Innovation Resistance Barriers to Online Purchase Intention: The Mediating Role of Perceived Price and Perceived Enjoyment[1]

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ARTICLE INFO	ABSTRACT
Keywords: Innovation resistance barriers perceived enjoyment perceived price online purchase intention	**Purpose** – The goal of capturing their ideal selves affects every step that individuals will take throughout their lives. This aim has made cosmetic product usage a necessity for modern people. For this reason, cosmetic products have a crucial role in transforming consumers into the person they want to be. The research provides data that supports this role of individuals in the process of reaching the ideal self. Today, the cosmetic product industry has reached gigantic dimensions, and it shows that it will continue to progress day by day. It is vital to understand the behavior of the target audience of the sector, which displays such dynamic growth. The purpose of this study is to determine the barriers experienced by individuals who have the intention to purchase cosmetic products online.
	Design/methodology/approach – This study aims to determine the barriers experienced by individuals who have the intention to purchase cosmetic products online. The main body of the research consists of individuals who want to buy cosmetic products online. Data were collected through an online questionnaire shared on social media using the convenience sampling method. A total of 466 questionnaires obtained in this way were evaluated. During the analysis process, path analysis was performed to test the research hypotheses.
Article Classification: Research Article	**Findings** – When the research results are examined, with the effect of perceived enjoyment and perceived price, the tradition barrier, one of the factors of resistance to innovation, emerges as the main factor affecting the intention to purchase cosmetic products.
	Discussion – The image barrier does not directly affect the purchase intention. However, a meaningful causality relationship occurs between the image barrier and the purchase intention when the mediating effect of the perceived price comes into play. At the same time, the mediating effect of perceived price also causes a causal relationship between the value barrier and purchase intention. The tradition barrier factor influences purchase intention directly and with the mediating effect of perceived enjoyment. The mediating effect of perceived enjoyment in product presentation causes an increase in consumers' purchase intention. The research results provide recommendations for academics and professionals in the cosmetic industry.

1. INTRODUCTION

Today, with the introduction of cosmetic products into the daily needs lists (Chen et al., 2011), the interest of both manufacturers and researchers in the sector is increasing day by day. The cosmetic product sector reached a worldwide trade volume of 505 billion dollars in 2019, and the individuals who spent the most in this sector were the citizens of Iceland, with 301 dollars per capita (Statista, 2020). Although there are products that people generally buy by experience, there has been a significant increase in cosmetic product sales transactions over the Internet in recent years. The cosmetics industry, which has an e-commerce volume of 31.9 billion dollars in 2020 in the USA, is estimated to increase to 45.1 billion dollars in 2025 (Statista, 2021). Although the Internet, which has become an established distribution channel, continues to increase rapidly, online retail sales of products and services are lagging significantly behind (Rudolph, Rosenbloom, & Wagner, 2004: 55). To ensure the lasting success of online shopping, it is necessary to identify and understand why consumers choose online shopping and the barriers associated with the need for online shopping. The research problem of the study

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was formed "to determine the barriers that occur in individuals who intend to purchase cosmetic products online." In a sector with a significant market share, it is crucial to identify the barriers that prevent people's intention to buy cosmetics online and the solution proposals for minimizing these barriers. This study aims to determine the factors that prevent individuals from purchasing cosmetic products on the Internet and investigate the mediating effects of the perceived price and the perceived enjoyment on consumers' online purchase intentions.

2. CONCEPTUAL FRAMEWORK

This study examines what affects the online purchase intention of consumers in their cosmetic product purchases over the Internet and the mediating effects of perceived price and perceived enjoyment factors on their online purchase intentions. Literature was scrutinized on variables such as innovation resistance barriers, perceived enjoyment, and perceived price.

