DEVELOPING DESIGN PROCESS MODEL AND MEASURING ACCEPTANCE OF POLYTECHNIC CO-OPERATIVE E-RETAIL WEBSITE

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DEVELOPING DESIGN PROCESS MODEL AND
MEASURING ACCEPTANCE OF POLYTECHNIC CO-
OPERATIVE E-RETAIL WEBSITE

BY
Rashdan bin Rashid

A Thesis submitted to the Othman Yeop Abdullah Graduate School
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fulfillment of the requirements for the degree of Doctor of Philosophy
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ABSTRACT

Research on the process model of e-retail web design using Content Management System (CMS) remains scarce. CMS is one way of developing website quickly, with less cost and usage of IT expertise. Researchers mostly focus on identifying the significant relationship towards particular website especially on web design and suggest for practical implementation. Previous studies on web development are on the architecture of CMS while the use of CMS attracts little interest among researchers. Only a number of researchers concentrate on the process development of e-retail website especially using CMS. To fill the practical gap, this research proposed a process model of e-retail website through SDLC and extended the model with the introduction of internet marketing. It was tested in the development of a e-retail website. Each stage is discussed in details along the way of the web development. After the website was successfully developed, this research examined the acceptance of e-retail website by measuring consumers’ behavioural intention and actual usage using Unified Theory of Acceptance and Use of Technology (UTAUT). In addressing the theoretical gap, this research provides an empirical test of three forms of self-efficacy (Computer Self-efficacy, Internet Self-efficacy, and Online Shopping Self-efficacy) and anxiety (Computer Anxiety, Internet Anxiety, and Online Shopping Anxiety) towards behavioural intention to shop online. The research subjects were 91,830 polytechnic students from 33 polytechnics in Malaysia. A total of 357 full-time polytechnic students from five polytechnics in Malaysia have been involved in this research. From a list of students’ name, self-administered survey questionnaires were distributed at response rate of 77.8%. Correlation and Multiple Regression were used to test the significant relationship while Hierarchical Regression was used to test the moderator of gender. The research reveals that Performance Expectancy, Social Influence, Facilitating Condition and Online shopping Self-Efficacy are found to have significant effect on students Behavioural Intention to use polytechnic co-operative e-retail business. E-retailer needs to encourage the potential customer to make on-line purchasing because it is no longer a norm against the use of the Internet and computer. The process model is readily transferable to another website so that it describes as sufficient for use. The future research shall apply the extended UTAUT in different subject (adult) and the process model shall extend until the Return on Investment (ROI).

Keywords: Process model, Participant observation, Content Management System (CMS), Unified Theory of Acceptance and Use of Technology, e-retail website, polytechnic co-operative.
ABSTRAK


Kata Kunci: Model proses, pemerhatian peserta, Sistem Pengurusan Kandungan (CMS), Teori Bersepadu Penerimaan dan Penggunaan Teknologi (UTAUT), Laman web e-peruncitan, Koperasi Politeknik.
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# TABLE OF CONTENTS

