
A Study on Technology-Driven International Trade: Factors Identification based on Asian Countries

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Abstract – In a pandemic situation, a new trading paradigm emerges, particularly face-to-face trading, which has fallen out of favour of electronic trading. Thus, the framework developed a technology-driven international trade research classification. This study illustrates the relationship of attitude, subjective norm, trust, facilitating condition, risk, pandemic, behavioural intention, and adoption of international trade. Specifically, the link between international trade adoption and behavioural intention was identified, where the latter's mediating effect was also investigated in international trade. The authors employed a quantitative analysis through SPSS as a statistical tool aligned with the objective. The study's findings sum up the Asian technology-driven international trade among countries, in which Asian economies possessed a broad acceptance of technology-driven international trade. Additionally, this research unlocks other frontiers in international trade, particularly Asian countries, which concerns the pandemic impact.

Keywords: Adoption of international trade, behaviour intention, risk, technology-driven trade.

1. Introduction

In the 21st century, it is possible to obtain significant benefits through faster sales, lower service fees, and lower costs for merchants and businesses (Contractor, 2007). Modern transportation has made it possible to fly over and transport around mountain ranges and deserts in international trade, significantly affecting the entire country's GDP (Deurenberg-Yap *et al.*, 2001). These services are in high demand, but they are not widely utilised. Furthermore, the IT-based industry plays an essential role in trading financial instruments such as smart contact, stocks, and bonds (Dasgupta, Laplante, Wang, & Wheeler, 2002). Various factors affect international trade, and its impact is strongly influenced by technology and Internet of Thing (IoT) service (Balsalobre *et al.*, 2003). It was also revealed that the user's three device use intentions were closely linked to the user's attitudes and subjective norms in the system research assessment (Lee-Partridge & Ho, 2003).

Traders should consider expanding their order-placement capabilities and streamlining their processes as consumers are predisposed to exhibit positive feelings about it (Hoehle, Scornavacca, & Huff, 2012). The technology behind these trades has only succeeded in improving firms' trading activities, but it has not increased its use (Shankar, Urban, & Sultan, 2002). International trade must expand its online trading facility (Roca, García, & De La Vega, 2009). There has been a dramatic shift in the global market due to the influence of tradition, credibility, exposure, trust, and consciousness (Olekar & Talawar, 2013). Because of the lack of technology adoption and understanding of its practicalities, Asia is currently facing the most critical challenges in trading (Lee, 2009). Another problem in the industry is that various people are unfamiliar with the fundamentals of online technology (Halder, 2020). Due to this situation, online base trading should be given more attention by Asian digital gateways and buyers and sellers (Welford, 2007).

Bangladesh is regarded as one of the world's leading developed countries, and it is taking substantial measures to boost its economy (Farahmand, 2022). Hence, trade-in national and international base is a practical approach, and its government is preparing to introduce a new transnational trade ideology (Featherman & Pavlou, 2003; Firpo, Salvini, Francioni, & Ranjith, 2011; Furtado, Furtado, Filho, & Silva, 2020). Bangladesh has established a new international trade relationship with Uzbekistan under the global trade plan (Ghalwesh, Ouf, & Sayed, 2020; Ghazali & Guci, 2018). Accordingly, Bangladesh and Uzbekistan can open a new door to international trade relations through international trade.

This situation is why international trade requires considerable digitisation during a pandemic (Choi, 2003). The relationship between this country and the rest of the world is influenced by numerous factors (Choi, 2003; Du & Paltsev, 2014; Farahmand, 2022). Factors such as confidence, finances, and security impact digital services. As a result, the digital foundation of global trade must be strengthened. Hence, this research can lead to greater efficiency and profitability in international trade. Even in terms of its reliability, it provides new knowledge about the sector and international trade that assists players. However, there is still substantial evidence to back up this data set.

2. Literature Review and Hypothesis

In this section, the authors identify the various factors that impact technology-driven international trade and produce a hypothesis to verify these factors.