2.1. INNOVATION RESISTANCE BARRIERS

Compared to traditional retail channels, online shopping represents innovation (Dholakia & Uusitalo, 2002). The conceptual starting point of this study is to identify the existing barriers that express consumers' resistance to adopting innovations in the online shopping environment by Ram and Sheth (1989). According to the theory of resistance to innovation, which was developed to understand why people create resistance to innovation when consumers perceive a high level of change to use innovations, they resist it (Ram & Sheth, 1989). Even if the innovation is met with the resistance of the consumers, it is necessary to make changes by the companies to suit the consumer needs and reduce the resistance to innovation (Ram, 1989). Claudy et al. (2015) argue that consumer barriers to innovation are much stronger than adoption factors, which raises the need for further research on barriers to innovation. In previous studies on online purchasing of cosmetic products (Rudolph et al., 2004; Lian & Yen, 2014; Sadiq et al., 2021), the barriers that create resistance to innovation have varied across cultures, and different results have been obtained. For this reason, it is important to conduct research that determines the obstacles that consumers show resistance to online cosmetics shopping in Turkish culture. These barriers that cause resistance in the online environment are divided into two categories, functional and psychological. While functional barriers include usage, value, and risk barriers, psychological barriers include tradition and image barriers (Ram & Sheth, 1989). Psychological barriers occur when consumers think that their choice is wrong and that they can buy a better product. These barriers can be listed as consumers' inability to examine products online and before shopping and not trusting returns, exchanges, or payment methods (Rasty et al., 2021). In addition, the fact that the risk of purchasing adversely affects the peace of mind of consumers and the dissatisfaction of consumers when they buy a wrong product or service are also seen as situations that cause mental pressure and disappointment and prevent consumers from shopping online (Ariffin et al., 2018).

Parasuraman and Grewal (2000) state that the ratio of low performance and price in products creates a value barrier for consumers to adopt innovations. The requirements of Internet users to fill in a registration form, use a website, provide Internet access, or use a credit card for online shopping constitute a usage disability (Dholakia & Uusitalo, 2002). Risk barriers in online environments; fear of credit card fraud, theft of personal information, and failure to prove online transactions (for example, failure to receive receipts) (Ko et al., 2004). Overcharged for product delivery, high prices compared to traditional stores, inability to use the product due to poor quality, poor product warranty, or high transaction costs also involve risks for consumers. (Bashir et al., 2018; Marriott & Williams, 2018). The image barrier, on the other hand, is associated with the perceived complexity of the online shopping process, taking much more time, poor home delivery service, or difficult return of purchased goods (Lian et al., 2012). Even if the user has a negative impression of the country or brand where the product is produced, an image-based obstacle may occur (Lian & Yen, 2013). Some consumers do not trust e-sellers by nature, which can be attributed to the negative image of the website and not providing detailed information (about the product, payment method, delivery, etc.) (Rasty et al., 2021). In addition, a traditional barrier arises when innovation negatively affects daily lives and can lead to rejection of innovation (Laukkanen, 2016). For example, online transactions are more critical than traditional transactions (Lee et al., 2018), and therefore, lack of trust poses a significant psychological barrier that prevents consumers from purchasing online (Awad & Ragowsky, 2008). As a result of their study, An, Ji, & Jan (2021) stated that price, performance, and usage barriers had a negative effect on purchase intention. In research conducted by Jain &

Kulhar (2019), it was revealed that barriers related to payment security, including usage barriers and risk barriers, negatively affect online purchase intention. Based on this, the following hypothesis was developed:

H_1: Factors of resistance to innovation have a negative impact on online purchase intention.