PERAKUAN KERJA TESIS / DISERTASI ......................................................... III

PERMISSION TO USE .................................................................................. V

ABSTRACT ........................................................................................................ VI

ABSTRAK ........................................................................................................ VII

ACKNOWLEDGEMENT ................................................................................. VII

TABLE OF CONTENTS .................................................................................. IX

LISTS OF TABLES .......................................................................................... XV

LIST OF FIGURES ........................................................................................... XVII

PUBLICATIONS ASSOCIATED WITH THIS THESIS .......................... XVIII

CHAPTER ONE ................................................................................................ 1

INTRODUCTION ............................................................................................... 1

1.1 Background of the Research ................................................................. 1

1.2 Problem Statement ............................................................................... 11

1.3 Research Questions ............................................................................ 25

1.4 Research Objectives .......................................................................... 25

1.5 Significance of Study .......................................................................... 26

1.6 Scope of Study .................................................................................... 28

1.7 Definition of Key Terms .................................................................... 28

1.8 The research framework .................................................................... 31

CHAPTER TWO ................................................................................................ 33

THE BACKGROUND OF CO-OPERATIVE AND E-COMMERCE ......... 33

2.0 Introduction ............................................................................................. 33
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Co-operative in Malaysia</td>
<td>33</td>
</tr>
<tr>
<td>2.2</td>
<td>E-Commerce History</td>
<td>40</td>
</tr>
<tr>
<td>2.3</td>
<td>Online retail</td>
<td>43</td>
</tr>
<tr>
<td>2.4</td>
<td>The case: Tuanku Syed Sirajuddin Co-operative Limited</td>
<td>44</td>
</tr>
<tr>
<td>2.5</td>
<td>Summary</td>
<td>46</td>
</tr>
<tr>
<td>CHAPTER THREE</td>
<td></td>
<td>47</td>
</tr>
<tr>
<td>LITERATURE REVIEW</td>
<td></td>
<td>47</td>
</tr>
<tr>
<td>3.0</td>
<td>Introduction</td>
<td>47</td>
</tr>
<tr>
<td>3.1</td>
<td>Studies on web design</td>
<td>49</td>
</tr>
<tr>
<td>3.1.1</td>
<td>Previous research related to web design approaches</td>
<td>49</td>
</tr>
<tr>
<td>3.1.2</td>
<td>Guidelines on website design</td>
<td>55</td>
</tr>
<tr>
<td>3.1.3</td>
<td>Process models in web design</td>
<td>59</td>
</tr>
<tr>
<td>3.1.4</td>
<td>Usability evaluation in web design</td>
<td>68</td>
</tr>
<tr>
<td>3.1.5</td>
<td>Using Content Management System (CMS) in web design</td>
<td>72</td>
</tr>
<tr>
<td>3.2</td>
<td>Implications of web design in this research</td>
<td>76</td>
</tr>
<tr>
<td>3.3</td>
<td>Determinants of buying behaviour on shopping decision-making</td>
<td>77</td>
</tr>
<tr>
<td>3.4</td>
<td>Determinants of buying behaviour on online shopping decision-making</td>
<td>80</td>
</tr>
<tr>
<td>3.5</td>
<td>Theoretical Underpinning</td>
<td>88</td>
</tr>
<tr>
<td>3.5.1</td>
<td>Theory of Reasoned Action (TRA)</td>
<td>89</td>
</tr>
<tr>
<td>3.5.2</td>
<td>Theory of Planned Behaviour (TPB)</td>
<td>89</td>
</tr>
<tr>
<td>3.5.3</td>
<td>Technology Acceptance Model (TAM)</td>
<td>91</td>
</tr>
<tr>
<td>3.5.4</td>
<td>Decomposed Theory of Planned Behaviour</td>
<td>93</td>
</tr>
<tr>
<td>3.5.5</td>
<td>Social Cognitive Theory</td>
<td>94</td>
</tr>
<tr>
<td>3.5.6</td>
<td>Online Shopping Acceptance Model (OSAM)</td>
<td>95</td>
</tr>
<tr>
<td>3.5.7</td>
<td>DeLone and McLean IS Success Model</td>
<td>96</td>
</tr>
<tr>
<td>3.5.8</td>
<td>Unified Theory of Acceptance and Use of Technology (UTAUT)</td>
<td>98</td>
</tr>
<tr>
<td>3.5.9</td>
<td>Implication of UTAUT on this research</td>
<td>104</td>
</tr>
<tr>
<td>3.6</td>
<td>Self-Efficacy</td>
<td>104</td>
</tr>
<tr>
<td>3.7</td>
<td>Anxiety</td>
<td>108</td>
</tr>
<tr>
<td>3.8</td>
<td>Behavioural Intention</td>
<td>111</td>
</tr>
<tr>
<td>3.9</td>
<td>Usage Behaviour</td>
<td>112</td>
</tr>
</tbody>
</table>
3.10 Summary ...................................................................................................................... 112

