

A Study on the Acceptance of Cooking Skills Using the Technology Acceptance Model: Moderating Effect of Gender

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Abstract

Total sales of Korea broadcasting industry in 2017 were approximately up to 17.1 trillion. Also, export of domestic broadcasting companies and program providers in South Korea is shown to be increasing steadily. Cook show is one of the most popular TV program produced by program providers in broadcasting industry. This study aims to explore the relationship of general innovativeness, trust, perceived ease of use, perceived usefulness, and cooking intention affected from TV Show and the moderating effects of gender between the relationships. The analysis of structural equation model has been conducted, using AMOS 22.0. To investigate the hypothesis, 406 questionnaires were answered by respondents who have experience watching cook shows. The results are as follows. First, cognitive and sensory innovativeness have positive effects on trust. Trust positive effects on perceived ease of use and usefulness. Perceived ease of use and perceived usefulness accordingly have shown to have positive effects on cooking intention. Second, the effect of cognitive and sensory innovativeness on trust was found to be affected by moderating effect of gender. Third, Women with trust on cook show have more positive effects on perceived ease of use than men with trust do. Also, perceived ease of use in women group has more positive effects on cooking intention than men group does. However, perceived usefulness in men group has more positive effects on cooking intention.

Keywords: *Consumer Innovativeness, TAM, Perceived Ease of Use, Perceived Usefulness, Moderating Effect, Gender*

1. Introduction

Drastic development of portable IT devices and wireless communication networks has brought steady growth in broadcasting industry in the world. According to the Korea Communication Commission [1], domestic broadcasting industry sales grew 8.2% yearly to 17.1 trillion won in 2017. The growth of broadcasting industry contributes to the creation of broadcasting programs such as soap opera and entertainment, and to the generation of profits through advertisements broadcast before and after each program. Specifically, when the broadcasting companies have many programs to obtain a high rating from the audiences, many sellers want to promote their products or services before and after these TV programs. This allows broadcasting companies to earn advertising revenue, which is a major part of sales. For example, major TV program ratings of CJ E&M (Korea major cable TV operator) and advertising revenues are closely related. This shows that the ratings of TV programs directly affect the profit of broadcasting firms. As media technology developed, viewers increased their choice in a multi-channel environment, but the proportion of channels that were viewed privately and frequently was rather increased [2]. Therefore, there are many studies on channel loyalty, which means repetitive and continuous channel viewing behavior for this specific channel [3].

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With increase of curiosity about food and cooking, various mass media such as the Internet, mobile, and TV convey information about food to their viewers. Information about food and cooking has also been expanded by offering cooking recipes, introducing local specialties and locally famous restaurants, and spreading nutritional information related to health [4]. Curiosity about food and cooking led to the popularity of TV cook show not only in Korea but also around whole world. Moreover, due to the increase of viewers' interests in the TV shows, especially in reality shows reflecting real life and lifestyle, many TV creators try to have their shows in peak time and to obtain higher audience ratings. [5]. As considering the needs of viewers, Korean TV cook show are also becoming more various and dedicated than ever before [6]. Many cook shows are considered as the representative trend of TV program since 2015 and became excellent contents of TV broadcasting [7]. As many people are watching and enjoying cook shows, it has become a new cultural trend to create new words such as "YoSexynam" which means culinary man, "chef-trainer", and "ubiquitous cookbooks" [8]. Also, viewers choose and follow recipes, styles, and stuffs of their preferred food programs. Cook shows are not only items that are seen by the viewer, but they are also channels of presenting information to bring out action and deriving satisfaction of viewers. Considering these points, this study investigates to carry out an empirical study using technology acceptance model that the culinary activities in the cook show are accepted as technology to viewers. Also, this study examines the moderating effect of gender among consumer innovativeness, trust, perceived ease of use, perceived usefulness and cooking intention.

