

The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.



**FACTORS INFLUENCE ONLINE BUYING BEHAVIOR ON
ONLINE SHOPPING: A STUDY AMONG UUM POSTGRADUATE
STUDENTS**



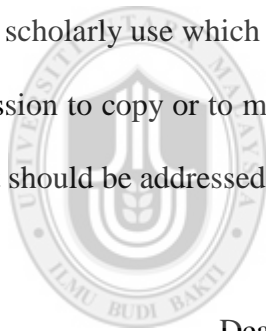
SU'AIDAH BINTI ABDULLAH

UUM
Universiti Utara Malaysia

**Research paper submitted to
School of Business Management
Universiti Utara Malaysia
In partial fulfilling of requirement for Master of Science (Management)**

PERMISSION TO USE

In presenting this research paper in partial fulfilment of the requirements for a Post Graduate Degree from Universiti Utara Malaysia, I agree that the University Library makes a freely available for inspection. I further agree that permission for copying of this project paper in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor or, in their absence, by the Dean of Othman Yeop Abdullah Graduate School of Business. It is understood that any copying or publication or use of this research paper or parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition given to me and to the Universiti Utara Malaysia in any scholarly use which may be made of any material for my research paper. Request for permission to copy or to make other use of materials in this research paper, in whole or in part should be addressed to:



Universiti Utara Malaysia

Dean of School of Business Management

Universiti Utara Malaysia

06010 UUM Sintok

Kedah Darul Aman

ABSTRACT

The internet has develop new distribution channel and online transaction are rapidly increasing. This has created a need to understand how the consumer perceive and effect their buying. The purpose of this dissertation is to examine if there is any particular factors that influence the consumer buying behaviour online. Primary data was collected through a survey that were conducted on students of Universiti Utara Malaysia. Price, trust, convenience, website quality and security were identified as important factors which lead to certain buying behavior in online shopping. The world wide web is rebuild around people where social circles influence is lead to online buying. Price, trust, convenience, web design and security have been identified as important factors. Price was considered to be the most important and affecting factor for the majority of internet consumer. Most of the consumers hesitate not to shopping online, because of the insecure payment and transactions systems.

KEYWORDS: *online shopping, Price, trust, convenience, web design, security, online buying behavior.*

ABSTRAK

Internet telah menyediakan saluran pengedaran baru dan transaksi dalam talian semakin berkembang dengan pesat. Ini telah mewujudkan satu keperluan untuk memahami bagaimana pengguna melihat dan melaksanakan pembelian mereka. Tujuan kajian ini adalah untuk mengkaji jika terdapat apa-apa faktor tertentu yang mempengaruhi tabiat pembelian pengguna dalam talian. Data primer dikumpulkan melalui kaji selidik yang telah dijalankan ke atas pelajar Universiti Utara Malaysia. Harga, amanah, kemudahan, kualiti laman dan keselamatan telah dikenal pasti sebagai faktor penting yang membawa kepada tabiat pembelian tertentu dalam membeli-belah dalam talian. Laman sesawang dibina disekitar orang ramai di mana bulatan sosial mempengaruhi pembelian dalam talian. Harga, kepercayaan, kemudahan, kualiti laman dan keselamatan telah dikenal pasti sebagai faktor penting. Harga telah dianggap sebagai faktor yang paling penting dan mempengaruhi majoriti pengguna internet. Kebanyakan pengguna teragak-agak untuk membeli dalam talian, kerana sistem pembayaran dan transaksi yang tidak selamat.

KATA KUNCI: pembelian dalam talian, harga, amanah, kemudahan, reka bentuk laman, keselamatan, tingkah laku pembelian pengguna.

ACKNOWLEDGEMENT

First and foremost, I would like to thank the one and only Allah S.W.T for blessing and giving me strength of mind, spirit, ability, good physical condition, good health and guidance for me to complete this research paper. Allah S.W.T is one of my motivation to keep positive in completing this research and by Allah's blessing and permission, I have succeeded in completing this research paper. Along the way in my journey to finish this research paper, there are numerous parties involved in helping me either directly or indirectly assistance in order for me to accomplish my objective.

Secondly, my deepest gratitude and thanks of course to my supervisor, Dr Yaty Bt Sulaiman for giving committed guidance, moral support, cooperation and being helpful throughout the whole process of completing this research paper. Her valuable comments, suggestions, academic support, ideas and advices have been instrumental guidance for me in finalizing this study and I highly respect her as an amazing lecturers.

Thirdly, special thanks dedicated to my beloved husband, Muhammad Iman b. Pelim and my mom Che Hasnah bt Abdul Hamid for prayers for my success, endless love, support and cares during my journey in accomplishing this study. Both of them are also one of my motivator to be positive always. I also would like to give my sincere thanks to all my dearest fellow friends for giving me the moral support, companionship and help in finishing my study and also being my wonderful friends. May Allah S.W.T repay the kindness of everyone that I have mentioned above.