CHAPTER FOUR ................................................................................................................ 114

THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT .. 114

4.0 Introduction .................................................................................................................. 114

4.1 Research Constructs and Hypotheses Formulation .................................................. 115
  4.1.1 Performance Expectancy (PE) ................................................................................ 116
  4.1.2 Effort Expectancy (EE) ......................................................................................... 116
  4.1.3 Social Influence (SI) ............................................................................................. 117
  4.1.4 Facilitating Conditions (FC) ................................................................................ 117
  4.1.5 Self-efficacy .......................................................................................................... 118
  4.1.6 Anxiety .................................................................................................................. 119
  4.1.7 Education Programme Background ...................................................................... 121
  4.1.8 Gender ................................................................................................................... 123
  4.1.9 Voluntaries, Experience and Age ........................................................................... 124
  4.1.10 Online shopping Intention and Use Behaviour .................................................... 125

4.2 Hypotheses Summary ................................................................................................ 125

4.3 Summary .................................................................................................................... 126

CHAPTER FIVE ................................................................................................................... 127

METHODOLOGY ............................................................................................................... 127

5.0 Introduction .................................................................................................................. 127

5.1 The First Phase of the study: Web design process model ........................................ 128
  5.1.1 Case Study ............................................................................................................ 129
  5.1.2 Case study and Participant observation ................................................................. 130
  5.1.3 Data Collection Technique .................................................................................. 132
  5.1.4 Role of researcher ............................................................................................... 133
  5.1.5 Validity ................................................................................................................ 134
  5.1.6 Reliability ............................................................................................................ 135
  5.1.7 Web design process methodology ....................................................................... 135

5.2 The Second Phase of the study: Validating Modified UTAUT on
polytechnic co-operative e-retail website................................................................. 144
  5.2.1 Population and Sample Size ............................................................................... 145
  5.2.2 Data collection and measurement ....................................................................... 149
  5.2.3 Instrument Design .............................................................................................. 150
  5.2.3.1 PE Dimension ................................................................................................. 151
  5.2.3.2 EE Dimension ................................................................................................. 151
5.2.3.4 Social Influence Dimension ............................................. 152
5.2.3.5 Facilitating Condition Dimension ...................................... 153
5.2.3.6 Internet anxiety dimension ............................................. 153
5.2.3.7 Computer anxiety dimension .......................................... 154
5.2.3.8 Online shopping anxiety dimension ................................. 155
5.2.3.9 Internet self-efficacy dimension ....................................... 155
5.2.3.10 Computer self-efficacy dimension ................................... 156
5.2.3.11 Online shopping self-efficacy dimension ......................... 157
5.2.3.12 Behavioural Intention .................................................. 159
5.2.3.13 Use Behaviour ........................................................... 159
5.2.4 Validity of instrument ....................................................... 161
5.2.5 Reliability Assessment ...................................................... 162
5.2.6 Pilot test .................................................................. 162
5.2.7 Technique of Data analysis .............................................. 163

5.3 **Summary** ...................................................................... 164

CHAPTER SIX ........................................................................ 165

RESEARCH FINDINGS ............................................................. 165

6.0 **Introduction** ............................................................... 165

6.1 **The process model** ........................................................ 166
  6.1.1 Planning and Requirement ................................................ 166
    6.1.1.1 Managerial Decisions .................................................. 166
    6.1.1.2 Financial Decisions ..................................................... 168
    6.1.1.3 Human resource allocation and training decisions .......... 168
  6.1.2 Development .................................................................. 169
    6.1.2.1 The search for a content management system (CMS) ....... 169
    6.1.2.2 Process of registration for the domain name .............. 173
  6.1.3 Design .......................................................................... 175
    6.1.3.1 Basic concept on online shopping navigation............... 175
    6.1.3.2 Process of designing web interface ............................ 176
    6.1.3.3 Product cataloguing management ................................ 182
    6.1.3.4 CMS package selection on online shopping navigation ... 184
    6.1.3.5 Buying process ........................................................ 185
  6.1.4 Evaluating through Usability Testing ................................. 186
  6.1.5 Website deployment ....................................................... 189
  6.1.6 Promotion .................................................................. 191

