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RECTOR'S MESSAGE



Congratulations Faculty of Business and Management of Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani on the publication of the 6th Volume of FBM Insights!

I am very pleased to know that there are more than 40 authors and more emerging issues are being presented in this latest volume of FBM Insights. This portrays that UiTM Kedah Branch is actively involved in disseminating business related information and knowledge to the public.

I hope this bulletin can provide an opportunity for the Faculty of Business and Management staff to produce more academic materials and develop their skills in academic and creative writing. Furthermore, more initiatives should be launched to support this life-long process.

Again, well done to the Faculty of Business and Management and those who were involved directly and indirectly with the publishing of FBM Insights Vol.6. I wish FBM Insights all the best and continue to grow and move rapidly forward in the future.

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah



السلام عليكم ورحمة الله وبركاته

Assalamualaikum warahmatullahi wabarakatuh

Welcome to the 6th Edition of FBM Insights 2022. This edition boasts 40 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was mooted in 2020 and it came about with the intention to encourage and improve research writing activities among the lecturers of UiTM Kedah's Business and Management Faculty. As the editions progressed, the support from the academics has not faltered. I hope the support continues in editions to come.

I would like to congratulate the editors and the committee for the hard work and perseverance in managing the newsletter. All the best to everyone and thank you again.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

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TECHNOLOGY ANXIETY IN CONSUMER PURCHASE BEHAVIOUR

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INTRODUCTION

Rapidly evolving advanced technologies in various fields are constantly influencing consumer purchase behaviour. Specifically, the past decade has demonstrated technology hugely reshaping consumer expectations of relevant products and personal preferences (Rangaswamy et al., 2022). Despite the embedment of advanced technologies in a product to enhance product utility, consumers are increasingly anxious and concerned with the extraordinary pervasiveness of technology applications, hence elevating their demurrals of employing available technological systems. As such, the appraisal of consumer sentiments, including anxiety levels, towards the installed technology systems in products is consequential to thoroughly understanding consumer purchase intention.

TECHNOLOGY ANXIETY

According to Brosnan (1998), anxiety is one of the psychological factors which could prevent interested individuals from utilising innovative technology applications. In this regard, technology anxiety is perceived as a negative emotional response, namely, fear or discomfort, encountered by individuals when considering the employment of pertinent information technology or technological equipment. The negative sentiment is capable of influencing various consumer behaviours, including consumer purchase intention and shopping adoption (Bakar & Bidin, 2014; Yang & Forney, 2013). Technology anxiety was derived from the early studies of computer anxiety, wherein several factors, such as computer experience, age, gender, and self-efficacy, could induce computer anxiety. For example, insufficient computer experience of users would render a significant apprehension level when operating a computer, owing to the fear of producing uncorrectable mistakes.

The term 'anxiety' was employed by Osswald et al. (2012) when referring to the "degree to which a person responds to a situation with apprehension, uneasiness, or feelings of arousal". Concurrently, other researchers applied the term 'technophobia' to represent technology anxiety as the negative emotional reactions and attitudes towards the technology application other than computer-related (Anthony et al., 2000). Meanwhile, the term 'technostress' was employed to measure anxiety levels amongst individuals perceiving a high stress degree when experiencing excess information technology (Lee et al., 2014; Tsai et al., 2020). Therefore, the current paper stipulated the term 'technology anxiety' as anxiety, technophobia, and technostress undergone by individuals.

In the automotive context, technology anxiety reflects generally experienced consternation towards a vehicle or system behaviour, which occurs when drivers develop perturbed feelings when implementing the latest technology. The negative sentiment arises from the agitation of potentially generating errors during the driving process, owing to their perception of uneasiness, insecurity, and discomfort when executing the unfamiliar system installed in personal vehicles. Nonetheless, technological applications are beneficial to the automotive industry and drivers,

especially the safety system installation which provides security information, enhances the safety aspects of surrounding environments, and furnishes crucial driving assistance equipment, such as lane keeping assistance, speed alert, and traffic details (Bhat et al., 2021). Other automotive technological applications are also included in the aspects of vehicle acceleration, braking systems, security, in-car entertainment, infotainment, navigation, and crash protection design. Notwithstanding, simultaneous handling of both vehicle tasks (following the route guidance system while driving) could distract the drivers and engender them to lose control of the vehicles, resultantly an accident.

By adhering to the marketing principles, past researchers debated the feasible measurements before introducing several models to gauge consumer behaviours under the context of installed technological systems. The researchers examined the external variables of technology anxiety, perceived ubiquity, and resistance to change via the extended technology acceptance model (TAM; Tsai et al., 2020). To ensure the TAM was apropos of the automotive context, Osswald et al. (2012) proposed the car TAM (CTAM) by incorporating safety and anxiety determinants into the unified theory of acceptance and use of technology (UTAUT) model. Nevertheless, ensuing researchers argued that the safety information, such as driving speed, car lane position, and external environmental conditions, of a vehicle to assist drivers were not comprehensively addressed by the TAM or other relevant models. Therefore, the extended TAM was subsequently applied in a similar context as drivers did not rely on the available fuel range during a journey, but on reliable information to provide pleasant experiences, such as traffic and weather, which would eventually reduce their anxiety levels.

Although certain limitations existed in the present study, the insufficiencies offered pertinent opportunities for future research. Firstly, further illumination on several issues of technology anxiety emerged during consumer purchase decisions related to installed technological systems was required. The enormous challenges for future studies would be to realign, refocus, and further investigate the apprehension emanating in consumer purchase behaviour under the automotive background amongst millennials, as generation Y was contemporarily the largest population in various developing countries. Hence, future findings could potentially bridge the existing knowledge gap while contributing to the existing literature corpus on managing consumer purchase behaviours in the automotive industry.

CONCLUSION

Summarily, drivers perceived high anxiety and discomfort levels when operating vehicles during a journey, owing to the advanced and highly complicated systems installed in personal vehicles. The frequently experienced negative emotions underscored the imperative to determine the contributing factors to the experienced feelings and discover a viable method to encourage drivers in employing technological equipment while elevating their purchase intention to technological vehicles. The findings highlighted the significant impact of consumer sentiments in influencing the intention to execute available technological systems and purchase decisions. Therefore, the insights garnered from the study results could assist automotive producers and marketers in better comprehending their existing and potential customers by effectively inculcating the advantages of employing technological applications.

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