2.2. PERCEIVED ENJOYMENT AND PERCEIVED PRICE

It is frequently stated in the literature that one of the strongest determinants of individuals' online shopping intention is perceived enjoyment (Ahn et al., 2007; Close & Kukar-Kinney, 2010; Ramayah & Ignatius, 2005). The fact that technology is at the forefront of shopping processes and the convenience of reaching the product show that individuals are satisfied and enjoy online shopping (Igbaria et al., 1994; Ramayah & Ignatius, 2005). As a result of this enjoyment and satisfaction, the enjoyment perceived by individuals is the strongest determinant of online shopping intention (Childers et al., 2001; Ramayah & Ignatius, 2005). The enjoyment perceived by consumers in online stores (Wu et al., 2014) is related to online purchase intention. Burke (1998) and Jarvenpaa & Todd (1997) identified ease of use as the main factor for engaging in online purchases on Internet retailing. Therefore, shopping online is more enjoyable than traditional methods, especially for people who can use online transactions easily (Ramayah & Ignatius, 2005: 6). In addition, the "feeling of joy, pride, pleasure" associated with the act of purchasing on the Internet by individuals is expressed as perceived enjoyment. In Southeast Asia, Teo and Lim (1999) found that perceived enjoyment had a positive effect on Internet users in Singapore. However, if consumers encounter barriers to innovation during their online purchases, they prefer to buy from traditional channels. In other words, these barriers reduce the perception of ease of use of online shopping and cause Internet users to develop a negative attitude. That reveals the reluctance of the online shopper to shop online. Many studies show that perceived enjoyment in the shopping process affects online purchase intention (Cheema et al., 2013; Childers et al., 2001; Close & Kukar-Kinney, 2010; Delafrooz et al., 2011; Ramayah & Ignatius, 2005).). From this point of view, hypotheses H_2, H_5, and H_6 were formed as follows.

H_2: Factors of resistance to innovation have a negative impact on perceived enjoyment.

H_5: Perceived enjoyment has an impact on online purchase intention.

H_6: Perceived enjoyment has an indirect effect on the effect of resistance to innovation factors on online purchase intention.

Perceived price is one of the most important considerations in the consumer purchasing decision process, and most consumers consider this factor more intensely when making a purchase decision (Chiang & Jang, 2007). Individuals' purchase intentions are supported by lower prices (Tsakiridou et al., 2008). Not only in the face-to-face shopping process but also online stores, the prices perceived by the consumers are directly related to the purchasing decision (Puri, 1996). Due to the advantages such as comparing the prices of the products and making the orders at the most appropriate time in terms of price, online shopping alternatives are heavily preferred by consumers (De Bellis & Johar, 2020). From this point of view, hypotheses H_3, H_4, and H_7 were formed as follows.

H_3: Factors of resistance to innovation have a negative impact on perceived price.

H_4: The perceived price affects online purchase intention.

H_7: The perceived price has an indirect effect on the effect of resistance to innovation factors on online purchase intention.

3. METHOD

This study was determined as empirical research and was designed as a descriptive study. In the research process (1), which obstacles affect the online purchase intention of individuals in their cosmetic product purchases over the Internet? (2) Do perceived price and perceived enjoyment factors have a mediating effect on online purchase intentions? seeking answers to questions.

3.1. DATA COLLECTION, POPULATION, AND SAMPLE

To find answers to the research questions, the participants were reached through online survey forms created through Google Form and shared on social media. The data collection process, in which a total of 466 valid

responses were received, covers the period between 16-27 April 2021. The main body of the research consists of individuals who want to buy cosmetics online. Data were collected through an online questionnaire shared on social media using the convenience sampling method. 475 answers were received from individuals between the ages of 18-65, and 466 questionnaire forms were evaluated after the forms with incomplete answers and incomplete answers to the control questions were eliminated.