2. Theoretical Background

2.1. Consumer Innovativeness

Along with development of communication technology, including smart devices and IPTV, it is possible to watch broadcasting selectively regardless of time or place. Viewers acquire information about broadcast programs through real-time media such as Naver and Daum, and actively select popular broadcasts to watch. Therefore, the broadcasting industry should grasp the needs of viewers and promptly respond to them to attract the interest and support of viewers. New types of material or theme should be organized to attract viewers' trust, satisfaction, and enjoyment [9]. Therefore, consumer innovativeness of viewers who respond more quickly to new products or services than others is a very important factor to consider in broadcasting programs.

The personal innovativeness appears to be generally advantageous and optimistic to the adoption of the new skill or technology, which will affect the confidence in adopting the new skill and technology [10]. Many studies have suggested that personal innovativeness influences adoption of new skills and technologies [11]. Newly studies have categorized innovation intentions into multidimensional consumer innovativeness and distinguished intrinsic innovativeness with cognitive and sensory innovativeness [12]. Consumers with cognitive innovativeness like the experience of stimulating reasonable thinking and have an ability to inspire themselves by solving various problems [13].

Compared to consumers with sensory innovativeness, they are more sensitive to price and focus on the practical value [14]. Sensory viewers are more likely to prefer new feeling or sense through the outside simulation [13] [15]. Those tend to buy innovative new services or products for experience the unique pleasure and excitement [16]. They have relatively weakness about recognizing and evaluating innovative function of the new products than cognitive viewers and does not devote much time to decide whether buying or not [17]. Furthermore, they put the focus more than the aesthetical value or pleasure-seeking value of the product or service [11]. Consumers with sensory innovativeness

prefer external stimuli through the five. They like to experience new pleasures without enjoying the process of analyzing and exploring information [15].

Cognitive and sensory innovativeness have the same positive impact on the acceptance of new products or services [18] and show different results [14]. In this paper, we analyze the causal relationship between cognitive and sensory innovativeness and trust.

2.2. Trust and Technology Acceptance Model

Trust is fundamentally a belief in the attitude that words or promises of the other people are faithful and that they will be faithful to each other in social relationships [19]. Also, Trust is a willingness to trust the other founded on the expectation that the other person will accomplish important things to him [20]. Trusted customers form optimistic expectations in advance and try to maintain long-lasting relationships of products and services even if they disappointed temporarily. Specially, trust is a key factor in the broadcasting industry because the inherent characteristics of service industry create the main value through interaction between the provider and the customer.

The technology acceptance model is one of the most studied research subjects in management information and steadily explains about 40% of the use of information technology or systems [21]. The technology acceptance model has been used diverse models for explaining or predicting core factors as new skill and technology acceptance [22][23]. Technology acceptance model suggests the use of new systems, using attitudes and intentions of use, including perceived ease of use and perceived usefulness [23]. Perceived Ease of Use means the degree of belief that the user believes that it is not tough to use products or services, and that the user is able to utilize the new technology without any effort or with little. Perceived usefulness indicates the degree to which a person believes that the use of new skills and technologies will make better the productivity and efficiency of performance [22]. The perceived usefulness and ease of use proposed in the technology acceptance model are essential variable to understand the attitudes and behavioral intentions of innovator.

Many previous studies have examined the relationship between trust, perceived ease of use, perceived usefulness, and acceptance [24]. Consumer trust in e-commerce reduces the time and effort required for self-understanding and, as a result, simplifies the purchase decision process [25]. Consumers should spend considerable time and effort to make purchasing decisions if there is no trust in e-commerce sellers in the process of making purchasing decisions [26]. And trust has a positive effect on perceived ease of use. Consumers' perceived ease of use, perceived usefulness, and trustworthiness were the most influential variables in online shopping mall usage [26].

