

Abstract:

The problem of the decision making process has been studied for years. Previous research has identified what influences the perception, the attitude and the purchase intention. Cognitive and affective variables have been taken into account. However, there are many others factors, which can enhance presented model of user behavior while using internet. The aim of this research is to examine the impact of old and new tools which can be used while building website on the user perception and purchase intention. The used tools are grouped into: social presence, interaction, product presentation and personalization. Among the variables which can influence purchase intention are perceived usefulness, perceived ease of use, perceived risk and flow. The method used in this research is focus group and experiment. The results show that different tools used in online store influence the perception and purchase intention among customers. There is also a significant difference between new and old tools, although not in every group. Moreover the results show that perceived risk, perceived ease of use, perceived usefulness and the affective variable – flow, influence directly the intention to purchase. Menagers should therefore focus on both cognitive and affective variables during building the online store website. The research has some limitations. First of all, there was no distinction between different age groups. The research focuses on a limited number of tools. Furthermore, the experiment was taken on fictitious website with only one product category. The contribution of this research is grouping variables into new and old and also examination of both cognitive and affective variables which influence purchase intention (perceived risk, perceived ease of use, perceived usefulness and flow).

Keywords: perceived usefulness, perceived ease of use, perceived risk, flow, e-commerce, TAM, purchase intention