3.2. RESEARCH MODEL

In the light of the hypotheses developed in connection with the literature, the research model in Figure 1 was designed.
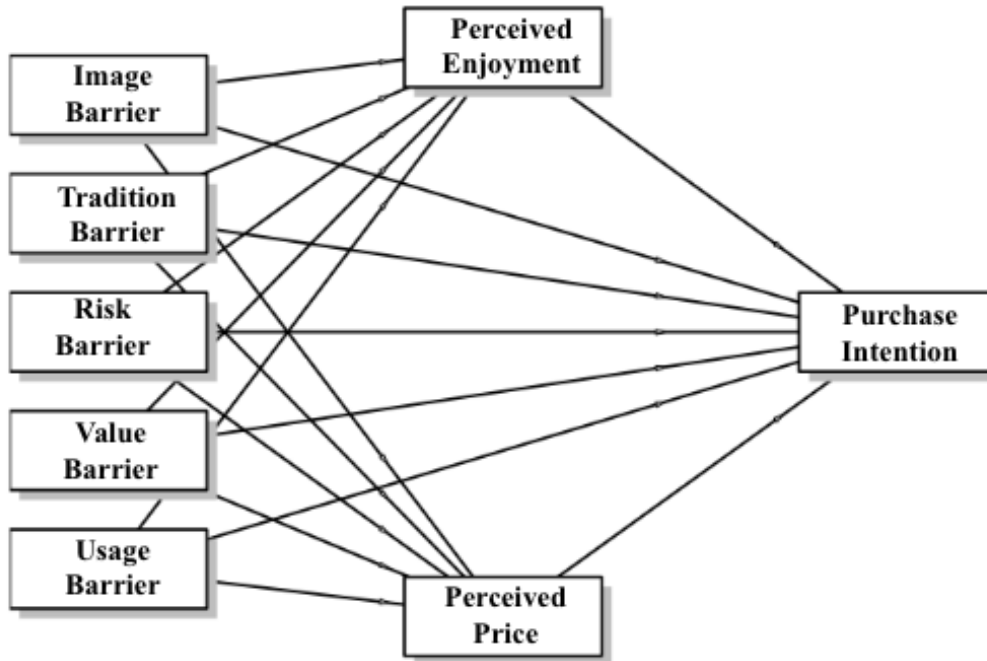

Figure 1: Research model

Path analysis was performed with the JAMOVI 2.3.12 program to test the research hypotheses. Path analysis is a method used to estimate the structural relationship between quantitative variables and to determine whether the effects of independent variables on dependent variables occur directly or indirectly (Alpar, 2011). This method can operate over two or more equations (regression equation) to provide the solution to regression problems and visualize these problems in a simple way (Turner & Sthevens, 1959).

3.3. DESCRIPTIVE ANALYSIS

First, the demographic characteristics of the participants in the study were examined during the data collection process. Accordingly, 74.92% of the participants are women. Considering that the research subject is cosmetic products, this value is considered to be acceptable. Considering the income levels of the individuals participating in the survey; 30.9% (144 people) are in the income group of 2500 TL and below, 19.53% (91 people) are in the income group between 6001 TL and 8000 TL, 18.03% (84 people) are in the income group between 2501 TL and 4000, 16.31% (76 people) are in the income group of 8001 TL and above, and 15.24% (71 people) are in the income group between 4001 TL and 6000 TL. While 108 participants enter online shopping sites once a day, the number of participants who enter 2-3 times a day is determined as 92. While 46 participants visit these sites 4-5 times a day, 33 participants visit online shopping sites 6 or more times a day. 187 participants state that they log into online shopping sites several times a week.

During the data collection process; resistance to innovation (Lian & Yen, 2013), perceived enjoyment (Sun & Zhang, 2006), perceived price (Kim et al., 2012), and online purchase intention (Lian & Yen, 2013) scales are used. The scale of resistance to innovation consists of 5 sub-dimensions (image barrier, tradition barrier, risk barrier, value barrier, usage barrier) and consists of a total of 14 items. To test the consistency of the sub-dimensions of the resistance to innovation scale, the reliability values of the expressions of the relevant sub-dimensions are calculated with Cronbach's Alpha coefficient. Cronbach's Alpha coefficient is respectively; 0.894 for usage barrier, 0.867 for tradition barrier, 0.707 for value barrier, 0.733 for risk barrier, and 0.853 for image barrier. The ratio of the general reliability coefficient of the resistance to innovation scale is calculated as 0.882. The perceived enjoyment scale consists of 3 items, the perceived price scale consists of 4 items, and the online purchase intention scale consists of 3 items. Cronbach's Alpha values are; 0.886 for perceived enjoyment; 0.814 for perceived price and 0.901 for online purchase intention.

