Investigating the Influence of Perceived Behavioral Control and Personal Innovativeness on the Adoption of Online Fashion Shopping among Generation X: A TAM Approach":

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Abstract: Online shopping has experienced rapid growth in the digital age, and understanding the factors influencing the adoption of online shopping by Generation X is becoming important for businesses such as e-commerce, marketers, and researchers. The purpose of the study was to understand the interaction between Perceived Behavioral Control and Personal Innovativeness in influencing the intention of online fashion shopping adoption in Generation X. This research is quantitative and qualitative, using the TAM approach. A sample of 50 Generation X men and women born between 1965 and the 1980s were users of online fashion shopping applications. Varibel X, there are 2 namely Perceived Behavioral Control and Personal Innovativeness. Variable Y, is the Intention to Use Online Fashion Shopping Apps. Data analysis uses simple correlation tests, and descriptive statistics such as mean, median, and standard deviation. Analyzed using SPSS statistical software. Data analysis includes validity and reliability tests. Instrument, descriptive analysis, and linear regression test to test the effect of the independent variable on the dependent variable. Personal Innovativeness positively influences the Intention to Use Online Fashion Shopping. It was found that Perceived Ease of Use had a significant influence on Intention to Use Online Fashion Shopping. Perceived Usefulness also positively affects the Intention to Use Online Fashion Shopping. Research shows that the factors of the TAM approach, namely Perceived Ease of Use, Perceived Usefulness, Perceived Behavioral Control, and Personal Innovativeness, have an important role in influencing Generation X's intention to adopt Online Fashion Shopping. The research can also provide valuable insights for e-commerce companies and fashion industry players in developing and improving online shopping applications that are more attractive and easy to use for Generation X.

Keyword: Perceived Behavioral Control, Personal Innovativeness, Online Fashion Shopping, TAM, Generation X

INTRODUCTION

Online fashion shopping provides easy access to a wide range of fashion products of different brands and styles. Consumers can explore a wider selection without having to go to a physical store. (Chen & Allebach, 2014). Several studies have been conducted regarding fashion shopping online such as online shopping is done with the aim that shopping is for pleasure, shopping is done because considering price, and shopping because of brand. Six shopping profiles have also been identified, each with a different purpose: price buyer, discovery buyer, emotional buyer, strategic buyer, fashionista, and shopping enthusiast (Ladhari et al., 2019), (Fook & McNeill, 2020), (Kawaf & Istanbulluoglu, 2019).

. The rapid growth of internet technology has brought about a major change in consumer shopping behavior. In recent years, online shopping has become one of the dominating trends, with customers increasingly opting to shop for goods and services through online platforms. Along with these developments, the fashion industry is also undergoing a major transformation, with online shopping becoming the top choice for many individuals looking for fashion products. (Fook & McNeill, 2020), (Lee & Lee, 2019), (Alldieck et al., 2018).

One of the main advantages of online fashion shopping is its convenience. Consumers can shop anytime and anywhere, without leaving home.(Morotti et al., 2020). In addition, technological developments continue to drive the evolution of e-commerce, fashion, and branding strategies. Advances in virtual reality devices, which are approaching the consumer sphere, can't help but further support the trend. Especially now that there is a virtual reality (VR) mode. (Kawaf, 2019),

It has also been learned that many online shopping platforms include reviews about products, helping consumers make a more informed decision before buying(Abuhassna et al., 2023). In addition to new product purchases, many platforms also offer preloved or secondhand fashion products, which are becoming a trend for consumers concerned about sustainability (Samartha et al., 2022), (Martos et al., 2021).

To learn fashion online shopping, there is not much with the TAM approach, but TAM has already studied (Natarajan et al., 2018), The antecedents for shopping-through-mobile apps are perceived risk, perceived usability, perceived ease of use, and perceived enjoyment. Satisfaction with using information systems and personal innovation is also considered to have a significant influence on the intention to use mobile shopping applications. So is (Venkatesh & Davis, 2000), There has been research developing a theoretical extension of the Technology Acceptance Model (TAM) that explains the perceived usefulness and intention of use in terms of social influence and instrumental processes of cognitions. i (Rafki et al., 2023) Factors Influencing Behavioral Propensity To Use Mobile Shopping Apps In Generation X, with The Tam Approach. In addition to the TAM approach, there is also online shopping acceptance that is studied with the approach UTAUT (Rafnelly Rafki a, Rinda Lestarib, Nofriadi Nofriadi c, Yolanda Oktarinad, 2023).