CERTIFICATION OF RESEARCH PAPER	i
PERMISSION TO USE	ii
ABSTRACT	iii
ABSTRAK	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENT	vi
LIST OF TABLES	x
LIST OF FIGURES	xii
LIST OF ABBREVIATIONS	xiii

CHAPTER 1: INTRODUCTION

1.1 Background of research	1
1.2 Problem Statement	2
1.3 Research Objective	5
1.4 Research Question	5
1.5 Scope of study	6
1.6 Significant of Research	7

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction	9
2.2 Concept of Consumer Buying behaviour	9
2.3 Concept of Online Shopping	11
2.4 Past Studies on consumer buying behaviour	12
2.5 Price Factors	14
2.5.1 The relationship between price factors and consumer buying behaviour	15
2.6 Trust Factors	16
2.6.1 The Relationship between trust factor and consumer buying behaviour	18
2.7 Convenience Factors	20
2.7.1 The Relationship between convenience factors and consumer buying behaviour	21
2.8 Website Quality	22
2.8.1 The Relationship between website quality factors and consumer buying	

behaviour	23
2.9 Security	25
2.9.1 The Relationship between security factors and consumer buying behaviour	26
2.10 Summary	28

CHAPTER 3: METHODOLOGY

3.1 Introduction	29
3.2 Research Framework	29
3.3 Research Hypothesis	30
3.4 Research Design	31
3.5 Target Population	32
3.6 Sampling Technique	32
3.7 Sample Size	33
3.8 Questionnaire Design	35
3.8.2 Consumer buying Behavior	35
3.8.3 Price	36
3.8.4 Trust	36
3.8.5 Convenience	38
3.8.6 Website Quality	38
3.8.7 Security	39
3.9 Data Collection	40
3.10 Technique Data of Analysis	41
3.11 Conclusion	41

CHAPTER 4: FINDING AND DISCUSSION

4.0 Introduction	42
4.1 Reliability	42
4.2 Data Screening	44
4.2.1 Response rate	44
4.2.2 Missing Value	45
4.2.3 Factor Analysis	46

4.2.4 Normality	56
4.2.5 Multivariate Outliers Test	57
4.2.6 Linearity	58
4.3 Descriptive Analysis	61
4.3.1 Demographic response	62
4.4 Inferential Analysis	66
4.4.1 Independent T-test	61
4.4.2 Anova	68
4.4.3 Correlation	71
4.4.4 Regression	73
4.5 The Theoretical Framework and Hypothesis Testing	74
4.6 Conclusion	77

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1 Introduction	78
5.2 Summary of Findings	78
5.2.1 Relationship between Price factor and online buying behaviour	79
5.2.2 Relationship between Trust factor and online buying behaviour	79
5.2.3 Relationship between Convenience factor and online buying behaviour	80
5.2.4 Relationship between Website Quality factor and online buying behaviour	80
5.2.5 Relationship between Security factor and online buying behaviour	80
5.2.6 Relationship between factor and online buying behaviour	81
5.3 Recommendation	81
5.3.1 Online Marketer	81
5.3.2 Online shopper	82
5.4 Limitation	83
5.5 Future Research	84
5.6 Conclusion	84

REFERENCES	85
APPENDIXES	
A: Questionnaire	97
B: Statistical data of Information of OYAGS student	102



LIST OF TABLES

Table 3.1:	Krejcie and Morgan (1970)
Table 3.2:	Consumer Buying Behaviour
Table 3.3:	Price Instrument
Table 3.4:	Trust Instrument
Table 3.5:	Convenience Instrument
Table 3.6:	Website Quality Instrument
Table 3.7:	Security Instrument
Table 4.1:	Cronbach's Alpha for all Variable in Pilot Test
Table 4.2:	Pilot Test & Real Test
Table 4.3:	Response Rate
Table 4.4:	Missing Value
Table 4.5:	KMO & Bartlett's Test for Consumer Buying Behaviour
Table 4.6:	12 Items of Consumer Buying Behaviour
Table 4.7:	KMO & Bartlett's Test for Price
Table 4.8:	Items for Price Factor
Table 4.9:	KMO & Bartlett's Test for Trust
Table 4.10:	Item for Price Factor
Table 4.11:	KMO & Bartlett's Test for Convenience Factor
Table 4.12:	Item for Convenience Factor
Table 4.13:	KMO & Bartlett's Test for Website Quality
Table 4.14:	Item for Website Quality Factor
Table 4.15:	KMO & Bartlett's Test for Security
Table 4.16:	Item for Security Factor
Table 4.17:	Summary of Skewness and Kurtosis Value of the Variable
Table 4.18:	Mahalanobis Distance
Table 4.19:	Gender
Table 4.20:	Age
Table 4.21:	Marital Status
Table 4.22:	Highest Education
Table 4.23:	Monthly Income

Table 4.24:	Independent Sample Test
Table 4.25:	Group Statistic
Table 4.26:	One Way Anova Age
Table 4.27:	One Way Anova Highest Education
Table 4.28:	One Way Anova Marital Status
Table 4.29:	One Way Anova Monthly Income
Table 4.30:	Correlation
Table 4.31:	Modest Summary Multi Regression
Table 4.32:	Anova Regression