2.1 Attitude and Behavioural Intention

The behavioural determinant is the behaviour's ability to behave. Davis et al. (1989) propose that perception and normative purpose predict the outcome that an individual desires to achieve (Davis, 1985). Meanwhile, Ajzen and Fishbein's behavioural theory links attitudes to actions (Ajzen & Fishbein, 1975). The confidence in one's judgments and the outcome of one's actions can be used to judge one's behaviour (Kasiri, Cheng, Sambasivan, & Sidin, 2017). For the new technology to be adopted, our international trade must present a social attitude, which can only be achieved by working on our usage (Duca,

Rule, & Loebel, 2012). This conventional method works well with new technologies (Kramarz, Martin, & Mejean, 2020), albeit nothing has been done for international trade. Therefore, people can learn through practising communication (Perroni & Rutherford, 1993), which is only a theory that has not been tested. Notably, trading would benefit significantly from modern technologies (Liu *et al.*, 2020), and as a result, the researcher proposes the following:

H1: Attitude positively affects the behavioural intention in international trade.

2.2 Subjective Norm and Behavioural Intention

Subjective norms are formed by what a person can or cannot do (SYED *et al.*, 2021). In this context, the normative goal of interpretation and conduct should be linked (Korn *et al.*, 2021). Therefore, Individuals should conduct every aspect that helps them achieve these attributes in their daily lives (Liu *et al.*, 2020). Furthermore, subjective norm relates to behavioural intention (Kartemo & Nyström, 2021). Understanding the unprecedented societal ramifications of our technology's applications would help our technology be widely accepted (Gruszczynski, 2020). Additionally, scripting is often practical for new technology usage and subjective norms (Wong, 2015). Notably, little is done to promote global trade, implying that people can continuously learn about globalisation through trial and error (Lin & Bhattacharjee, 2010). Thus, we have explored this subjective norm in modern trading technologies, sufficiently advantageous, though it will have a minor effect on trade expansion (Li, Hess, & Valacich, 2008). As a result, the researcher proposes the following:

H2: Subjective norm positively affects the behavioural intention in international trade.

2.3 Trust and Behavioural Intention

Expectations vary in individuals (Luo, 2002), and thus this research applies To Trust (TR) concept to meet each other's needs and fulfil the traders' wishes. Business strategies frequently rely on international commerce trust (Hedman & Kalling, 2003). Additionally, influence allows insight into the technology design model's repercussions in various situations (Tan & Thoen, 2002). Thus, a great strategy to service confidence is advocated to meet the firm's needs in the competitive relationship of international traders (Rauch & Trindade, 2002). In essence, most firms that embrace this contact concept require confidence and sophistication (Seppälä, 2016), and beneficial partnerships are crucial in this area. In most cases, a trustworthy network does not exhibit sufficient responsibility, which is problematic (Zott, Amit, & Massa, 2011). One practical strategy is to keep the supply chain power on the digital trade (Imeri, Agoulmine, Feltus, & Khadraoui, 2019). Recent studies show that supplier chain participants exhibit trust among each other, and therefore the researcher proposes this hypothesis:

H3. Trust positively affects behavioural intention to adopt international trade.

2.4 Facilitating Condition and Behavioural Intention

The degree of expectation that the facility and technological infrastructure is ready to support trading via technology is known as facilitating conditions (Jin & Kang, 2011). A facilitator is a person who promotes the adoption of new technology towards behavioural intention (Venkatesh & Bala, 2008). It allows you to perceive and relate your emotional intent to your actions (Pitchayadejanant, 2011). Another researcher found the intended effect on international trade that similarly impact the state of facilitating conditions for digital commerce (Lingmont & Alexiou, 2020). The study examines employees' perceptions of accessible instruments for international trade. It was found that traders are more willing to undertake international trade if they have enough support (Ting, Yacob, Liew, & Lau, 2016). Consequently, this situation affects the behavioural objective of advancing international trade (Keong, Ramayah, Kurnia, & Chiun, 2012). It is a crucial reliance without affecting worldwide digital trading technology expenses. Hence, the researcher proposes this hypothesis:

H4. Facilitating conditions positively affect the behavioural intention to adopt international trade.