Behavioral control influences shopping online acceptance, which has been studied in Nigeria. perceived behavioral control on digital ṣukūk adoption in Nigeria. Perceived behavioral control factors, studied are not only examined in online shopping but also calculated to test the correlation of attitudes, norms, and perceived behavioral control with teachers' intentions to implement inclusion. All components investigated showed a significant relationship with the teacher's intentions. Differentiated exams indicate opportunities for the development of inclusive school systems. To study the factors influencing the intention of medical students to work in collaborative practice after graduation, a theory of planned behavior is also used (Przymuszała et al., 2023). Which aims to evaluate their intentions and identify factors that influence their attitudes, subjective norms, and perceived behavioral control.

In addition to behavioral control, personal innovation is also studied (Patil et al., 2020), Existing mobile payment adoption studies mostly use the Technology Acceptance Model

(TAM), which is primarily developed in an organizational context and criticized for having a deterministic approach without much consideration for the individual characteristics of users. Therefore, this study adapts the meta-UTAUT model with individual difference variable attitude as the core construct and extends the model with consumer-related constructs such as personal innovativeness, anxiety, trust, and grievance redressal (Juaneda-Ayensa et al., 2016), (Jung et al., 2015)

While not much has been studied in "Investigating the Influence of Perceived Behavioral Control and Personal Innovativeness on the Adoption of Online Fashion Shopping among Generation X: A TAM Approach": So the purpose of this study is to study the Influence of Perceived Behavioral Control and Personal Innovativeness on the Adoption of Online Fashion Shopping among Generation X using the TAM approach.

METHOD

This research is quantitative and qualitative research using the TAM approach. The population is Generation X males and females born between 1965 and the mid-1980s. Or those aged between 40 to 55 years. Sampling by Random Sampling, where samples are taken randomly from the population of Generation X. Random sampling ensures that every individual in the population has an equal chance of being selected so that the results are more representative. A sample of 50 Generation X male and female people and Online Fashion Shopping Application Users.

Data was collected through surveys and interviews using Google Forms. This consists of 2 parts, namely, the first which contains Respondent Information and characteristics such as gender, education, occupation, and location. The second part contains independent variables and dependent variables where before use, the validity and reliability of the instrument are tested. These variables used Likert scale measurements of 1-5 (strongly disagree – strongly agree). There are 2 independent variables (X), namely X1 is Perceived Behavioral Control and X2 is Personal Innovativeness. The Y variable is Intention to Use Online Fashion Shopping Apps.

To test the relationship between the independent variable and the dependent variable, multiple linear regression analysis (more than one independent variable) is used. Interpretation of results by looking at the regression coefficient (beta) and p-value for each independent variable.

RESULTS AND DISCUSSION
Results and discussion
Data analysis

From this study can be explained the relationship between variables, with Path Analysis Diagram, as follows,
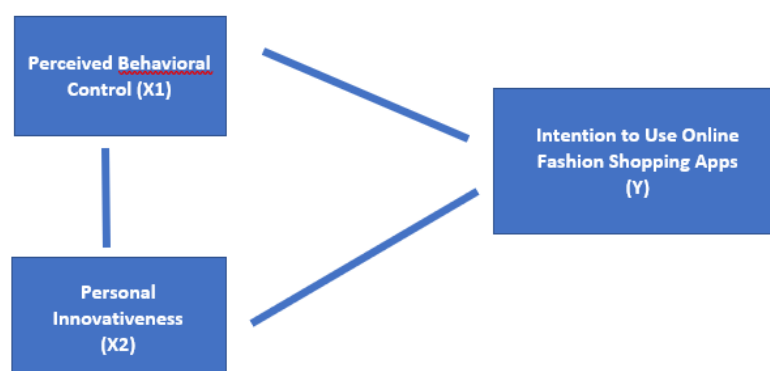

Figure 1. Path Analysis Diagram

Multiple Regression Analysis Results:

Table 1. Model Summary

R-Squared	Adjusted R-Squared	Std. Error of the Estimate
O.750	0.725	0.562

Table 2. ANOVA

Model 1	Sum of squares	df	Mean Square	F
Regression	125.560	2	62.780	29.604
Residual	41.893	47	0.890	
Total	167.453	49		

Table 3. Cooficients

	Unstandardized B	Cooficients Std.Error	Unstandardized Cooficients	
			Beta	t
Constant	0.825	0.165		
PBC	0.473	0.090	0.475	5.256
PI	0.254	0.062	0.320	3.100