4. FINDINGS

As a result of the analysis, causality results were found between the independent variables and the mediating variables, between the mediating variables and the dependent variable, between the independent variables and the dependent variable, and between the independent variables and the dependent variable with the influence of the mediating variables and are shown in Figure 2.
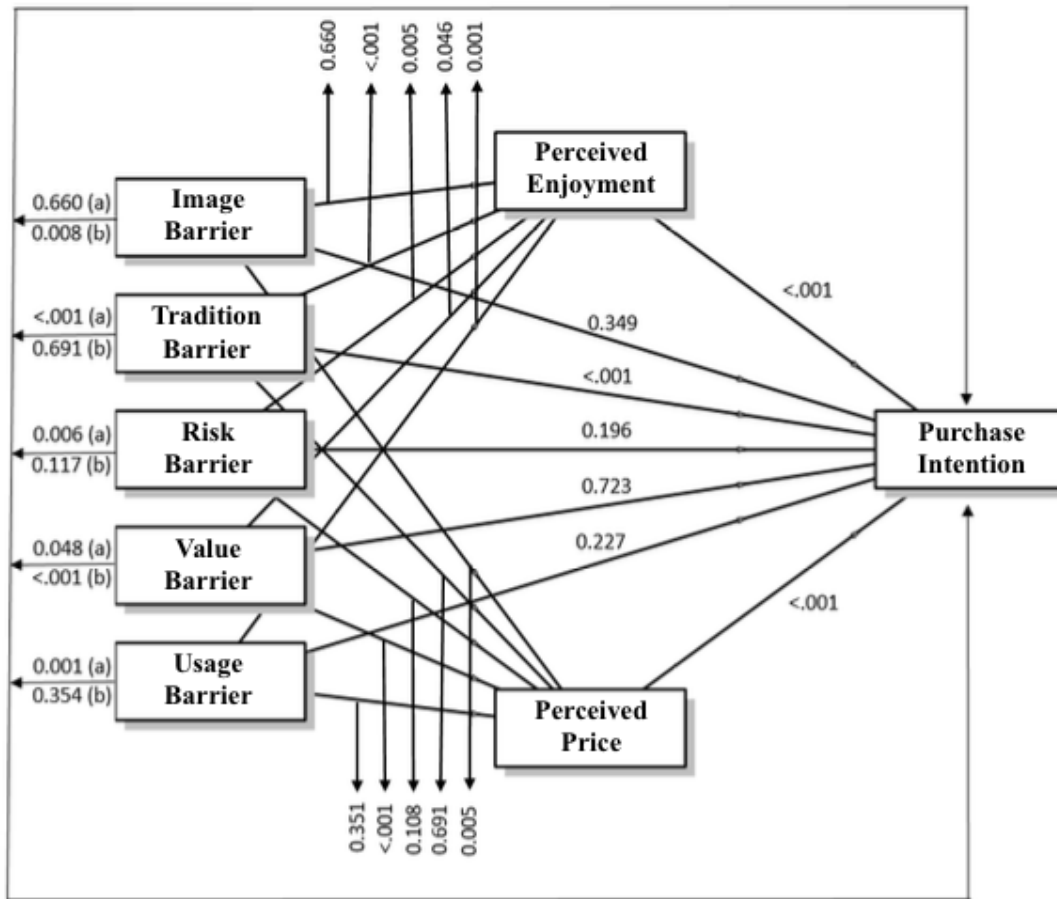

Figure 2: Direct and indirect significance chart of model variables

NOTE: (a) Significance of the mediating effect of perceived enjoyment, (b) Significance of the mediating effect of perceived price

In the research model, the causality between independent variables and online purchase intention was examined. When this situation is examined, it has been calculated that only the tradition barrier has a direct effect on the purchase intention ($p<0.001$) and this direct effect is negative and has a size of 0.191 units. According to the results of the analysis, the H_1 hypothesis was supported only by the traditional barrier.