2.5 Pandemic and Behavioural Intention

A pandemic is a scenario or a tragedy that significantly impacts trade and international business (Kirk & Rifkin, 2020), which has a causal effect on behavioural intention (Chua, Al-Ansi, Lee, & Han, 2020). Accordingly, trading behaviour is affected by pandemic management (Taşel, 2020), and both elements are significantly connected (Farooq, Laato, & Islam, 2020). Notably, global trade is critically influenced by the pandemic (Long & Khoi, 2020), a critical determinant for international trade (Yaprak, Kılıç, & Okumuş, 2021). However, in trade, the trader's behaviour and purpose differ. Globalisation influences trade and industry and the pandemic is a causal result. If the pandemic control is well organised, the business may continue normally (Zhong, Oh, & Moon, 2021). This idea shows a strong link between pandemic and trading behaviour. Overall, the pandemic significantly affects international trade, and thus, the global trade pandemic is a significant variable in adopting technology use (Song, Yao, & Wen, 2021). Hence, the researcher proposes the hypothesis:

H5. Pandemic positively affect the behavioural intention to adopt international trade

1.6 Risk and Behavioural Intention

Unpredictable trading outcomes alter the behavioural intention towards international trade (Matiza, 2020). In specific stock market trading techniques, investing with the expectation of a substantial price movement may result in a loss more significant than the deposit (Nugroho, 2016). Notably, established businesses thrive on risk, though the deal will fail if the risk is absent or misbehaved (Miao-Que & Yi-Fang, 2010). The possibility of calamity is a valuable find for traders and provides the pupils' challenge (Chor & Manova, 2012). Thus, it is crucial to discuss the event's impact on risk management, focusing on

behavioural intention (Choi, 2020). When a company decides to expand, it avoids losses that would otherwise result in less commerce (Tai & Ku, 2013). Concerning international trade, the risk variable is linked to behavioural intention, and thus the researcher proposes this hypothesis:

H6. Risk positively affects the behavioural intention to adopt international trade.

1.7 Behavioural Intention and Adoption of International Trade

The practice intent for the prescribed possible conduct is the purpose of conducting (Chor & Manova, 2010). Most international trades modified their methods to encourage digital trading (Jackson, 1978). Significantly, global trade means free digital trading among traders (Chor & Manova, 2010) & Manova, 2010). Furthermore, financial investments aim to improve behaviour and leverage international trade to open new doors in the financial sector (Choi, 2003). Companies want to trade and track traceable trades (Ling, Masrom, & Din, 2013), and digital commerce acceptability also hinges on their desire to deal globally (Gopi & Ramayah, 2007). Thus, the convenience and compatibility of foreign trading must be considered (Reich, 1996). International trade benefits the country's economy (Schneider, 1998) and promotes the digital industry to boost commerce, analyse its impact, and adjust its purpose ((Lingmont, 2020 #569) et al., 2013). Finally, the goal is to promote global trade awareness, knowledge, and accessibility (Nugroho, 2016). Therefore, the researcher proposes this hypothesis:

H7: The behavioural intention will positively influence the adoption of international trade.

Overall, this study focuses on the following objectives-

- I. To examine the relationship of significant factors towards international trade
- II. To examine the relationship of mediators in the international trade

3. Methodology

In this research, the authors explored the primary and secondary data. Relevant books, book chapters, indexed journals, conference proceedings, and online databases represented the secondary data. Meanwhile, primary data were derived from the survey via a self-administered questionnaire, namely internet website (google form) and e-mail.

3.1 Population

The population comprises people, events, or things, and the researcher derives conclusions from the data (Marczyk & DeMatteo, 2005). This study's target audience is international traders (Pailhès & Kuhn, 2020) who volunteered to participate. Hence, the researchers chose the top management of each international commerce firm. Accordingly, the ultimate demography for the study are traders from Central Asia. According to Wikipedia, the study's population included 1006 traders in Central Asia. Finally, English was selected as the study's medium language.

