

Original Research Article

The analysis of consumer acceptance model and EASI theory model based on perceived value

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Abstract: Under the background of economic globalization in the 21st century, consumption's pulling effect on economic growth has been strengthened. The living standard of people is constantly improving and the service industry is developing rapidly. In order to improve the competitiveness of enterprises in China, this paper mainly studies the behavioral characteristics of consumers when they buy products or services. Through the theory of planned behavior and the model of technological acceptance, the perceived value is taken as an important factor to reflect the characteristics of consumers' subjective purchasing behavior. Moreover, the EASI model is used to analyze the influence of service personnel on consumers' purchasing behavior in the service industry. Finally, this paper puts forward reasonable suggestions to enterprises.

Keywords: Consumers; planned behavior theory; technical acceptance model; EASI model

1. Introduction

Economy is the foundation and has a vital influence on the development of a country. Economic prosperity and development provide strong support for safeguarding national sovereignty and territorial integrity and improving people's living standards. In today's Internet development trend, the 21st century has long been an era of globalization with goods and resources of all countries and factors of production closely combining together. In this era, economy of these countries has greater competitiveness.

Consumption is one of the three important drivers of economic growth. Consumption contributed 78.5% to economic growth in the first half of 2018, up 14.2% points compared with a year earlier, according to the national bureau of statistics. "In recent years, consumption has played an increasingly important role in economic development, and high-quality economic development cannot be achieved without the expansion of domestic demand," said Zhao Yanyun, dean of the school of statistics at Renmin University of China. As the country with the largest consumer scale, China should give full play to this advantage in the world economic arena. Chinese enterprises should pay more attention to attract domestic consumers, increase consumers' desire to buy, and compete for consumers in the world market.

Based on the market subject, the consumer perceived value acceptance model and the EASI theoretical model, consumer behavior should be analyzed and studied. From the subjective feelings of consumers and the attitude of service personnel in the purchase process, more reasonable suggestions can be put forward to enterprises.

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2. Acceptance behavioral theories and models

2.1 Technology Acceptance Model

The technology acceptance model (TAM) was proposed by Davis on the basis of behavioral intention determination of the development of science and technology in 1989. TAM model mainly put forward two concepts of "perceived ease of use" and "perceived usefulness". "perceived ease of use" refers to whether a technology or product is easy for users to learn from their own point of view. Perceived usefulness" refers to whether the technology or product is useful for users from the perspective of users themselves, as shown in **Figure 1**.

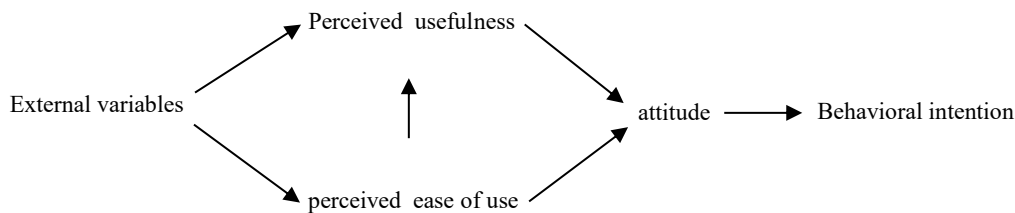


Figure 1.

The model holds that the user's behavioral intention determines the user's use behavior; the behavioral intention is determined by the user's use attitude; the use attitude is determined by the user's two subjective beliefs of "perceived usefulness" and "perceived ease of use"; "perceived ease of use" will have an impact on "perceived usefulness".

2.2 Theoretical model of planned behavior

The theory of planned behavior (TPB) was proposed by Ajzen in 1985 based on the theory of reasoned action (TRA), which is to explain the relationship between attitude and behavior in social psychology. Ajzen improved the theory in 1991 (see **Figure 2**).

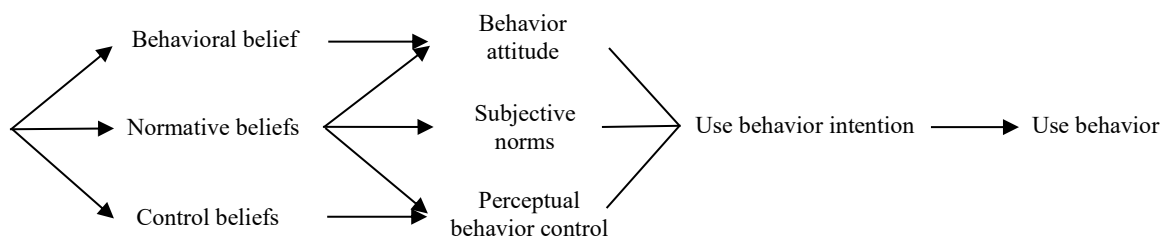


Figure 2.