6.2 **Measuring Acceptance on UTAUT** ................................. 203
  6.2.1 Response Rate ............................................................. 203
  6.2.2 Missing Data .................................................................. 204
  6.2.3 Profile of Respondents (n=376) ....................................... 204
6.2.3.1 Gender ........................................................................................................... 205
6.2.3.2 Programme ................................................................................................... 205
6.2.3.3 The respondents’ computer knowledge....................................................... 206
6.2.3.4 The respondents’ internet knowledge......................................................... 206
6.2.3.5 The respondents’ Facebook™ account ownership ..................................... 207
6.2.3.6 The respondents’ aware of the existence www.ptsscoop.com.my ............. 207
6.2.4 Treatment of Outliers (Mahalanobis Distance) ........................................... 207
6.2.5 Descriptive Statistics for All Items and Constructs ........................................ 208
6.2.6 Assessment of Normality.................................................................................. 209
6.2.7 Homoscedasticity............................................................................................ 211
6.2.8 Assessment of Multicollinearity ...................................................................... 213
6.2.9 Assessment of Factor Analysis ...................................................................... 213
6.2.10 Reliability Analysis ....................................................................................... 217
6.2.11 Correlation Analysis ..................................................................................... 218
  6.2.11.1 Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Condition ........................................................................................................ 219
  6.2.11.2 Self Efficacy ............................................................................................... 220
  6.2.11.3 Anxiety ....................................................................................................... 220
  6.2.11.4 Gender and Programme ........................................................................... 221
6.2.12 Multiple Linear Regression .......................................................................... 222
  6.2.12.1 Effect of Performance Expectancy, Effort Expectancy and Social Influence on Behavioural Intention ............................................................ 223
  6.2.12.2 Effect of students Self Efficacy on Behavioural Intention ....................... 224
  6.2.12.3 Effect of students anxiety on Behavioural Intention .................................. 225
  6.2.12.4 Effect of Education Programme on Behavioural Intention .................... 225
  6.2.12.5 Effect of Facilitating Conditions on Use Behaviour ............................... 225
  6.2.12.6 Effect of Behavioural Intention on Use Behaviour ................................. 226
6.2.13 Hierarchical Regressions on moderating effect ......................................... 227

6.3 Summary ............................................................................................................ 231

CHAPTER SEVEN ........................................................................................................ 234

DISCUSSION AND CONCLUSION .............................................................................. 234

7.0 Introduction .......................................................................................................... 234

7.1 Discussion on the proposed process model (Phase 1) .................................... 234
  7.1.1 Planning and Requirement Analysis phase .................................................. 236
  7.1.2 Development and Design phase .................................................................... 237
  7.1.3 Evaluation phase ............................................................................................ 237
  7.1.4 Implementation phase .................................................................................... 238
  7.1.5 Internet Marketing phase ............................................................................... 239

7.2 Discussion on User Acceptance evaluation (Phase 2) ...................................... 240
7.2.1 Use Behaviour level of co-operative e-retail website .......................... 241
7.2.2 The relationship between Performance Expectancy and Behavioural Intention .......................................................... 242
7.2.3 The relationship between Effort Expectancy and Behavioural Intention .... 243
7.2.4 The relationship between Social Influence and Behavioural Intention ..... 244
7.2.5 The relationship between Facilitating Condition and Use Behaviour ........ 245
7.2.6 The relationship between self-efficacy and Behavioural Intention .......... 245
7.2.7 The relationship between anxiety and Behavioural Intention ............... 246
7.2.8 The relationship between education programme and Behavioural Intention .................................................................................. 247
7.2.9 Moderating effect of Gender .................................................................. 247
7.2.10 The relationship between intention and use behaviour .................... 249