There are many studies on trust and perceived usefulness [26]. Trust reduces complexity and perceived risk while at the same time generating positive performance for consumers [26]. Consumers will have a positive perception of the seller's website by making consumers think that it will be useful to improve their job performance by trusting online services. Similarly, Consumers are more aware of Web sites through improved trust, and positive trust in perceived usefulness [27]

When viewers have trust on cook show, they have a willingness to believe on the cooking information and decide to watch again. It is considered that the technology acceptance model will be applied to cook shows because viewers watching these programs are recognized cook shows as new media to receive culinary information. To summarize the preceding studies, the following hypotheses are hired in this study.

- H1: Cognitive Innovativeness will positively correlate with trust in Cook Shows.
- H2: Sensory Innovativeness will positively correlate with trust in Cook Shows
- H3: Trust will positively correlate with perceived ease of use in Cook Shows
- H4: Trust will positively correlate with perceived usefulness in Cook Shows

H5: Perceived ease of use in Cook Shows will positively correlate with cooking intention

H6: Perceived usefulness in Cook Shows will positively correlate with cooking intention

2.3. The Moderating Effects of Gender

Male and female groups have distinct attitudes and behaviors about products and services in terms of genetic and social aspects. While women communicate seriously, men attain information by focusing on the environment that is self-expressive. And women help them accomplish their goals, whereas women acquire information in an immediate environment. When shopping, women prefer to touch and choose products directly, while men enjoy viewing products in response to employee invitations [28]. Preceding researches refer to gender as a typical variable leading to distinguished consumer responses, and report that the acceptance of innovative technologies by mobile is different depending on the gender [29]. Cooking has been recognized as a must for women, but these values are changing. Recently, cooking TV programs have been expanding to male viewers, and men also cook their own. It is thought that the information delivered through cook show will affect attitude and intention that makes men cook. Male and female groups are also different in terms of online shopping, Internet usage, and online purchasing. Men and women are different effects in relation to cognitive and sensory innovativeness, trust, perceived ease of use and usefulness and cooking intention. Thus, the followings are hypothesized in this study.

H7-1: The relationship between cognitive innovativeness and trust is moderated by gender.

H7-2: The relationship between sensory innovativeness and trust is moderated by gender.

H7-3: The relationship between trust and perceived ease of use is moderated by gender.

H7-4: The relationship between trust and perceived usefulness is moderated by gender.

H7-5: The relationship between perceived ease of use and cooking intention is moderated by gender.

H7-6: The relationship between perceived usefulness and cooking intention is moderated by gender.

3. Methodology

To investigate the hypotheses, a questionnaire was performed. A total number of 411 questionnaires were answered by viewers of various Cooking TV programs. This study used final sample of 406 respondents eliminating 5 with the missing data. This study measures the constructs using multi-item scales adapted from the previous literature as Table 1. A 7-point Likert scale was used.

Table 1. Measurements

Construct	Item	Previous Research
Cognitive Innovativeness	CI1. I find out the meaning of words I don't know.	[11], [12], [13], [15].
	CI2. I figure out the shortest distance to destination.	
CI3. I think about different ways to explain the same thing		
CI4. I try to figure out the meaning of unusual statements		
Sensory Innovativeness	SI1. I like to subscribe the newly magazine about hot items.	[20], [21].
	SI2. I buy new products matching me.	
	SI3. I like the fresh colorful clothing.	
	SI4. I prefer design to function.	
Trust	TR1. I can believe recipes form cooking show.	[8], [24].
	TR2. I can believe chefs form cooking show.	
	TR3. I can believe entertainers form cooking show.	
Perceived Ease of Use	PE1. I think recipes through Cook Show are more easy than other recipes.	[10], [11].
	PE2. I think the traits of stuff through Cook Show are easy to know.	
	PE3. I think recipes through Cook Show are easy to use.	
Perceived Usefulness	PU1. I think recipes through Cook Show improve my cooking skill.	[10], [11].
	PU2. Through Cook Show, I could acquire numerous recipes.	
	PU3. I utilize information through Cook Show in actual life.	
Cooking Intention	IN1. I will utilize recipes through Cook Show.	[10], [11].
	IN2. I will cook foodstuffs through Cook Show.	
	IN3. I will eat the food cooked by recipes through Cook Show.	