The theory of planned behavior is mainly believed to be guided by three factors: (1) behavioral belief refers to that the behavior may produce results; (2) normative belief refers to normative expectations of others and the motivation to comply with these expectations; (3) control belief refers to the belief in the existence of factors that may promote or inhibit behavior and the perception of these factors. Behavioral beliefs affect positive or negative attitudes toward behavior. Normative belief affects behavioral attitude, subjective norm and perceptual behavioral control. Control beliefs affect perceptual behavior control. The final behavior attitude, subjective norm and perceptual behavior control lead to the change of the intention of using behavior, thus affecting the change of using behavior.

3. Consumer perceived value and value acceptance model

3.1 Consumer perceived value

Zaithaml put forward the customer perceived value theory in 1988. From the customer's point of view, the perceived value of the customer refers to the overall evaluation of the utility of the product or service after weighing the perceived benefits of the customer against the cost of acquiring the product or service. Zaithaml believes that :(1) value is low price, which is the most important factor to form customer perceived value; (2) value is the benefit derived from

the service or product and is a subjective measure of the service or product; (3) value is the quality of the service or product; (4) value is the measurement of all efforts and all gains of customers^[1-3].

In the hierarchical model of customer perceived value proposed by Woodruff (1996), it is believed that customers form the expected value through "means - ends". Perceived value is an important antecedent variable for customer satisfaction and is positively correlated with customer's behavioral intention, that is, the greater the perceived value is, the more positive the behavioral intention is^[4]. When customers buy or use a product, they will expect the functional attributes and security attributes of the product to be able to achieve their expectations, and after the product is used, the attribute expression ability will be comprehensively evaluated.

Parasuraman and Grewal believe that perceived value is a multidimensional dynamic concept, and they divide it into four types of value: (1) acquisition of value: the benefits obtained after the expenditure of a certain currency; (2) transaction value: the joy and satisfaction obtained by customers from the transaction; (3) in-use value: the utility gained from using the product or service; (4) redemption value: the residual value obtained after the recovery of the product or the termination of the service^[5].

Sweeney and Soutar propose four value dimensions: (1) emotional value: the degree of emotional satisfaction obtained by customers in the process of purchasing products or services; (2) social value: the utility of products or services in improving social self-concept; (3) quality value: the utility obtained by customers from the comparison of product perceived quality and expected performance; (4) price value: the utility brought to customers by the reduction of short-term and long-term perceived costs^[6].

Different researchers have different views on the definition and classification of customer perceived value, but on the whole, it can be divided into three dimensions: functional value, emotional value and social value.

3.2 Integrated value acceptance model

Both the technical acceptance model and the planned behavior theory model are developed on the basis of the rational behavior theory. The technical acceptance model focuses on the acceptance behavior of new technology, while the planned behavior theory focuses on the control of people's own behavior. The homology of the two theories provides the possibility for integration. Many scholars use the integrated model to study consumer behavior. Many scholars tend to regard attitude as the precondition of influencing behavioral intention. Kim (2007) took the impact of perceived value on behavioral intention as the impact of attitude on behavioral intention to explain consumers' consumption behavior^[7]. Therefore, this paper also uses perceived value to replace the influence of attitude on behavioral intention. TPB and TAM models were integrated under the factor of perceived value (see **Figure 3**).