LIST OF FIGURE

Figure 1: Malaysian Online Shopping 2016

Figure 2: Model Framework

Figure 3: Diagram for Price Factor and Consumer Buying Behaviour

Figure 4: Diagram for Trust Factor and Consumer Buying Behaviour

Figure 5: Diagram for Convenience Factor and Consumer Buying Behaviour

Figure 6: Diagram for Website Quality Factor and Consumer Buying Behaviour

Figure 7: Diagram for Security Factor and Consumer Buying Behaviour



LIST OF ABBREVIATIONS

DV	Dependent Variable
F	Frequency
IV	Independent Variable
KMO	Kaiser-Meyer-Olkin
OYA GSB	Othman Yeop Abdullah Graduate School of Business
R	Rate
Sig	Significant
SPSS	Statistical Package for Social Science Program
UUM	Universiti Utara Malaysia



CHAPTER 1: INTRODUCTION

This chapter will explain the background of the research, problem statement, objectives, research questions, significant, scope and limitations of the study. It presents the introduction of online shopping, online buying behaviour and the influence of the factors.

1.1 Background of research

Internet and technology makes life easier and advance. People who do business and merge it to online have made business easier and growing fast. The internet serves a business platform in marketing the business. The internet is now the main for online business in introducing their product and service. Competitors and customer now meet at one place. It brings a new way in promoting, advertise products and services in the market (Silverstein, 2002). Online marketing has become important in business and become part of promotion in business activity. Online marketing is attracting a wider number of shopper and business. Every year, more businesses own web sites to reach internet user in increasing their sales and take advantage of technology to expand their business. Now days, internet technology is moving up and business now takes their place online. Their goal is making a profit as much as they can and to gain customer from different category.

Online consumer is searching for the new thing, new trend and the most important is price compatibility with their buying budget. Internet becomes the best way to save time, energy and money through online purchase within range of budget from anywhere. Online consumer uses the technology to compare prices of goods, catch up with the latest information, get

connected socially with social media and surfing as they desire. The internet gives consumer opportunity to make comparison of price, quality and brands in just one click. The internet has created a competitive market where the buyer and seller is gathered in one place. Web sites provide a chance to search information about products/services, place a comment or give orders (Hoffman and Novak, 1996). As in online shopping it helps consumers by providing a wider selection that consumers can choose before the shopping. It makes consumer life easier and saving their time on shipping.

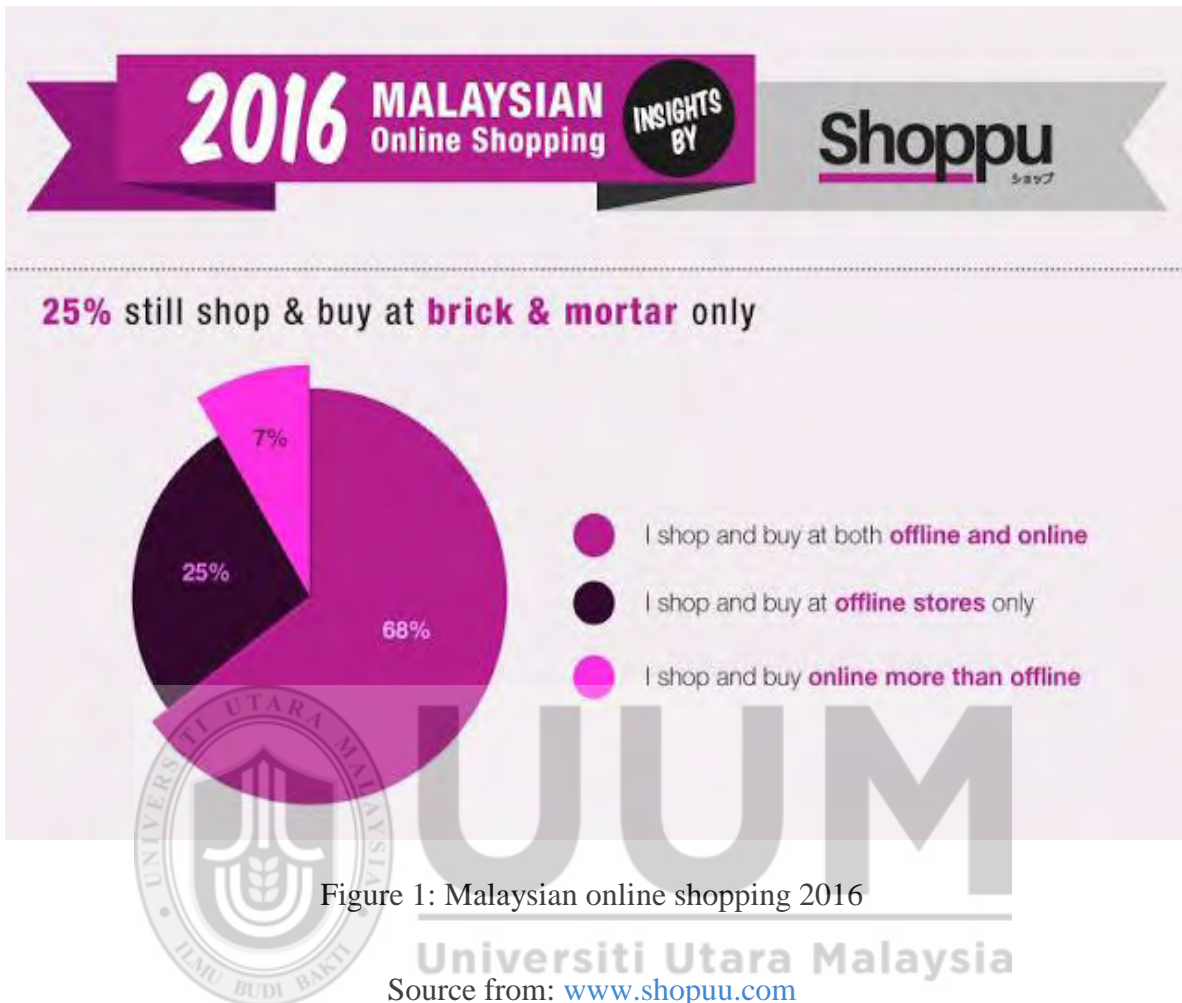
Hence, analysing factor of the behaviour of the online consumer is for developing and practicing the best strategy the factor that may influence buying behaviour. There is a consumer who avoids online purchase because there is a risk they have to face such as a money transaction, whether it can be trusted and secure also the web site itself whether it's easy to use or not. The consumer can understand better the factor that influences them in shopping online and can change their behaviour when they can see the factor have its pros and cons. A consumer can use it to make a better decision before buying online.