In this study, the research model was established based on previous literature review, the hypothesized relationships are shown in Figure 1.

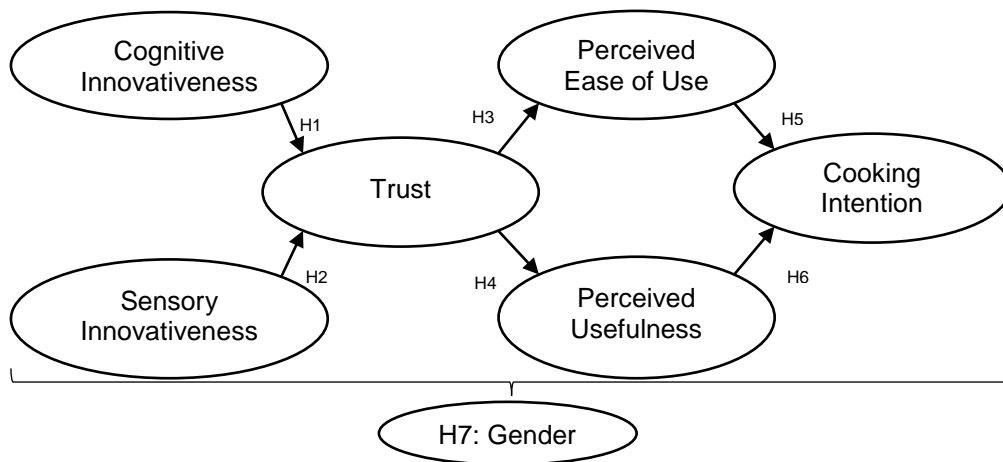


Figure 1. Research Model

4. Results

4.1. Reliability and Validity of Measures

The Measurement model and Structural model was examined by AMOS 22.0 and SPSS 22.0. To test validity, a confirmatory factor analysis was performed. A confirmatory factor analysis was performed to investigate validity. Confirmatory factor suggests good fitness between the data and the construct of scale as Table 2. The model fit indices indicated that $\chi^2=463.084$, $df=126$, $GFI=0.876$, $AGFI=0.832$, $TLI=0.896$, $CFI=0.928$, $RMSEA=0.076$. The composite reliability from all the constructs exceeding the recommended 0.7 criterion, indicating that multiple measurement items were highly reliable for measuring each construct [30]. Also, establishing convergent validity requires AVE to greater than 0.5. All of the AVE values exceeded the recommended value of 0.5.

Table 2. Convergent Validity and Reliability

Variables	Items	Estimate	Std. Estimate	S.E.	C.R.	Composite Reliability	AVE
Cognitive Innovativeness	CI4	1	0.904			0.851	0.687
	CI2	0.542	0.444	0.065	8.271		
	CI1	1.042	0.830	0.086	12.130		
Sensory Innovativeness	SI1	1	0.613			0.863	0.610
	SI2	1.097	0.692	0.124	8.832		
	SI3	0.974	0.710	0.110	8.816		
Trust	TR1	1	0.897			0.865	0.699
	TR2	0.996	0.892	0.052	19.245		
	TR3	0.581	0.504	0.056	10.411		
Perceived Ease of Use	PE1	1	0.751			0.898	0.596
	PE2	1.096	0.844	0.071	15.404		
	PE3	0.900	0.715	0.066	13.584		
Perceived Usefulness	PU1	1	0.678			0.854	0.541
	PU2	1.089	0.765	0.085	12.833		
	PU3	1.125	0.761	0.085	12.756		
Cooking Intention	IN1	1	0.938			0.928	0.838
	IN2	0.998	0.926	0.030	33.044		
	IN3	0.908	0.881	0.031	28.893		

CI: Cognitive Innovativeness, SI: Sensory Innovativeness, TR: Trust. PEU: Perceived Ease of Use, PU: Perceived Use, IN: Cooking Intention.
 $\chi^2=463.084$, $df=126$, $\chi^2/df=3.675$, $GFI=0.876$, $AGFI=0.832$, $CFI=0.928$, $NFI=0.881$, $TLI=0.896$, $RMSEA=0.076$.