7.3 Practical Contribution ................................................................................. 249

7.4 Theoretical Contribution ........................................................................... 250

7.5 Limitation .................................................................................................. 252

7.6 Future research ........................................................................................ 255

7.7 Summary .................................................................................................. 256

REFERENCES .................................................................................................. 258

APPENDICES .................................................................................................. 300

Appendix A User Task .................................................................................... 300
Appendix B Questionnaire ............................................................................. 301
Appendix C Letter of Request ....................................................................... 314
Appendix D Letter of approval ...................................................................... 315
Appendix E Normality .................................................................................... 316
Appendix F Factor Loading ........................................................................... 318
Appendix G Correlation PE,EE,SI,FC ............................................................. 321
Appendix H Correlation SE .......................................................................... 326
Appendix I Correlation Anxiety .................................................................... 328
Appendix J Correlation Gender and programme .......................................... 330
Appendix K Multiple Regression .................................................................... 331
Appendix L Hierarchical Regression .............................................................. 333
LISTS OF TABLES

Table 1.1 Broadband Subscribers 2011-2014 ................................................................. 4
Table 1.2 Personality at work.......................................................................................... 10
Table 1.3 Definition of key terms.................................................................................. 29
Table 2.1 Chronology summary of co-operative events ................................................. 33
Table 2.2 Co-operative by Function as at 31 December 2011 ....................................... 35
Table 2.3 Co-operative principles ................................................................................... 36
Table 2.4 Summary of Polytechnic Co-operative ......................................................... 39
Table 2.5 Summary of web addresses of consumer retail co-operative in Malaysia .. 40
Table 2.6 Internet Service Provider for PTSS ................................................................. 45
Table 3.1 Summary of previous research on variables and methodology .................. 52
Table 3.2 Guidelines for e-commerce website design ................................................... 56
Table 3.3 Others Components Guidelines for e-commerce website design ................. 57
Table 3.4 Summary of CMS stages for e-commerce ...................................................... 64
Table 3.5 Summary of site building life cycle ................................................................. 65
Table 3.6 The syntheses work from existing stages in the process model .................... 66
Table 3.7 Categories and Technique used Usability Testing ........................................ 69
Table 3.8 Summary of research on usability testing ...................................................... 70
Table 3.9 Differences between usability testing and theory of acceptance ................. 71
Table 3.10 Application Installed by Softaculous ............................................................ 73
Table 3.11 Summary of previous research on online shopping .................................... 83
Table 3.12 Sources of UTAUT construct ..................................................................... 99
Table 3.13 Summary of past research that used modified UTAUT model ................. 101
Table 3.14 Summary of past research on self-efficacy .................................................. 107
Table 3.15 Summary of past research on anxiety ......................................................... 110
Table 4.1 Summary of the hypotheses ........................................................................... 126
Table 5.1 Summary of the case study ........................................................................... 134
Table 5.2 Development Approach ................................................................................ 140
Table 5.3 Students Enrollment as of September 2012 .................................................. 146
Table 5.4 The Probability of students for each region .................................................... 148
Table 5.5 Performance Expectancy ............................................................................... 151
Table 5.6 Effort expectancy ............................................................................................ 152
Table 5.7 Social Influence ............................................................................................. 152
Table 5.8 Facilitating Condition .................................................................................... 153
