

NEGATIVE EMOTIONS AND CONSUMER BEHAVIORAL INTENTION TOWARDS EMERGING E- BANKING TECHNOLOGY ADOPTION

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ABSTRACT

Even though many studies have examined the impacts of positive emotions on e-banking technologies, only a few studies have examined a broad range of consumers' negative emotions arising from the evaluation of new e-banking technologies. The study attempts to determine the relationships between deterrence emotions and loss emotions and their impact on consumers' behavioural intentions to adopt emerging e-banking technology. This study adopted the unified theory of acceptance and use of technology to develop the conceptual framework. This cross-sectional study utilized convenience sampling to collect the survey from 282 students in Coimbatore city, who are all using e-banking technologies. Structural Equation Model (SEM) has been used to analyze a conceptual model and test the hypotheses in Amos software. The study reveals that negative emotions significantly influence consumers' behavioural intentions to adopt emerging e-banking technology.

Keywords: *E-banking, Deterrence emotions, Loss emotions, Effort expectancy, Social influence, Behavioral intention*

INTRODUCTION

E-banking, an umbrella term elaborates the purveying of banking products and services through electronic medium, offers certain favours to consumers. However, it also cause potential risks that lead to consumers' perceived risk, in turn creating the trouble a key factor ascertaining the intention to adopt e-banking technology (Kaur and Arora, 2020). According to the field of risk evaluation and decision-making, perceived risk has been acknowledged in two qualitatively different modes of information processing: risk as sensing, referring to the emotional and affective mode and risk as evaluating, referring to the rational mode (Tompkins et al., 2018). The emotional mode is pervading by the affective, intuitive and automatic processing of risky circumstance (Tompkins et al., 2018). In fact, emotions contribute an important role in obtaining information covering various types of decisions and can have multifarious influences on risk evaluation (Lerner et al., 2015).

Therefore, for customers who are accustomed to using present e-banking technology, upcoming e-banking technology could be perceived as an unfamiliar technical development that poses a danger. Additionally, while utilizing new e-banking technology and/or in the lead-up to it, that is, during trials and demonstrations, both positive and negative emotions may emerge (Abikari et al., 2022). However, research in the context of e-banking has mostly focused on a variety of happy feelings, including satisfaction, joy, excitement, and hedonic motivation (which is another word for enjoyment, fun, and pleasure) (Odumeru 2012), while not much research has been done on negative feelings like anxiety (Anshari et al. 2021). Likewise, a lot of these researches on negative emotions found inspiration from the technology adoption model's application of the computer anxiety concept (TAM) (Venkatesh 2000) and the Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al. 2003). Two suggested kinds of negative emotions, particularly deterrence and loss emotions are based on perceptions of risk and control in the context of IT adoption in e-banking (Beaudry and Pinsonneault 2010).

CONCEPTUAL FRAMEWORK

Based on eight theories and models of technology adoption, the original UTAUT model reduced 32 variables to four main variables (i.e., performance expectancy, effort expectancy, social influence, and facilitating conditions) and four mediated variables (i.e., age, gender, experience, and voluntariness of use). About 50% of people's actual technology use and 70% of people's behavioural intention to use technology were predicted by Venkatesh et al. (2003) using this model. According to Bagozzi et al. (1999), emotion is characterized as a mental state of readiness that fosters behavioural activities and aids people in organizing their conduct in response to stimuli. Emotions, therefore, have an impact on a person's actions and are triggered when an experience is deemed significant or pertinent. In the context of technology, emotions like rage and anxiety arise from people's routines being disrupted by new goods or services (Beaudry and Pinsonneault 2010).

H1: Deterrence emotions negatively related with effort expectancy

H2: Deterrence emotions positively related with social influence

H3: Loss emotions negatively related with effort expectancy

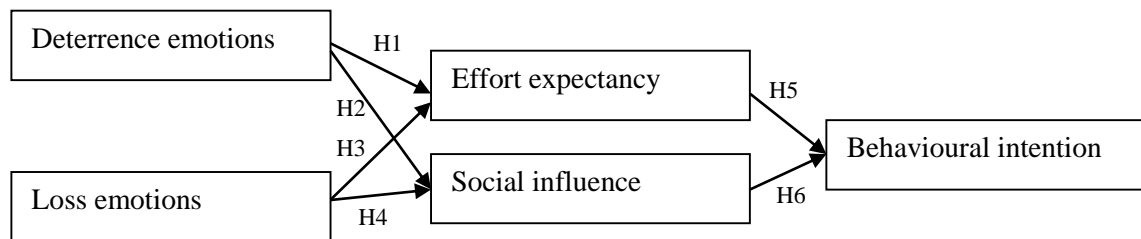
H4: Loss emotions positively related with social influence

Four types of positive and negative emotions were defined by Beaudry and Pinsonneault (2010) to explain how emotions could be related to the adoption and utilization of new IT applications. The labels used for the categories were deterrent, challenge, achievement, and loss feelings. Customers are more likely to accept utilizing e-banking services if they believe using the various e-banking channels to be a pleasurable experience (Abbad 2013). Among the few studies that concentrate on negative emotions, Saprikis et al. (2022) discussed the significant negative effect of anxiety on behavioural intention to use MB applications among Greek users, while Yuen et al. (2010) found no relationship between anxiety and behavioural intention to use IB in their samples of developed and developing countries.