Lastly, to test discriminant validity, the square root of AVE should be greater than the correlation between every construct [30]. Table 3 shows that all AVEs exceeded the minimum criteria of 0.5. Thus, discriminant validity is satisfied.

Table 3. Discriminant Validity

Construct	1	2	3	4	5	6
1. Cognitive Innovativeness	0.829					
2. Sensory Innovativeness	0.116**	0.781				
3. Trust	0.164***	0.123**	0.836			
4. Perceived Ease of Use	0.141***	0.161***	0.176***	0.772***		
5. Perceived Usefulness	0.143***	0.142***	0.177***	0.621***	0.736	
6. Cooking Intention	0.244***	0.159***	0.222***	0.580***	0.633***	0.915

The square root of the average variance extracted (AVE) values are presented on the diagonal and correlations are below diagonal. *p<0.1, **p<0.05, ***p<0.01

4.2. Path Analysis and Hypothesis Test

The structural model generated acceptable goodness-of-fit-measures. Table 4 suggests that the results of this study. First, this study analyzed the relationship between the consumer innovativeness (cognitive innovativeness and sensory innovativeness) and trust. The results suggests that cognitive and sensory innovativeness are supported ($\beta=0.242$, $p<0.01$; $\beta=0.283$, $p<0.01$). Second, we are supposed to be the positive relationship between the trust and perceived ease of use and usefulness. The results of this study showed that trust more significantly influenced on the perceived usefulness ($\beta=0.512$, $p<0.01$) than perceived ease of use ($\beta=0.216$, $p<0.01$) Third, this study investigates that the perceived ease of use and usefulness have positive effects on cooking intention. The results of these hypotheses indicated that trust and perceived usefulness in TV Show are important construct on accepting new skills of new technologies. Accordingly, all hypotheses are supported.

Table 4. Results of Hypothesis Test

Hypothesis	Std. Estimate	S.E.	C.R.	p-value	Result
H1 CI→TR	0.242	0.053	4.352	***	Support
H2 SI→TR	0.283	0.069	4.439	***	Support
H3 TR→PEU	0.216	0.054	8.582	***	Support
H4 TR→PU	0.512	0.051	8.367	***	Support
H5 PEU→IN	0.216	0.104	2.739	***	Support
H6 PU→IN	0.575	0.126	6.656	***	Support

$\chi^2=407.225$, $df=126$, $\chi^2/df=3.232$, $GFI=0.894$, $AGFI=0.856$, $CFI=0.928$, $NFI=0.899$, $TLI=0.912$, $RMSEA=0.074$. *p<0.1, **p<0.05, ***p<0.01

4.3. The Moderating Effect of Gender

Table 5 suggests that the results of the moderating effects of gender. First, this study analyzed the relationship between the consumer innovativeness (cognitive and sensory innovativeness) and trust, trust and perceived ease of use and usefulness, and perceived ease of use and usefulness and cooking intention. The results suggest that cognitive and sensory innovativeness are different as gender. Women with Cognitive innovativeness ($\Delta\chi^2=8.627$) and men with sensory innovativeness ($\Delta\chi^2=6.257$) have more positive effects on trust than other gender. Second, we are supposed that women are more positive relationship between the trust and perceived ease of use than men ($\Delta\chi^2=6.713$). Third, we are supposed that perceived ease of use in women group have more positive effects on cooking intention than men ($\Delta\chi^2=5.003$). Fourth, men are more positive relationship

between perceived usefulness and cooking intention than men ($\Delta\chi^2=6.713$). Accordingly, Except for H7-4, all hypotheses are supported.