1.2 Problem Statement

Millions of users are on the line every hour every day and in online market, they are a good prospect for online business. Based on figure 1, users of the internet and online shopper is increasing every year, but there are percent of users who still prefer brick and mortar shopping only. For the reason, that now many retailer online, it's vital for business to understand demand by customer in this emerging business. There is no shortest way to understand the factors influencing the consumer. Every decision is a personal or individual

decision. Moreover, consumers demand new things in the Internet medium. Business should aware that customers playing a major role in online business and by identifying factors that are mainly affecting the buying desire is crucial.

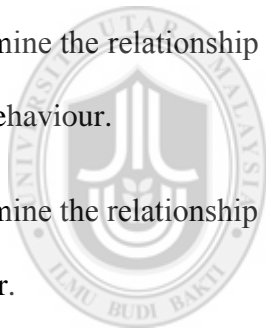
Online shopping has become a phenomena for most of people, but there is consumer who refuse and do not prefer to shop online. The factor of price, trust, convenience, website quality and security. Based on Chaffey, 2011, a cheap price is what consumer looking for. Because of that there is a consumer who still shop offline when they already become a regular customer to their favourite shop that give them cheap price. For trust factors, “it is the implication of the belief that the online seller can be trusted, the feeling of confidence and security in the transaction process (Shaney et. al, 2013). Trust for the consumer it derived from the belief of confidence and security that sellers offer in the transaction. Convenience from the Tech Faq, 2008 show that, Shop after operating hour after normal operating hour of traditional store is supported by research that 58% consumer choose online shopping, while 61% consumer do online shopping because they hate long waiting line and crowd during festive seasons. Even though convenience makes shopping experience easy there is consumer still prefer traditional shopping. The website quality from Yoo and Donthu, 2001, website quality have moved as an important element in fulfil consumer expectation and increase evaluation of online retail. In consumer view an attractive website defines the seller, whether the seller is an established company and can be trusted. Security, perhaps the most important factor that consumer looking for, as stated by Constantinides (2004) online customer is concern regarding the security and data safety of transactions during their online shopping. Why this has happened is what we want to find out. The question of how and what way consumer makes decision to shop online and give impact to their behaviour is what we want to analyse.



1.3 Research Objective

The objective of the study is to:

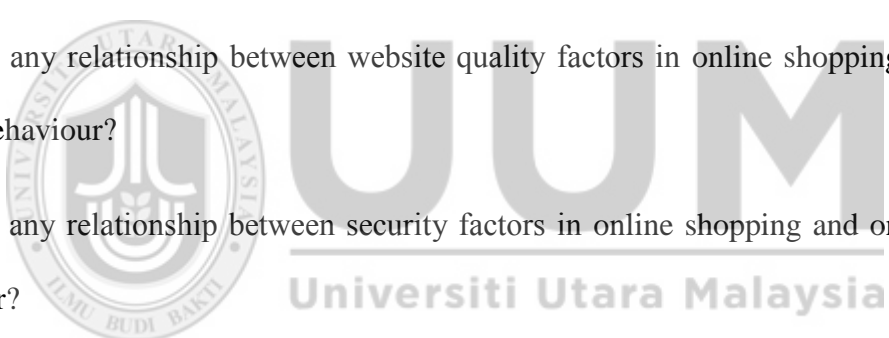
- To examine the relationship between price factor in online shopping and online buying behaviour.
- To examine the relationship between trust factor in online shopping and online buying behaviour.
- To examine the relationship between convenience factor in online shopping and online buying behaviour.
- To examine the relationship between website quality factor in online shopping and online buying behaviour.
- To examine the relationship between security factor in online shopping and online buying behaviour.