H5: Effort expectancy positively influence with behavioural intention

H6: social influence positively influence with behavioural intention

CONCEPTUAL MODEL



METHODS AND MEASURES

The data were gathered from the students' who are using of e-banking technologies in Coimbatore city. A hard-copy survey was the existing measuring scale in this study. This cross-sectional study was employed using the self-administration survey method; to utilize convenience sampling, voluntary participation was required. A total of 296 responses were gathered on college students; 14 responses were removed for missing data. 282 valid responses were used for this study. Descriptive research design was used to examine the study. Structural equation model (SEM) was applied to analyze the data using AMOS software.

This study utilizes existing survey instruments for UTAUT, effort expectancy and social influence (Venkatesh et al., 2003), deterrence emotions and loss emotions (Beaudry and Pinsonneault, 2010). Based on the study, some of the words and items were modified. We used a five-point Likert's scale of 5 strongly agree to 1 strongly disagree to measure the variables on latent constructs. The questionnaire covered these constructs and demographic profiles.

RESULTS

This section presents the findings and results of several statistical tests conducted to establish the reliability and validity of the measurements and to evaluate the conceptual model. CFA (Confirmatory Factor Analysis) has been used to establish the concept's validity and dependability. CFA determines, whether the observed variables are loading on their respective latent components, can be used to assess if the scales taken have convergent validity (Anderson and Gerbing, 1988, Kline, 2010). Fornell and Larcker's (1981) methodology has been applied in order to demonstrate discriminant validity. Composite reliability and average extracted variance were used as evidence of construct dependability. Using AMOS (Version 26), a through structural equation modeling (SEM) procedure has been used to validate the proposed model.

Table 1

Fit indices	Value	Accepted value	Result
Cmin/df	1.347	Less than 3	Good
GFI	.997	Value greater than .90	Good
CFI	.998	Value greater than .90	Good
IFI	.999	Value greater than .90	Good
RMSEA	0.04	Value less than .08	Good

Based on maximum likelihood technique carried out the SEM model results suggest that the data are good fit to the measurement model: $X^2(2) = 1.485$, GFI = .996, CFI = .999, IFI = .999, RMSEA = 0.042. Table 2 represent result for the measurement model and all relationship are significant $p < .005$.

Figure 2

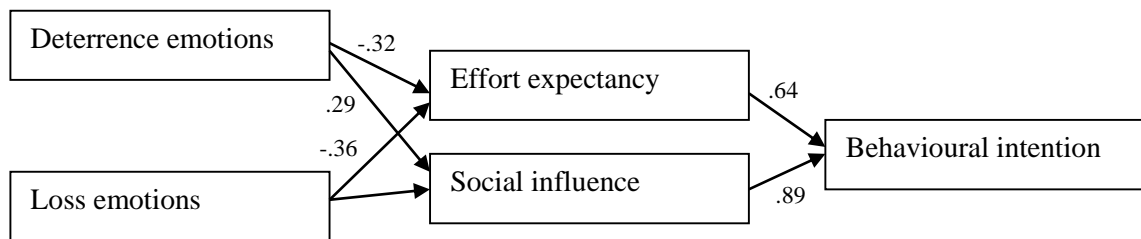


Table 2

Hypothesis	Path	Estimates β	P value	Supported
H1	DE \rightarrow EE	-.32	.000***	Yes
H2	DE \rightarrow SI	.29	.002*	Yes
H3	LE \rightarrow EE	-.36	.000***	Yes
H4	LE \rightarrow SI	.21	.004*	Yes
H5	EE \rightarrow BI	.64	.000***	Yes
H6	SI \rightarrow BI	.89	.000***	Yes

Note: p value is less than 0.001 is ***, less than 0.005 is *

The result of path value showed that Deterrence emotions (DE) ($\beta = -.32$, $P < 0.000$) negatively influence Effort expectancy (EE), thus H₁ were supported. Deterrence emotions (DE) ($\beta = .29$, $P < 0.002$) positively influence Social influence (SI), thus H₂ were supported. Loss emotions (LE) ($\beta = .36$, $P < 0.000$) negatively influence Effort expectancy (EE), thus H₃ were supported. Loss emotions (LE) ($\beta = .21$, $P < 0.004$) negatively influence Social influence (SI), thus H₄ were supported. Finally, Effort expectancy (EE) ($\beta = .64$, $P < 0.000$) and Social influence (SI), ($\beta = .89$, $P < 0.000$) positively influence Behavioural intention (BI), thus H₅ and H₆ were supported.

DISCUSSION AND CONCLUSION

Beaudry and Pinsonneault (2010) proposed that the classification between different negative emotion types according to control level appears to be significant in the context of e-banking technology. The results of our research demonstrate how crucial consumer emotions of loss are to their behavioural intention to use new e-banking technologies. Customers are angry and frustrated because they have little control over the effects of new e-banking technology, in addition to perceiving it as a risk. Whatever the causes of these impressions, it is hypothesised that these negative emotions could impact consumers' behavioural intention to adopt new, upcoming e-banking technologies as well as effort expectancy. The research results reveal two possible lines of interaction between customers' behavioural intentions and their loss emotions. The results demonstrate how consumers' behavioural intention is related to their loss emotions through effort expectancy. According to the research, effort expectancy has a detrimental impact on loss emotions, which in effect influences behavioural intention.

From an e-banking perspective, managers and policymakers should work to improve consumers' effort expectancy by taking into consideration the factors that contribute to consumers' negative emotions towards emerging e-banking technologies, such as the perception of danger and the sense of powerlessness over the consequences of using unfamiliar technologies, in accordance with the emotional framework in the context of technology adoption proposed by Beaudry and Pinsonneault (2010).

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