Therefore, it was investigated whether the interaction in online purchase intention indirectly changed due to these barriers.

According to the results, a significant causality was calculated between the perceived entertainment and tradition barrier (p<0.001), risk barrier (p=0.005), value barrier (p=0.046), and usage barrier (p=0.001), and these variables were found to have a negative direct effect. In terms of effect sizes, it is calculated as a tradition barrier of 0.338 units, risk barrier of 0.124 units, value barrier of 0.096 units, and usage barrier of 0.182 units. According to the results of the analysis, the H2 hypothesis is supported by a traditional barrier, risk barrier, value barrier, and usage barrier.

Statistically, a significant causality was calculated between the perceived price and the image barrier (p=0.005) and value barrier (p<0.001), and it was observed that these variables had a negative direct effect. The image barrier has an effect size of 0.137 units, and the value barrier has an effect size of 0.195 units. According to the results of the analysis, the H3 hypothesis is supported by the image barrier and value barrier.

When the causality between intermediary variables and purchase intention is examined; statistically significant causality is calculated in both perceived enjoyment (p<0.001) and perceived price (p<0.001). According to these results, H4 and H5 hypotheses were supported.

Statistically, significant causality is calculated for the indirect effect of perceived enjoyment through tradition barrier (p<0.001), risk barrier (p=0.006), value barrier (p=0.048), and usage barrier (p=0.001), and it is seen that the H6 hypothesis is supported for these variables. Similarly, statistically significant causality is calculated between image barrier (p=0.008) and value barrier (p<0.001) through perceived price, and it was seen that the H7 hypothesis is supported for these variables. Perceived enjoyment has an indirect effect on the effect of resistance to innovation factors on online purchase intention.

According to the Bootstrap approach, there is a complete mediation of the perceived price in the causality between the image barrier and the intention. It was determined that the causality between the value barrier and the online purchase intention is mediated by the perceived price inconsistently.

5. CONCLUSION AND DISCUSSION

Online communication channels such as Twitter, Facebook, Wikipedia, YouTube, and Instagram provide a communication infrastructure where users can share content, ideas, and suggestions and maintain social relations (Dwivedi et al., 2015). It is important to minimize the barriers to online purchase intention in consumers. It is seen that the individuals participating in the research behave with 100% purchase intention towards purchasing cosmetic products, but when the factors of resistance to innovation come into play (except for the risk barrier & image barrier), their purchase intention falls below the average. To eliminate these obstacles, it may be beneficial to communicate the changes related to security, opportunities, innovations, campaigns, and deliveries to consumers, especially through social media platforms.

When the direct effects were examined, it was calculated that the image barrier did not change the purchase intention. However, through the mediation effect in perceived price, a significant causality was calculated between the image barrier and purchase intention. From this point of view, companies that want to enter markets where competition is intense can have a positive effect on consumer behavior by overcoming the image barrier, they will encounter in the market due to other companies or the image loss they are exposed to for any reason (image barrier for their products) with price changes.

Similarly, it has been calculated that the value barrier affects purchase intention through its mediation effect on perceived price. Therefore, it has been concluded that in cases where the value of a product in the eyes of individuals cannot be changed, the changes to be made to the price of the product may also affect the consumer purchase intention. In situations where the functional benefit of the offered product cannot be increased, the product design cannot be updated, or the product has been accepted in the market for a long time in its current form, manipulating the price to influence the purchasing intentions of consumers might be a solution.