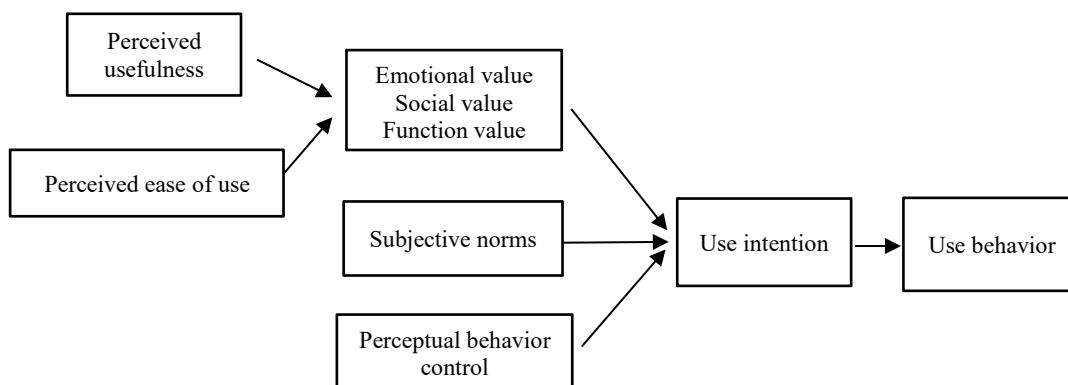


Figure 3. Perceived value

4. Interpretation of EASI model

Parkinson believed that emotion is a social phenomenon and not a purely personal emotional reaction^[8]. Emotion is the result of interpersonal communication between a certain scene and character. People's emotions will affect each

other, and emotions play a decisive role in the society. In many cases, people's behavioral awareness is guided and influenced by their emotions. After affirming the social function of emotion, scholars established the emotional social information (EASI) model (see **Figure 4**).

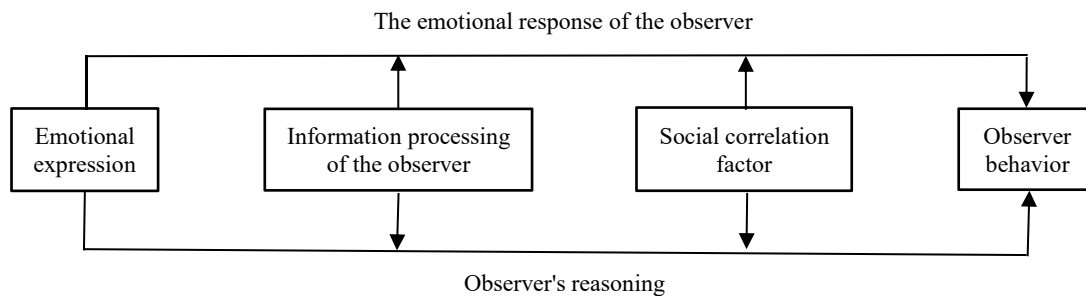


Figure 4.

4.1 Reasoning process

Observers can infer others' opinions, attitudes, and behavioral intentions about events or tasks according to their emotional expressions^[9]. Observers can determine or modify their own behavioral intentions by observing the emotional expression of others. For example, when observers express their own thoughts, if they observe a perfunctory or even angry mood, they will reconsider the rationality of their thoughts to improve the shortcomings of their previous thoughts.

4.2 Emotional response

Emotional expression can influence the behavior of the observer by stimulating the emotional response of the observer. Emotional expression can directly change the emotions of the observer. For example, when the observer is subjected to an unfriendly emotional response from an outside person, he will also feel unfriendly towards the observer. Emotional expression can also indirectly influence the behavior of the observer. In interpersonal interactions, if the observer observed positive feelings of hospitality from the other person, it also caused the observer to respond with some warmth.

5. Conclusion

5.1 Create a warm and comfortable service environment to improve consumers' service experience

According to the EASI model, emotional expression is an important factor affecting social interaction. Nowadays, with the rapid development of the service industry, consumer's consumption behavior is also a manifestation of social interaction. The emotional expression of the service personnel conveyed to consumers in the process of communication directly affects the behavioral will of consumers and determines their actual consumption behavior. Therefore, enterprises and businesses should create a warm and comfortable service environment for consumers and improve their service experience, so as to strengthen the perceived value of consumers and improve their behavioral will.

5.2 Pay attention to the cost performance of service or product, especially improve the after-sales service

According to the integrated TAM and TPB models, "perceived ease of use" and "perceived usefulness" of consumers will affect the perceived value of consumers, improve the perceived value of consumers, and increase the willingness of consumers to buy products or services. Enterprises and businesses should ensure reasonability of the price, so as to provide the best cost-effective products or services, and improve the after-sales service, convey a positive service attitude, and attract consumers to buy for a second time.

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