Table 5.9 Internet anxiety ............................................................................................... 154
Table 5.10 Computer anxiety ....................................................................................... 154
Table 5.11 Online shopping anxiety .............................................................................. 155
Table 5.12 Internet self-efficacy .................................................................................... 156
Table 5.13 Computer self-efficacy ................................................................................ 157
Table 5.14 Online shopping self-efficacy .................................................................... 158
Table 5.15 Behavioural Intention .................................................................................. 159
Table 5.16 Use Behaviour ............................................................................................. 160
Table 5.17 Variables and sources .................................................................................. 161
Table 5.18 The data analysis techniques used in the research .................................... 164
Table 6.1 Estimated expenses allocation ................................................................. 168
Table 6.2 The summary of webhosting (CMS) requirements .................................... 170
Table 6.3 Features of the Silver Plan ....................................................................... 174
Table 6.4 The descriptions of Menus ........................................................................ 177
Table 6.5 Participants feedback ............................................................................... 188
Table 6.6 Summary of Co-operative Facebook™ page insight news post .............. 193
Table 6.7 Summary of Co-operative Facebook™ page insight product post ............ 195
Table 6.8 Facebook™ page insight product post with boost marketing ............... 199
Table 6.9 The sample study response rate ................................................................. 204
Table 6.10 The frequency and percentage of students’ gender ................................ 205
Table 6.11 The frequency of respondents programme ............................................... 205
Table 6.12 The frequency of respondents computer knowledge ............................ 206
Table 6.13 The frequency of respondents’ internet knowledge ................................. 206
Table 6.14 Respondents Facebook™ account ownership .......................................... 207
Table 6.15 Respondents awareness on the existence of co-operative e-retail website ......................................................................................................................... 207
Table 6.16 Descriptive Statistics for all items (n=371) ................................................ 209
Table 6.17 Skewness and Kurtosis for the variables .................................................... 210
Table 6.18 Test of Multicollinearity ........................................................................... 213
Table 6.19 Factor loading for Independent Variables ................................................ 215
Table 6.20 Factor Loading for Dependent Variable ................................................... 217
Table 6.21 Reliability Coefficient of the Variables ..................................................... 218
Table 6.22 Relationship among Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition and Behavioural Intention ........................................ 219
Table 6.23 Relationship among Behavioural Intention and Actual .............................. 219
Table 6.24 Relationship between Self Efficacy and Behavioural Intention ............. 220
Table 6.25 Relationship between Anxiety and Behavioural Intention ..................... 221
Table 6.26 Relationship among Gender, Programme and Behavioural Intention .... 221
Table 6.27 Summary of multiple regression results on Behavioural Intention without moderating variables ........................................................................................................ 223
Table 6.28 Summary of the hypothesis testing from multiple regression analysis (PE, EE, SI) .................................................................................................................. 224
Table 6.29 Summary of the hypothesis testing from multiple regression analysis (SE) ......................................................................................................................... 224
Table 6.30 Summary of the hypothesis testing from multiple regression analysis (Anx) ......................................................................................................................... 225
Table 6.31 Effect of Facilitating Condition on Use Behaviour ................................. 226
Table 6.32 Summary of the hypothesis testing from multiple regression analysis (FC) ......................................................................................................................... 226
Table 6.33 Effect of Behavioural Intention on Use Behaviour .................................. 226
Table 6.34 Moderating Effect of Gender ................................................................. 226
Table 6.35 Summary of tested hypotheses results .................................................... 232
Table 7.1 Summary of phase 1 .................................................................................. 235
LIST OF FIGURES