The traditional barriers affect the purchase intention directly, as well as through perceived enjoyment. When the research results are examined, with the effect of perceived enjoyment and perceived price, the tradition barrier, one of the factors of resistance to innovation, emerges as the main factor affecting the intention to purchase cosmetic products. In the studies conducted in the literature, it is stated that the strongest barrier

against innovation is the tradition barrier (Lian and Yen, 2013; Lian and Yen, 2014; Sadiq et al., 2021), and the results of the research show parallelism with the literature. At this point, it is thought that incorporating the enjoyment variable into the purchasing process of companies with traditional and classic product portfolios will reduce the purchase intention of their target market.

In hypotheses H1, H2, and H3, the effects of "barriers of resistance to innovation" on online purchase intention, perceived enjoyment, and perceived price are examined. As a result of the analysis, only the tradition barrier for the H1 hypothesis; the tradition barrier, risk barrier, value barrier, and usage barrier for the H2 hypothesis; and the image barrier and value barrier for the H3 hypothesis were supported.

In the numerical analysis of the results, the presence of the effect and the severity of the effect are determined statistically. For this reason, it is natural to have positive results. However, due to its nature, "resistance to innovation" has a negative meaning. Therefore, supporting these hypotheses shows that the independent variable "resistance to innovation" affects all three dependent variables, but this effect is negative.

While value and usage barriers do not have a direct effect on purchase intention, the decrease in purchase intention with the mediating effect of enjoyment is a significant result. If the value barrier and usage barrier in the product are increasing, the presence of enjoyment in the presentation process may increase the doubts of the consumers in the purchasing process, and this may negatively affect their purchase intentions. For example, An, Ji, & Jan (2021) state that price barrier, performance barrier, and usage barrier has a significant negative effect on purchase intention. To overcome this barrier, it may be a practical solution for companies to provide free samples, especially for individuals with a usage disability. This practice will be highly effective in increasing online sales and gaining new customers. In addition, sample submissions will allow both the collection of demographic data of users and the potential customers around them to obtain information about the product sent.

When enjoyment is included in the product presentation, increasing the risk perception, one of the factors of resistance to innovation, causes an increase in the purchase intention of the consumers. However, in product offerings that did not include enjoyment, an interaction between purchase intention and risk was not predicted. To give an example of this situation, in recent years, dances in product presentation shows for some presentations have been accepted by consumers. Based on this idea, if the companies do not have the situation to decrease the product prices for the sale of cosmetic products, the increase in the perceived enjoyment of the consumers may cause an increase in the purchase intention. Bedi, Kaur & Lal (2017) reveal that perceived enjoyment has a partial mediating role in online purchase intention. Lee, Khong, Lang, & Guptan (2014) state that enjoyment has a positive effect on online purchase intention owing to its effect on online products and services. Even though there is no change in the products, consumers can purchase by accepting the risks arising from price uncertainties owing to the enjoyment variable. In this context, to increase the perceived enjoyment of individuals who shop online, it is recommended that companies create a detailed and easy-to-understand web page, offer consumers the opportunity to compare products, and promote products with entertaining visuals.

It is recommended that companies having value barriers for the products subject to sale should not engage in marketing activities based on price and entertainment factors, as it will reduce the purchase intention of consumers. Similarly, it should not be forgotten that in purchasing processes where tradition and usage barriers exist, the intention to purchase cannot be increased by asserting the presence of the enjoyment feature of the product. To increase the purchase intention of consumers; emphasizing the perception of price when the image barrier is at the forefront and emphasizing the perception of enjoyment when the risk barrier is at the forefront can be a successful sales strategy.

The effects of innovation resistance factors on online purchasing have been tried to be determined by interviewing consumers who intend to purchase cosmetic products. In addition, the mediation effect investigated was evaluated in terms of perceived price and perceived enjoyment. These two situations constitute the limitations of the study. In future studies, it is recommended to conduct different studies on different products apart from the cosmetic product group and to use other variables in the mediating effect. In addition, investigating the regulatory effects instead of the mediating effect in future studies may help enrich the results.

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