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Could affectivity compete better than efficacy in describing and explaining individuals' coping behavior: An empirical investigation[☆]

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ABSTRACT

This article raises a new issue by proposing that an individual's coping behaviour is not influenced only by efficacy. Most of the previous articles suggest that efficacy (i.e., susceptibility and severity) predominantly affects individuals' coping behaviour. This study counters many previous articles by replacing the efficacy with affectivity. This study suggests that the three determinants of affectivity (i.e., negative affectivity, trait anxiety and computer insecurity) that affect how internet users act or cope with something they encounter. This article contributes a new idea by arguing and subsequently finding that the determinant of individuals' coping behaviour is erraticism. The model in this study is more sophisticated in how it explains users' coping behaviour than Chen and Zahedi's (2016) model. It means that individuals' coping behaviours are predominantly influenced by negative affectivity, anxiety, and insecurity (affectivity) rather than susceptibility and severity (efficacy). According to these findings, this study concludes that social media systems must be able to cope with the users' affective behavioural patterns. Henceforth it has significant consequences in terms of strategic high-technology. Specifically, there are consequences for the Information Systems Development that gravitates towards social networking. The new systems must be able to trigger users to cope with adaptive structurization and knowledge management sharing. Also, this development must be able to reduce dysfunctional functions and computer crime risks.

1. Introduction

This study investigates and gives a further solution to individual attributes regarding Internet security through coping behaviour strategy. Coping issues have been recognised as one of the solutions overcoming stress or internet security perceptions (Chen & Zahedi, 2016; Lazarus & Folkman, 1984; Liang & Xue, 2009, 2010). Previous studies concentrated more on efficacy as the individually determined factor behind coping behaviour (Chen & Zahedi, 2016; Liang & Xue, 2009, 2010). This study, however, investigates in depth such conduct by competing for affectivity as an individual coping factor.

This study is very central in determining factors behind individual coping behaviour. Firstly, not only does it develop Chen and

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Zahedi's (2016) conceptualised model into a new one by substituting efficacy with affectivity, but it also provides a strong argument that efficacy or affectivity, or both, can thoroughly explain individual coping behaviour. This is based on the reason that there are many affectivity phenomena in Indonesia such as computer frauds, hoaxes, cybercrimes, phishing, etc. Those ventings have determined the behaviour of computer users in Indonesia and lead them to possess more negative beliefs, bad attitudes, and emotional exhaustion. In other words, internet users in Indonesia tend to be pro-affectivity rather than pro-efficacy. Secondly, the contribution of this study is to highlight that individual behaviour is triggered by negative rather than positive framing (Thatcher & Perrewe, 2002). We believe the formation of an individual's behaviour strategy is supported by the environment. The environment tends to be one of discomfort, threats, and lack of innovation.

The third contribution is the ramifications of the result of this study for information systems (IS) development management that is orientated towards social networking. Hence, this study will be able to contribute fully to strategic high-technology (Hung, Hsu, Su, & Huang, 2014). Specifically, prior to the development, the systems developer needs to consider the pattern of a user's affectivity behavior, trait anxiety, and computer insecurity. The IS will be developed in the form of a website and must capture the affectivity of its users to mitigate users' errors, boredom, reluctance, etc. (e.g., Information Systems that function as social networking needs to be free from dysfunctional representation hence the users will not experience any negative affectivities).

The fourth contribution is the sequential consequence. Internet users at the end have the tendency to use or terminate it. Information systems should be designed by inducing affectivity concepts into the internet sites for a user's cognition to be free from negative aspects so that they do not face bad problems. It means that internet users, in turn, develop their attitudes and intentions incline to exhibit epistemological commitment (DeSantici, 1989; Poole & DeSanctis, 1990). The ramification extends to the IS development so that it can accommodate user's adaptation (Chin, Gopal, & Salisbury, 1997). Hence, IS has characteristics that enable adaptive structurization and knowledge management sharing to materialize (Kim, Mukhopadhyay, & Kraut, 2016). Therefore the addition of users' affectivity to the coping behaviour model will have an influence on high technology management.

This research uses several assumptions to support both models. The internet users have always acted in conjunction with subjective control (Venkatesh & Davis, 1994; Venkatesh & Davis, 2000), and have risk adverse behaviour (Hansen and Kenneth, 1983; Holt & Laury, 2002; Arrow, 1971). This study uses the first assumption to explain the role of subjective control that every internet user always acts carefully in distinguishing between good and bad. Then the second assumption is used to elaborate individual preference to avoid the unknown risks which logically influence his/her coping behaviour.

Previous studies predominantly concentrated only on two main issues, those being efficacy and affectivity, as identified from Rogers (1983). All previous studies refer to the protection motivation theory (PMT) that focuses on the individual's motivation and intention to protect himself or herself from danger or threats. These protections include risk facing motivation, vulnerable emerging risks, facing threats, threat reduction, and self-efficacy response. Furthermore, Pechmann, Zhao, Goldberg, and Reibling (2003) explain that the cognitive state is affected by several processes, namely the appraisal of severity, vulnerability, and benefits, and the coping appraisal consists of self-efficacy, response efficacy, and cost.

Chen and Zahedi (2016) describe the coping behaviour as one of the factors influencing an individual to react to Internet security. Coping behaviour can be defined as the process of managing external and internal situations with which an individual responds to aversive situations (Lazarus & Folkman, 1984). Therefore, people try to overcome their worries about Internet security by having coping strategies. Liang and Xue (2009) explained that an individual assesses cognitive internet security threats in two ways: the level of the threat and measures to overcome it. Nevertheless, Liang and Xue (2010) mention that people believe in the existence of Internet threats and thus they avoid them. If they fail to identify the threat, they do not avoid it. Likewise, if they detect any threats and that cannot be avoided, they cannot avoid it either. Therefore, Internet users require coping measures to motivate themselves in facing Internet threats.

This study is expected to elaborate the affectivity model and provide a more comprehensive explanation of coping behaviour from the affectivity perspective to make both reasons mentioned above more logical for an individual to understand coping. This study will reveal that environment, culture, and the phenomena of real events in Indonesia, influence individual behaviour to be more based on affectivity than efficacy. In other words, a user who commits to coping is determined by other users, as the logical reasoning of subjective norms (Ajzen, 1991; Ajzen & Fishbein, 1972). According to social influence theory, individuals who receive social pressure will change their behaviour (French Jr. & Raven, 1959). The form of changes could be thoughts, feelings, attitudes or the behaviour of a person resulting from the interaction with individuals or other groups.

This study consists of five parts. Part 1 is an introduction. Part 2 highlights the literature review and hypotheses development. Part 3 explains the research method used in this study, ranging from the sampling to the hypotheses testing. Part 4 discusses the descriptive statistics, analysis, and finding. Finally, part 5 summarizes the conclusions and suggestions as well as the possibilities for future research.

2. Literature review

2.1. Protection Motivation Theory (PMT)

Many studies have been done on Protection Motivation Theory (PMT) (Anderson & Agarwal, 2010; Hong, Chan, Thong, Chasalow, & Dhillon, 2014; Johnston & Warkentin, 2010; Lee & Larsen, 2009; Pahlila, Siponen, & Mahmood, 2007; Pechmann et al., 2003; Whetten, 2009; Woon, Tan, & Low, 2005; Workman, Bommer, & Straub, 2008). Protection Motivation Theory (PMT) concerns how individuals process threats and select responses to cope with the danger brought about by those threats. This definition is then developed into the behaviour of an individual to prevent danger or threat (Chen & Zahedi, 2016; Rippetoe & Rogers, 1987; Rogers,

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