UUM
Universiti Utara Malaysia

1.4 Research Question

The research question of the study is as below:

- Is there any relationship between price factors in online shopping and online buying behaviour?
 - Is there any relationship between trust factors in online shopping and online buying behaviour?
 - Is there any relationship between convenience factors in online shopping and online buying behaviour?
 - Is there any relationship between website quality factors in online shopping and online buying behaviour?
 - Is there any relationship between security factors in online shopping and online buying behaviour?
- 

1.5 Scope of study

This study aims to examine the relationship between price factors, trust factor, convenience factor, web site quality factor and security factors in online shopping. The study will be conducted and focusing on Universiti Utara Malaysia (UUM) students only. UUM was established on 16 February 1984 under the University Utara Malaysia 1984 Order (Statutory). UUM was established with the specific mission of providing a leadership role for management education in the country. This university is also known as a management

university with its slogan “the eminent management university”. Hence, perception about the factor of online shopping from UUM students will be analysed.

The importance of choosing UUM for this study is because the researcher wants to know either the factors affecting the students of UUM in Online shopping. Apart from that, the researcher has selected the participants from Othman Yeop Abdullah Graduate School of Business (OYAGSB) that are UUM postgraduate students. The reason why the researcher is focusing on Postgraduate from OYAGSB is because mostly postgraduate students are working either part time or full time. They have an income and researchers are familiar with the school environment.

1.6 Significant of Research

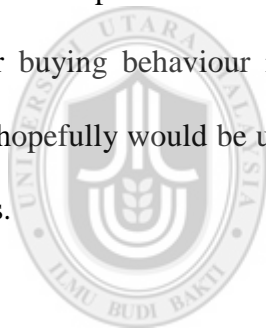


Previously, the traditional marketing approach involves interpersonal communication, whereas customers need to find out their own suppliers or intermediaries in order to get products or services at best prices. However, business owners realized that it is easier and less expensive to enter global markets or internationalize their activities via internet marketing. Distance is no longer a major concern, whereas businesses can be done across the world with only one click and 24/7 connection.

Accordingly, the study is to understand how the experience, performance and exploitation of consumer satisfaction towards ideas, services and products that are offered in the online marketing transaction process. By analysing consumer buying behaviour, this study also can

provide online marketers a better view in understanding about customer needs and wants in order to satisfy their fulfilment. Anderson and Sullivan (1993) stated online market, which will entail further sales, as well as boost an image so that can increase customer satisfaction whereas will affect customer loyalty. By fulfilling customer satisfaction it creates a greater customer loyalty, which in turn transform it as future revenue and to attract new customer to be a buyer also become a loyal customer in future.

Furthermore, the findings of the survey indicate that there is relevant information that can be used by the internet user that give them the insight of online shopping. Because there is internet user who did not use the internet to shop. It also can be found for another researcher in online marketplace or online business to investigate other factors that would influence consumer buying behaviour in the online market. The knowledge and findings of this research hopefully would be useful as source information for the future research regarding the issues.



UUM
Universiti Utara Malaysia

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

In this second chapter will discusses the concept and definition of online buying behaviour in online shopping. In addition, this chapter also discussed and reviewed the relevant of past literature that related to behaviour in responses to online buying behaviour. This discussion is divided into five independent variables, namely the price factors, trust factors, convenience factors, website quality factor and security factors. At the end of this chapter will be summarized again about the entire chapter discussed.

2.2 Concept of Online Buying Behaviour

The process of selecting, secure, and dispose of goods, service experiences, or ideas to satisfy needs also the effect of this to consumer and the environment is the study about consumer buying behaviour (Kuester, 2012). Adil (2013), “Online shopping behaviour has a direct relationship with these five elements such as e-stores, logistics support, product characteristics, websites’ technological characteristics, information characteristic and home page presentation”. Consumer behaviour between shopping online and traditional is different. Tradition is more influence of social, cultural and personal factors compared to online shopping. Restricted by those factors is the reason for consumers who do online shopping (Bashir, 2013). Consumer buying behaviour involves a study of buying based on how, what, when and why. When a customer wants to make a buying decision, it will involve

a process of recognition, search information, evaluation, purchase and feedback (Blackwell, Miniard, and Engel, 2006). A customer buys a product and service not because usefulness, but also because of its value or how much it's worth to buy.

There has been an obvious and increasing trust in consumers towards shopping online all over the world (AadWeening, 2012). Online shopping has become a phenomena today. Haubl and Trifts (2000) say that potential customers seem to use a process that has two stages process to reach a buying decision. First, consumers screen a large set of products so that they can find the subset that will fulfil their needs. Second, this subset is evaluated in detail and the products are cross compared on the basis of some attributes to decide upon a product to buy. Haubl and Trifts (2000) also discovered that websites that offer an interactive user interface and help to do in-depth product comparisons have a more favourable and popular effect on the efficiency as well as the quality of the purchase decision.

Consumer behaviour implies a research on person also how they make choice, use and set-out products and services to satisfy desire and how it influence customer and socially (Khaniwale, 2005). Customer behaviour represents belief, emotion and act of a person react in buying process of product, service or idea. Bullying behaviour is the concept which answers the what, why, how, when, and where an individual makes a purchase (Khaniwale, 2005). Because of that, the end result of buying action is from buyer itself. Hence, understanding procedure in online buying and the reaction of the customer became main point for practitioners to compete in this fast growing marketplace.