Figure 1. 1 The Research Framework .......................................................... 32
Figure 3. 1 Literature review diagram ............................................................. 48
Figure 3. 2 Categories of Web application (Kappel et al., 2003) ..................... 61
Figure 3. 3 Model of Buyer Behaviour (Kotler & Armstrong, 2010) .............. 78
Figure 3. 4 Factors Influencing Consumer Behaviour (Kotler & Armstrong, 2010) .... 79
Figure 3. 5 Model of Consumer Behaviour (Anderson & Gaile-sarkane, 2008) .... 80
Figure 3. 6 Online Shopping Acceptance Model (OSAM)(Zhou et. al., 2007) ....... 95
Figure 3. 7 The original IS success model (DeLone & McLean,1992) ................. 96
Figure 3. 8 The modified IS success model (Delone & McLean, 2003) ............ 97
Figure 3. 9 UTAUT Model (Venkatesh et. al., 2003) .................................. 100
Figure 4. 1 Proposed Theoretical Framework and Hypotheses ..................... 115
Figure 5. 1 Research methodology ............................................................... 128
Figure 5. 2 Design Research Model (Vaishnavi & Kuechler, 2004) ................. 136
Figure 5. 3 The proposed stages of web design process model development ...... 141
Figure 5. 4 Survey session ............................................................................ 150
Figure 6. 1 Proposal Presentation to Board of Co-operative ......................... 167
Figure 6. 2 Screenshot of preloaded online shopping CMS ............................ 171
Figure 6. 3 Screenshot of osCommerce CMS website platform ....................... 172
Figure 6. 4 Screenshot of e-commerce web using osCommerce Platform .......... 172
Figure 6. 5 Screenshot of e-commerce web using osCommerce Platform .......... 172
Figure 6. 6 Screenshot of an online shopping CMS by Exabytes Network Sdn. Bhd. .............................................................. 173
Figure 6. 7 Flow of web design .................................................................... 180
Figure 6. 8 Screenshots of Page Design ......................................................... 181
Figure 6. 9 Screenshots of product categories ................................................. 182
Figure 6. 10 Process flow of product cataloguing in CMS package selection ...... 183
Figure 6. 11 Screenshot of product page ......................................................... 184
Figure 6. 12 Screenshot of the polytechnic co-operative e-retail website .......... 185
Figure 6. 13 Screenshot of WhatsApp message and Poslaju .......................... 186
Figure 6. 14 Screenshot of focus group session .............................................. 187
Figure 6. 15 Screenshot of the interview session with BOC ............................ 190
Figure 6. 16 Screenshot of the Polytechnic Co-operative Facebook™ Page ....... 191
Figure 6. 17 Screenshot of Facebook™ configuration .................................... 192
Figure 6. 18 Screenshot the shopping cart in Facebook Page™ ....................... 192
Figure 6. 19 Screenshot of setting up Facebook™ Page Promotion .................. 198
Figure 6. 20 Screenshot of co-operative blog ................................................. 200
Figure 6. 21 Screenshot of message box and Skype™ .................................... 201
Figure 6. 22 The final of web design process model ....................................... 202
Figure 6. 23 Scatterplots of Standardized Residuals against the Predicted Values... 211
Figure 6. 24 Scatterplots of studentized ......................................................... 212
Figure 6. 25 Research findings diagram ......................................................... 233
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CHAPTER ONE

INTRODUCTION

This chapter introduces the background of research followed by the problem statement, research questions and objectives, significance of the study and, limitations and scope of the study. It also includes the definition of relevant key terms and structure of the research framework.

1.1 Background of the Research

The government intends to boost online business in Malaysia through multiple initiatives and programmes. Through the Economic Transformation Programme (ETP), for example, the government seeks to modernize the retail sector by building a more dynamic retail market. The government modernize retail sector by assisting small operators through improvement initiatives in skills and information technology. The government wants to provide global exposure to our small and medium enterprises (SMEs) through the virtual mall (Economic Transformation Programme: A Roadmap For Malaysia, 2010). According to the Deputy Prime Minister, Tan Sri Dato' Hj Muhyiddin in his speech at the opening ceremony of The Native Entrepreneurs’ Expo on 8th July 2011, the initiated Entry Point Projects (EPP) under ETP has been designed to boost the growth of Gross National Income (GNI) through expanding online retail revenue. In addition, the Digital Malaysia Masterplan has been introduced as an effort to improve socio-economic development of the country by focusing on ICT and e-commerce (“Tangani Digital Malaysia,” 2013)

In line with the government’s Economic Transformation Programme (ETP) initiative such as Retail Transformation Project (TUKAR) and National Co-operative Policy
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