3.2 Sampling Technique

One can categorise or generalise a population using random sampling depending on the sampling method used. In this context, probability sampling is highly suggested for research sampling (Madow & Madow, 1944; Système de l'échantillonnage (SS); Gundersen & Jensen, 1987; Gundersen, Jensen, Kiêu, & Nielsen, 1999). However, the pandemic has made it nearly impossible to interact with traders in Central Asia. As a result, the research uses Google Forms to collect responses. Moreover, the researcher took a random sample of individuals and established an interval for 278 samples, 4 (1006/278) milliseconds, using a random number generator (Sekaran, 2003; Sekaran & Bougie, 2010; Sekaran & Bougie, 2016). A self-administered questionnaire (SAQ) was utilised using Google Docs to build an online questionnaire and e-mail the Google documents URLs to the interval number. This study employed the earlier research model's scale of study constructs (Chomeya, 2010). The content formulation is validated and suited for the audience using a seven Likert scale panel (Joshi, Kale, Chandel, & Pal, 2015) to evaluate the building, with "Strongly Agree" being the highest score. Finally, the ten constructs included in Venkatesh et al.'s study were: attitude, subjective norm, trust, enabling condition, pandemic, risk, behaviour intention, and cryptocurrency adoption scale (2012).

3.3 Data Collection Method

A web-based survey was chosen as the data collection approach for this study since it is simple to run and widely used (Grant-Muller *et al.*, 2014). Previous research recommended reassuring respondents of their anonymity and confidentiality and frequently communicating with them to explain the survey. Additionally, they are reminded to submit their responses by a specific deadline (Ghauri, Grønhaug, & Strange, 2020).

3.4 Operational and Measurement Variable

In this study, the researcher is interested in learning about the influence of strategic factors on trade adoption in international trading through behavioural intention mediation (Grant-Muller *et al.*, 2014). The variable from previous experiments was conceptualised in the current investigation measured by adapting items from previous studies appropriate for their scope. This approach drove the study's goals and objectives. The items for each construct were chosen based on their validity and reliability demonstrated in prior studies. Furthermore, the objects were tested in various settings and digital backgrounds. This study confirms the questionnaires' validity and correctness. The surveys were therefore given to the general population. Next, the operational definition of each variable and its measurement scales are described in the following sections.

3.5 Pilot Test

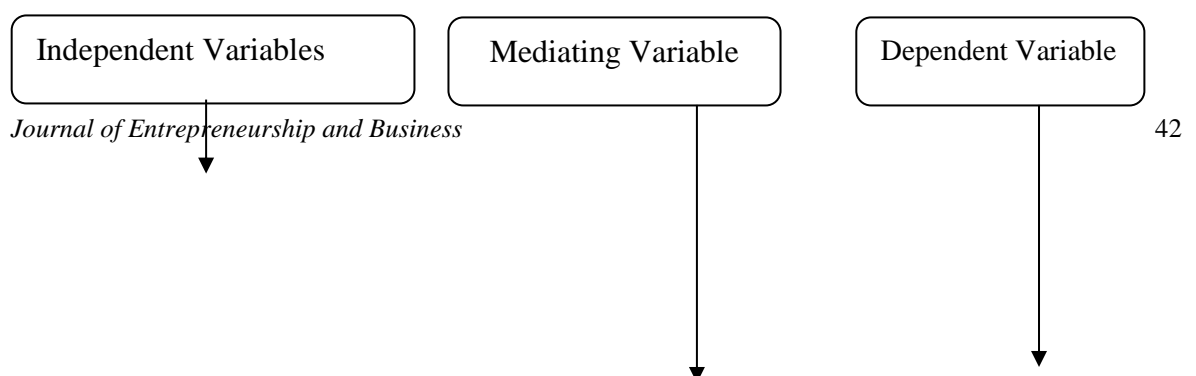
A pilot study allows researchers to assess the questionnaire's validity and reliability, establishing an optimal point. According to Creswell (2003), questionnaires can be revised before the final distribution to ensure the pilot test's efficiency. Therefore, this study chooses 50 responses for a pilot study. The questionnaire was subsequently subjected to a pilot study for reliability and validity.