2.3 Concept of Online Shopping

Internet marketing so called online marketing or e-marketing or activity which were carried out by using an online service. According to Dave Chaffey (2006) Applying digital technologies in achieving marketing objectives is defined as Online Marketing. Internet and digital technologies application is the continuity of traditional communication in achieving marketing intention. It not only consist of an ad on their websites, but also other type of internet services such as social media, blog and message by email.

It has been seen that online shopping provides more satisfaction to the modern day consumers who are seeking convenience as well as speed (Yu and Wu, 2007). Everything related to online shopping is in the form of digital, it's a system that was broadcast to devices such as computer, personal notebook and mobile phone. Even it can link up with traditional sale and promotion too. Although the importance in using online store is still depending on the type of product and service that suitable with the medium and demand by consumer it already give huge change in past 10 year in it process to the digital world as a result internet become important in all parts of life. It is in fact, a popular means of is shopping in the Internet community (Bourlakis et al., 2008).

Hence, the internet has broadened the communication platform to market by taking consideration of how many people can be reached easily from the location they can be reached from desktop, personal notebook to mobile phone. Marketing content also increase and become better in combination of text, audio and video become rich message. Thus, website is said to be richer than traditional mediums such as television because of messages

complexes. The enormous content accessible on a wide range of subjects and the ability of users to interactively control the experience (Laudon and Traver, 2013).

Furthermore, the technology of the internet is successfully spreading the information severity in marketing by providing real time information regarding customer when the transaction happens in the market. Consumers are much more available to receive marketing messages due to the “always-on” environment created by mobile devices which results in an extraordinary increase in marketing opportunities for firms (Laudon and Traver, 2013). Increasing of internet usage from user, volume of transaction and business growth, a lot of research has endeavoured to uncover various technicalities involved.

2.4 Past Studies on Consumer Buying Behaviour



In recent years, there are intensive studies of behaviour in online marketing. Most of them have tested to recognize factors that contribute to online shopping behaviour. There are many research across a variety of majors regarding factors affecting the online marketing on online buying behaviour. Therefore, next paragraph will explain the studies of this area.

Xiaolin Xing Fang-Fang Tang Zhenlin Yang, (2004), study about online shopping pricing and from their study, they found that electronic market is not same with book, music and movie market. Online retailer sets a different price for each product category available online. They found out that online market price is lower than traditional. This is because consumers can make a price comparison from different online retailer easily and as the result it limits the distribution of price by the seller and price become difficult to be set.

Glen L. Urbana, Cinda Amyx & Antonio Lorenzonc (2009) studied about the trust factor and they said trust definition was changing over the years even there is a different understanding of trust meaning, it has reach same generalization of the researcher. Trust is refining to 3 dimensions, it is convicting, capability and goodwill. Trust has given effect to website privacy and security that is crucial to online business transaction in convincing customer also said as the roots of trust.

Apart from that, research by Ling (Alice) Jiang, Zhilin Yang & Minjoon Jun (2013), suggest that convenience has influences to buying behaviour. The perception of convenience is on the transaction process. The more convenience that is perceived on searching, transaction, ownership and after-purchase. It gives a better possibility for repurchase and word of mouth to other potential customer. To expand the loyalty of customer in this competitive market, those three factors have to be taken as reference for improvement. Because of that, monitoring the perceptions and expectations is a precondition in reaching continuous upgrade of online convenience.

Web site quality studied by Jiyoung Kim Sharron J. Lennon (2013) found website, there is the positive notable effect of customer emotion but negative on risk perception. Jiyoung Kim Sharron J. Lennon (2013) from all 4 dimensions of website, on risk perception, it gives negative impact, but positive effect to emotion, excluding customer service.

Hence, we can say that both a giving notable impact either positive or negative. Security study by Flavián and Guinalú (2006) found that, loyalty to the website is linked with the level of security factor. Hence, as shown by the previous study development of trust, security on website affecting the buying behaviour. Priority, cost and number of visits is

measurement of website security. In addition, analysis show trust was influenced by customer perception of security related to the handling of private information of online buyer. The feeling of security come together with trust and related to loyalty.

Hence, based on previous studies, we can summarize that the main factor becoming the factor of consumer buying behaviour is price, trust, convenience, web design and security. These factors in online marketing will give influence consumer buying behaviour.

2.5 Price Factors

The process of searching and compare prices of product are becoming easier for customers with the internet technology. Consumer demand for better prices contributed to the rapid growth of online marketing. Cost operation, low enables online retailers to make use variety of promotion strategy, increasing their sales in contrast with traditional stores (Hsin-Hui Lin, 2015). In online shopping customer usually will be offered a good deal as same as if they buy from store at a lower price (Rox, 2007). Online market not only providing a bundle of product and service, but it gives customer, chances for price comparing from different website page and brand in finding a better price deal of desire product. An ideal than a reality customer can search for lowest product with the best product from an online retailer that is reachable and trusted. Internet a now expected to become market driven in term of price for all sorts of product and service.