Table 4. Regression Analysis Results

No	Independent variables	Regression Coefficient (β)	P - Value
1.	Perceived Behavioral Control (PBC)	0.437	<0.05
2.	Personal Innovativeness (PI)	0.362	<0.05

Key Results of the Study
1. Perceived Behavioral Control (PBC) and Intention to Use
   Regression analysis showed that there was a positive and significant relationship between Perceived Behavioral Control (PBC) and Intention to Use in Generation X ($\beta = 0.437$, $p < 0.05$). This indicates that the higher the level of control felt by Generation X over the use of online fashion shopping applications, the higher their intention to use them.
2. Personal Innovativeness and Intention to Use:
   The results of regression analysis also showed a positive and significant relationship between Personal Innovativeness (personal innovation) and Intention to Use online fashion shopping applications in Generation X ($\beta = 0.362$, $p < 0.05$). This signifies that Generation X who have a higher level of personal innovation tend to have a stronger intention to use online fashion shopping apps.
3. Perceived Behavioral Control and Personal Innovativeness:
   There was a significant positive correlation between perceived behavioral control and personal innovativeness in Generation X ($r = 0.287$, $p < 0.05$). These results suggest that Generation Xers who feel more able to control their actions also tend to have higher levels of personal innovation.
4. Variance Explained:
   The overall regression model explains about 42.1% variability in the Intention to Use of online fashion shopping applications in Generation X. This indicates that the factors of Perceived Behavioral Control and Personal Innovativeness contribute significantly to the intention to use online fashion shopping applications.

Discussion.

Perceived Behavioral Control (PBC):

In the context of online fashion shopping, PBC reflects the extent to which a person, including Generation X, feels confident and able to use online shopping applications smoothly and effectively. Generation X with high PBC rates tend to feel confident and adaptable to new technologies, including online shopping apps (Singh & Keswani, 2016), (Abdelsalam et al., 2020), (Mailizar et al., 2021).

Personal Innovativeness

Refers to an individual's tendency to accept and adopt new technological innovations or products. In the context of online fashion shopping, Personal Innovativeness reflects the extent to which a person, including Generation X, has an open attitude toward technology and is willing to try new things in shopping online. Generation X with a high level of Personal Innovativeness tends to have a high interest in trying new online shopping apps and exploring the innovative features offered (Alsyouf et al., 2023), (Dabija et al., 2018).

CONCLUSION
1. This research shows that the factors of the TAM approach, namely Perceived Ease of Use, Perceived Usefulness, Perceived Behavioral Control, and Personal Innovativeness, have an important role in influencing Generation X's intention to adopt Online Fashion Shopping.
2. The link between PBC and Personal Innovativeness is as follows: High levels of Personal Innovativeness can affect PBC. Generation X who have an open attitude towards new technologies tend to feel more confident in the face of online shopping apps. They will be more courageous to try and adapt to new technology without feeling too awkward or struggling. Conversely, PBC can also affect the level of Personal Innovativeness. Generation X who feel confident and able to use online shopping applications smoothly will be more motivated to try innovative features and dare to adopt new technologies.
3. In research on online fashion shopping in Generation X, it is important to understand the link between PBC and Personal Innovativeness because both can have an impact on Generation Xers' intentions and behaviors in adopting online shopping applications. By considering these two factors, e-commerce companies can design more attractive and easy-to-use applications for Generation X, thereby increasing adoption rates and customer satisfaction.

SUGGESTION
From this research, several things can be suggested, namely:
1. Innovation for consumers can be by Buying Preloved and Secondhand:
2. For e-commerce. Provide a variety of features and services to enhance the consumer shopping experience. For example, augmented reality (AR) and virtual reality (VR) technologies allow consumers to try on clothes and products virtually before buying them. Personalization technology can also provide product recommendations that match consumer preferences and shopping behavior.
3. Improved Facilities and Ease of Use of Apps: Based on the findings that Perceived Behavioral Control (PBC) has a significant effect on the adoption of online fashion shopping, online shopping application developers need to focus on improving the ease of use of applications. Providing an intuitive interface, user guide, and simpler features can help increase Generation X's confidence and convenience in shopping online.
4. Innovation and Creativity in App Features: Seeing that Personal Innovativeness also affects the adoption of online fashion shopping, application developers need to innovate and create interesting, unique, and innovative features. Regular updates by adding

exciting new features can increase Generation X's interest and participation in online shopping such as AR and virtual reality (VR) (Morotti et al., 2020).

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