3.6 Validity and Reliability

The instrument's validity is significant since it measures the questionnaire and calculates it according to the research goal (Sekaran & Bougie, 2010). Validity is determined by the questionnaire's quality (Zikmund-Fisher *et al.*, 2010). A study found that survey items should obtain expert evaluation (Silverman, 1992). Thus, the pilot test is essential to ensure the instrument's accuracy and calculation. This study used a previous questionnaire derived from previous studies (Hopko, Mahadevan, Bare, & Hunt, 2003). Accordingly, academics and experts have evaluated the validity, credibility, and conciseness of the tools used in this study (Abowitz & Toole, 2010). Because the study's questions are heavily adapted from earlier research, content validity is crucial to the study's success (Mohajan, 2017). Moreover, no statistical analysis can be used to check the accuracy of each construction's material, and thus only experts can accomplish it. Each construct's validity was examined using Cronbach's Alpha (CH), a common psychological measure to check the internal consistency of scales or coefficients (Bonett & Wright, 2015). Each signal requires a value larger than 0.6 to be valid, and convergent validity is considered adequate when $CA > 0.6$. Alpha scores of 0.8 or higher are considered significantly trustworthy, while values of 0.7 or higher are considered reasonable.

3.7 Research Framework

Attitude, subjective norms, trust and facilitating conditions are the independent variables. Meanwhile, the adoption of international trade is a determinant, where behavioural intention modifies this investigation.



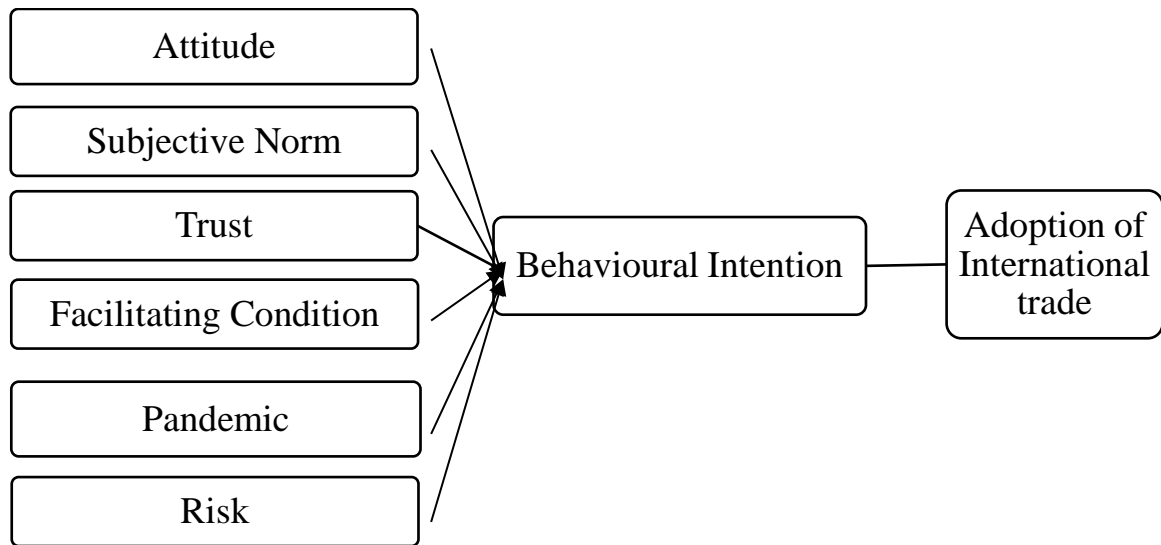


Figure-1: Proposed Research Framework

4.0 Results and Discussion

In this section, the research demonstrates the statistical results and discussion.