The hypothesis by Bailey and Bakos (1997), the competition in online market has caused the price to move very quickly and lead one price law. When switching cost is almost zero, the seller forced to sell their product cheaper as they can. Taking advantage of the internet and the development technology , increasingly acquiring unconstrained access to information is what being asked for by online customer and they were offering a variety type of product and service that come with a best price (Park & Kim, 2003). Moreover, customers can make comparison of product features and prices in a more efficient and effective way of online shopping in contrast to its conventional shopping.

2.5.1 The relationship between price factors and online buying behaviour

Cheap price is often what consumers are looking for (Chaffey, 2011) E-commerce has given consumers more power; they have more knowledge, and price transparency has increased so they can switch to another brand more easily (Chaffey, 2011). With online marketing, consumer have the power to decide at what price they willing to pay and to which online retailer. It's done after online survey or comparison from another page. The price comparison and survey is easier to do online than physical store because consumers can do it side by side at one time. Consumers' information search costs and transaction costs have dropped, and the number of available options and communication between consumers has increased due to the Internet. This means that consumers have more power than before. Discount offers and the chance to make a bargain will easily attract consumer (Kardes et al., 2011). Friend inspiration and attractiveness of picture in social media is influencing the customer intuitive buying likelihood. Free shipping and return give the additionally positive reason that gives impact to customer buying decision, some retailer feels it reliable for the customer.

However Zeithaml (1988) has also posited that where other cues are well used general price and quality relationship may not really count or exist. Rust and Oliver (1994) consider perceived quality from the perspectives of service and product features. Even though the price factor is important in buying decision, it's not the priority criteria for customer to make a decision to buy. Quality product, shipping and handling fees, ease of ordering, customer support, and on time delivery factors can be equally or more important to online consumer as compared with price factors (Yannopoulos, 2011).

2.6 Trust Factors

The popularity of internet usage is growing continuously, security and privacy factor in online transaction bringing to trust requirement. Trust issue of in web page becomes the critical issue face of online business even though trust for online business is increasingly better (Cummins, Peltier, Schibrowsky and nill, 2014). The greatest barrier preventing consumers from transacting through online is lack of trust. According to Lee and Turban (2001), one of the most frequently cited reasons for not shopping online are the lack of trust. As online shopping is a fairly new medium and people do not have a lot of experience with it, shopping online is a challenge for many consumers to face. In the mission of creating and maintaining of trust climate for retaining and attract customer as to have competitive advantage become a challenge for the online marketer. It has generated enormous challenge of interest in learning the online trust. Consumers prefer to purchase from sellers they trust.

Jarvenpaa, Tractinsky, and Vitale (2000) investigate how the consumers' perceived store size and reputation, influence their trust in the store, risk perception, attitudes, and

willingness to buy at the specific store. From what they discover, there is a positive relationship between consumer trust in online stores and the store's reputation. Higher consumer trust also reduces perceived risks associated with online shopping and generates more attitudes towards shopping at a selected store, which in turn increases willingness to purchase from the store.

Traditional business definition of trust by Rousseau et al. (1998) defined trust as “a psychological state comprising the intention to accept vulnerability based on positive expectations of the intentions or behaviours of another”. The starting point of trust definition is from offline trust and now it's been widened by researcher and apply it to online trust.

Bart et al. (2005) enlarge on definition that emphasized by Rousseau's “Online trust includes consumer perceptions of how the site would deliver on expectations, how believable the site's information is, and how much confidence the site commands.” The page itself should be viewed convince consumers, as a first step to convince online users. Bao, Zhou and Su (2003) noted that one of the cultural dimensions, risk aversion, was a great factor in determining the decision made by consumers. Trust, being an indicator of the perceived risk level of customers towards online shopping has great impact on risk of aversion, which, in turn has major impact on online shopping behaviour.

However, Precondition is trust in online shopping, trust is encompassed in the image of company, website and the process of online shopping (Sahney, Ghosh and Shrivastava, 2013). Trust concept in the field of marketing emerged later, with works related to interpersonal relationship between buyers and sellers as well as relationship marketing. It's a mutual trust between two parties in doing the transaction, for marketing it means buying

and selling. Express the trustworthiness by online retailer is an obligation with a high degree of integrity and sincerity, also try to reduce uncertainty (Sahney, Ghosh and Shrivastava, 2013).

2.6.1 The relationship between trust factor and online buying behaviour

In understanding the trust and applying the concept to remove restriction in online business sales growth, researcher and online marketer come together. Discomfort among consumers is lead by physical distance, lack of personal contact between the seller and buyer in the usage of internet as compare to traditional store format (Sahney, Ghosh and Shrivastava, 2013). More and more people are purchasing online, but it takes time before consumers are confident enough to make their first purchase. After they gain the confidence and make their first purchase, the usage of online stores is likely to become more frequent, and the consumer will buy more expensive products (Chaffey, 2011) online trust has multiple dimensions (Ba and Pavlou, 2002).

Trust is defined as the willingness of customers to accept vulnerability that may occur in the course transacting online with regards to their positive expectation of online store behaviours (Deutsch, 1958). If trustworthy of online retailer does not lead consumer to trust the website, there will be no buying decision. Online trust is the implication of belief that the online seller can be trusted, the feeling of confidence and security in the online transaction process (Shaney et al., 2013). By focusing the type of business, according to specialization it affects the level of trust. Take Amazon as an example, they were perceived as more trusted than other general electronic retailer online as a result, it leads to willingness from customer to

buy from them. When sellers focus on selling specific product it show that they are expert in that kind of product and because of that it build trust from consumers to the online marketer. Especially for expensive or exclusive product.

