b. Predictors: (Constant), external perceived locus of control, ease of use

Table 3. the results of hypotheses test ^a

Suggested Hypotheses	B	Std. Error	Beta	t	Sig
H1	.479	.066	.535	7.297	.000
H2	.322	.067	.384	4.796	.000

- a. Dependent Variable: Intention to use e-commerce applications

A number of 135 responses have been analyzed. The statistical results presented in Table 2 shows that the entire model was significant {F (2, 135) = 35.246, P < 0.000} with adjusted R2 being (0.281) which explains only (28.1 %) of the changes in the intention to use e-commerce applications. Both constructs external perceived locus of control ($\beta = 0.535$; $t = 7.3$), and ease of use ($\beta = 0.384$; $t = 4.8$) were significant.

VI. DISCUSSION

According to the results, external perceived locus of control affects Omani people Intentions to use e-commerce applications positively since it influences people's internal thoughts and decision. For example, advertising which is an external place of control, will affect people's intention to use electronic applications. Most studies agreed on the presence of the external perceived locus of control effect. Likewise, the ease of use had an impact on intentions to use e-commerce applications of Omani people as it is a positive attraction for e-commerce users as the rapid technological development made it easy for people to accept the use of applications and made it a comfortable environment to use as well as the widespread use of smart phones was encouraging. Equally to the most studies results which also found that ease of use has an impact.

However, improving external perceived locus of control is highly recommended by increase external influences such as advertising and offers which will increase the intention to use electronic applications among Omani people. Therefore, e-commerce application companies should make trustworthy and appealing advertisements to attract more people. By the same token, raising the level of ease of use is essential to encourage customers to use applications in Oman by adding more facilities, benefits and features so that will attract users more when it meet their needs and expectations it will increase in their intention to use accordingly. Therefore, companies must design applications as easy as possible to meet users' needs and anticipate new features to help them improving their performance.

VII. CONCLUSION

E-commerce applications have become widely spread nowadays and develop very quickly as a result of rapid technological development. Accordingly, this research has studied the effect external perceived locus of control and ease of use on intention to use electronic applications among Omani people and find them both have a significant statistical impact as stated by the results. For future studies researchers should study other factors my impact the intention of users to use such applications using different models.

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