Table 5. Moderating Effect of Gender

Hypothesis		Man Estimates	Woman Estimates	Free Model	Constrained Model	$\Delta\chi^2(df=1)$
H7-1	CI → TR	0.041	0.390***	683.885	692.512	8.627***
H7-2	SI → TR	0.579***	0.115		690.142	6.257**
H7-3	TR → PEU	0.313***	0.589***		690.598	6.713***
H7-4	TR → PU	0.335***	0.454***		685.299	1.414
H7-5	PEU → IN	0.124	0.439***		688.888	5.003**
H7-6	PU → IN	1.620***	0.592***		695.388	11.503***
*p<0.10, **p<0.05, ***p<0.01						

5. Conclusion

This study examines that viewers would watch the cook show based on the consumer innovativeness which is willing to take the novelty and that viewers would perceive the perceived ease of use and usefulness of culinary information such as recipes. Also, this study analyzes on the moderating effect of gender which has different effects on relationship of consumer innovativeness, trust, perceived ease of use, perceived usefulness and cooking intention. We received 406 questionnaires of viewers who had experience watching TV show for analysis.

The results showed that cognitive and sensory innovativeness have positive effects on trust. Trust have positive effects on perceived ease of usefulness, and perceived usefulness have a positive effect on cooking intention. Thus, whom presented cooking instructions are easier and more useful, and then viewers are willing to utilize these cooking instructions to cook in real life.

The effect of cognitive innovativeness on trust was found to be influenced by the cognitive innovation of women. Sensory innovativeness has shown that sensory innovativeness of men has a greater impact on trust. Women with trust on cook show have more positive effects on perceived ease of use than men. The results of this study show that the reason for watching cook show is that both men and women are more likely to use proposed information in their daily lives. In addition, both men and women can be considered to watch cooking programs due to their different innovativeness.

This study proposes some implications to give comprehensive insights for effects of consumer innovativeness on newly skill adoption in TV programs. First, these results show that producers of the TV programs need to consider their viewer innovativeness, trust, perceived ease of use and usefulness for triumph of their programs. Understanding cognitive and sensory innovativeness of viewers are helpful for TV program by increasing trust in TV programs. Second, some previous studies using TAM suggested mainly adoption intention of information technology. This study applied TAM to adoption intention of cooking skills which are contents of TV programs. Specifically, perceived ease of use and perceived usefulness have directly positive effects on cooking intention. As previous researches, these two constructs are core determinants of individuals' intention to new skills and technologies. This implies that if viewers perceive recipes easy and useful, they will have more positive intention to cooking in real life. Therefore, these results show that viewers consider perceived ease of use and perceived usefulness as important factors when adopting a new skill. These results reaffirm great influence of

broadcasting in modern life. Recently, broadcasting channel also has been expanded in various ways delivering its contents as it has expanded to the Internet and mobile beyond traditional TV channel. As the use of the Internet and mobile has increased accordingly, broadcast content has also evolved into various forms. In this point, this study has significance, analyzing the effects of new technologies and information provided mainly from current cooking broadcasting, which affect the behaviors of viewers. Based on the results of this study, the viewers' satisfaction with new technologies and methods presented by various broadcasting contents will be enhanced when the viewer's reaction is reflected in the program production, and the broadcasting business through internet and mobile will also be expected to be further expanded.

The limitations of this study are following. First, this study is just focus on Korean viewers. Thus, future studies extend other countries. Second, this study disregards the additional adoption factors such as motive, satisfaction, and self-efficacy. Therefore, further researches consider other additional factors. Third, TV program providers need to gain higher audience rating. Future studies also consider more factors which improve this audience rating as outcome measures. Finally, to measure suitable constructs, systematic questionnaire should be established.

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