4.1 Demographic Factors Analysis

Table 1: The Total Number of Respondents Age, Academic Degree, and Marital status

Age	No.	%	Level of Education	No.	%	Marital Status	No.	%
18-25	3	6%	Bachelor	18	36%	Married	37	74%
26-35	21	42%	Masters	21	42%	Single	13	26%
36-45	16	32%	Diploma	6	12%			
46 & Above	10	20%	PhD	4	8%			
			Other	1	2%			

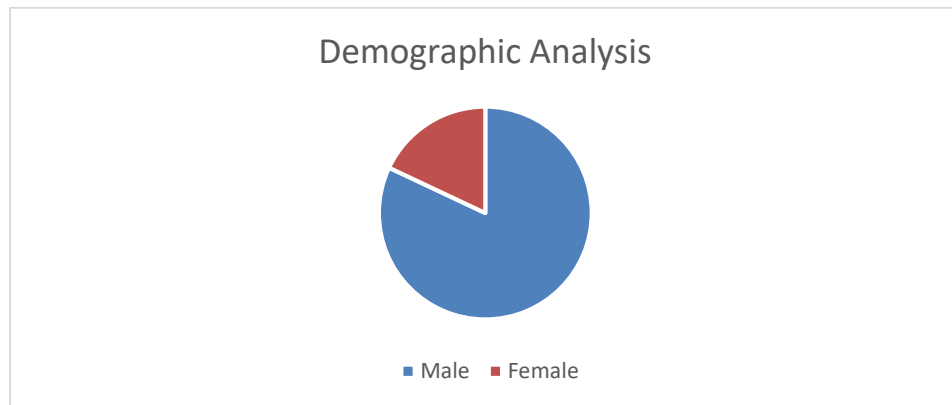


Table 1 shows that the age of 36-45 = 16, 26-35 = 21, 46 & Above = 10, and 18-20 = 3. Most respondents are between 26-35 (42%), followed by 36-45 (32%). Besides that, the respondents who held a master's degree are 21 (42%), followed by bachelor 18 (36%), diploma 6 (12%), PhD 4 (8%), and other 1. Additionally, among the respondents, married comprise 37, succeeding singles at 12 and others at 1. From Table 1, the results reveal that in international trade, youth are involved and argue for technology-driven trade. Furthermore, highly educated people conduct international business and married and single are interested in conducting technology-driven international trade. Lastly, most respondents from different countries are male, and only 18% are female.

Table-2: Number of Countries of the Respondents

Country	Number of Respondents	Percentage
Kazakhstan	10	20%
Malaysia	2	4%
Bangladesh	5	10%
Thailand	3	6%
Singapore	11	22%
Vietnam	1	2%
Bahrain	12	24%
Afghanistan	1	2%
China	1	2%
Uzbekistan	1	2%
UAE	1	2%
Japan	1	2%
India	1	2%

Table 2 shows the countries with the most respondents: Bahrain 12, Kazakhstan-10, and Singapore-11. Meanwhile, other countries presented fewer respondents, Malaysia-2, Bangladesh-5 and Thailand-3. Though, Japan, UAE, Uzbekistan, China, India, Vietnam, and Afghanistan remain countries with the most significant number of single respondents.

Table-3: Reliability of the Variables

No	Variables/ Constructs	Cronbach's Alpha	No of Item
1	Attitude	0.905	3
2	Subjective Norm	0.912	3
3	Trust	0.951	4
4	Facilitating Condition	0.937	4
5	Pandemic	0.818	4
6	Risk	0.939	5
7	Behavioural Intention	0.952	3
8	Adoption of International Trade	0.976	4

Table 3.3 shows the study results, with Cronbach's Alpha (CH) value between 0.818 and 0.976, indicating strong reliability in each dimension and crossing the CH>0.7 barrier. Therefore, this study found a significant positive value with Cronbach's Alpha (CH) values ranging between 0.818 and 0.976 in Table 3.12.

Table-4: Descriptive Statistics (Mean Value)

Country	Attitude	Subjective Norm	Trust	Facilitating Condition	Pandemic	Risk	Behavioural Intention	Adoption of International Trade
Kazakhstan	0.887	1.025	0.258	1.254	3.012	0.251	3.584	Yes
Malaysia	0.921	0.981	1.045	0.995	5.218	1.025	5.021	Yes
Bangladesh	1.020	1.254	1.845	.0158	1.247	3.215	4.213	Yes
Thailand	1.852	2.579	1.181	2.025	0.874	2.014	1.587	Yes
Singapore	5.014	2.401	5.12	4.210	7.210	12.25	11.25	Yes
Vietnam	0.298	0.874	0.963	0.187	0.875	1.842	1.285	Yes
Bahrain	7.251	8.214	15.12	11.023	8.185	4.285	17.145	Yes
Afghanistan	0.023	0.110	0.253	0.236	0.085	0.054	0.202	No
China	12.45	12.251	5.087	8.185	10.891	7.254	14.258	Yes
Uzbekistan	1.245	1.854	1.789	1.548	1.845	3.456	9.581	Yes
UAE	1.125	1.875	1.456	5.345	8.489	4.257	11.058	Yes
Japan	21.15	14.21	12.61	14.854	17.258	9.214	12.454	Yes
India	1.411	1.214	0.145	1.458	0.889	2.781	3.458	Yes

Table-4 demonstrate the mean value of different factors affecting technology-driven international trade of different countries. The current competitive business era becomes the critical reason to Asian countries realising the technology-friendly international trade.

Other countries from this region are ahead of this adaptation, i.e., China, Japan, UAE, Singapore, Thailand, and Uzbekistan. However, several South Asian countries' technology adaptation tendency and rate are sluggish with a significantly delayed tendency of technology adoption, such as India and Bangladesh. Notably, Afghanistan is one of the most vulnerable countries in Asia, and the war-torn country has not yet reached the desired level of technological development. Meanwhile, China ranks first in Asia and on the global scale in terms of technology-based international trade

The study's findings were discussed in light of the research goals. This study examines intent's role in influencing attitude, subjective norm, trust, facilitating condition, pandemic, risk, and adoption of international trade. Next, the intention to adopt was discussed. Accordingly, debate in the research framework discusses how the components relate to the adoption of international trade. Additionally, the association is used in the variable mediator behaviour intention. The questionnaire items were changed to ensure that the study has been integrated into the research aim by conducting content validity. Finally, the Asian countries participant completed the survey instrument with 50 respondents.

Table-4: Hypothesis testing

Hypothesis	Relationships	Cronbach's Alpha	Findings
H1	Attitude	0.905	Supported
H2	Subjective Norm	0.912	Supported
H3	Trust	0.951	Supported
H4	Facilitating Condition	0.937	Supported
H5	Pandemic	0.818	Supported
H6	Risk	0.939	Supported
H7	Behavioural Intention	0.952	Supported
H8	Adoption of International Trade	0.976	Supported

The Likert scale ranged from 1=strongly disagree to 7 = strongly agree based on scale dependability parameters. This scale assesses model content validity, factor load importance, and convergent validity. Furthermore, the structural model was examined as an internal model. The variable criterion continues with predictor variable direct and indirect effects. Thus, this report depicts the exact influence on international trade adoption in Asian international trade.

5. Contribution

This research enhances the effectiveness and profitability of international trade. The outcome from this research may be beneficial for stakeholders in putting forward new trade knowledge vis-à-vis the nature of the industry and international trade, especially its reliability. The majority of the other evidence from previous studies still confirms this particular body of information.

6. Conclusion

This research was aimed to examine the variables that affect the relationship of several elements. These elements include behavioural intention and attitude, subjective norm, trust, facilitating condition, pandemic, risk, and adoption of international trade in Asian countries. Technology-based trading in Asian marketers must improve their intention relationship based on the current situation. The findings of this study reflect that attitude, subjective norm, trust, facilitating condition, pandemic, risk has played a significant role in international trade relationships. Furthermore, the study revealed that behavioural intention directly influenced the adoption of international trade in Asian countries. It means that behavioural intention increases as the adoption of international trade increases. The study also identified that behavioural intention indirectly influenced the adoption of international trade. Thus, the research creates other frontiers for prospective researchers in international trade.

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