But there is some perception when the variety products or offer it can enhance trust by consumers. It is viewed as more attractive because the perception of more established and are more trusted. It became important reason consumer use to measure whether they buy from an established business or individual. This means the online seller that always update new model or product or more design of the product. McKnight and Chervany (2001) defined trust as the extent to which one believes that the new technology usage will be reliable and credible. Pavlou (2003) defined trust in B2C e-commerce as "the belief that allows consumers to willingly become vulnerable to web retailers after having taken the retailers' characteristics into consideration". These definitions imply that trust in both the e-trailer and online technologies underlie consumers' beliefs about the safety of shopping online.

2.7 Convenience Factors

The impacts on consumers' willingness to buy online shows in empirical research is the convenience of the Internet (Wang et al., 2005). Surfing and searching information online is easier than traditional stores, is one of the convenience factors. Customer can find a catalogue of product easily with internet service. Looking for product and service through traditional method is more difficult and time consuming. Online shopping is available for customers 24 hours a day, 7 days a week and around the clock compare to traditional store

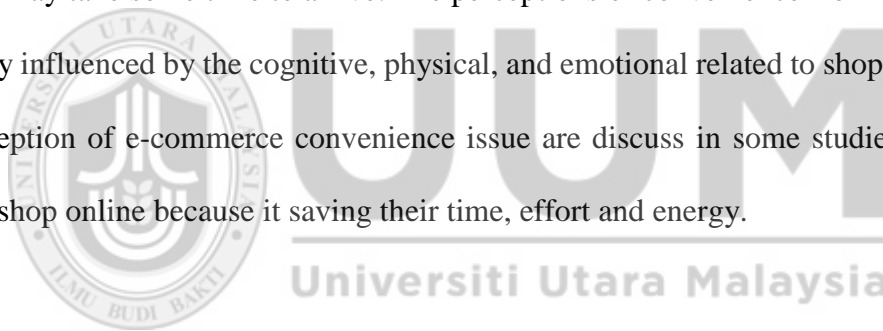
(Wang et al., 2005). Shop after operating hour after normal operating hour of traditional store is supported by research that 58% consumer chooses online shopping, while 61% consumer do online shopping because they hate long waiting line and crowd during the festive season (The Tech Faq, 2008). There is online business provide 24 hours of customer service, therefore the customer can get assistance and information they need even after business operating hour that were convenient for the customer.

In converting a potential customer to real customers, convenience in buying process become important factors (Sundstrom, 2007). What the author mean is, what attract consumer to be a buyer is the convenience factor. Expressed term such as access, search, possession, transaction, time and place are related to convenience from the context of the online market. Some companies offer customers the review of their products on the online store web page, instead of going to the actual store and asking the personnel to tell about the product features, customers can easily obtain this information just by visiting the company's website. Consumers can purchase their products at any time, and in cases of digital products such as music they are even able to use the product right away (Chaffey, 2011). The consumer can easily shop online at any time and some of product can be used immediately after purchase. Convenience is one factor encouraging online shopping.

2.7.1 The relationship between convenience factors and online buying behaviour

Convenience is mostly related to time and energy consumer spend in shopping. Allocating less time on shopping and spend it more on other things, the desire for convenience by consumer is increasing and attract them to buy from virtual shop as alternative in their life.

As online business who wish to speed up and ease in shopping service they have to take account the crucial point by developing and understand the convenience domain within each dimension. "Service Convenience" is the perception of time and effort related to buying process and service use is review in the literature of convenience economy (Berry et. Al 2002). Time, effort and energy as no monetary spending is related to perception of service explain the definition. Hence, this non-monetary factors has lead consumer to use online shopping as their option of buying. The desire for convenience and time value has been explain in online marketing literature. The higher time consuming during the service process, the lower consumers' will perceived service as convenience (Berry et al. 2002). This statement can be see when some consumer thought that delivery of product order from online shopping may take some time to arrive. The perceptions of convenience from consumer are negatively influenced by the cognitive, physical, and emotional related to shopping process. The perception of e-commerce convenience issue are discuss in some studies. Consumer prefer to shop online because it saving their time, effort and energy.



Online shopping can be used by consumer to escape from direct interaction with sales personnel to avoid being forced and uncomfortable feeling when facing with sales assistant and also to avoid being manipulated and being in control of the process (Goldsmith and Flynn, 2005; Parks, 2008). Customers who encounter a bad experience when dealing with the presence of sales assistant or want to make a decision freely without any influence. Consumer behaviour is affected by convenience in the online marketing. Convenience relates to the willingness of consumer in spending their time and energy to shop.

2.8 Website Quality Factor

Website Quality is an important factor in experiencing online shopping, the quality of the website is what to be discussed. Websites is a place of information serve to consumer by the online retailer, as a platform in serving their consumer. Why the website quality is important as stated Lim and Dubinsky (2004), Customer never get the chance to touch and feel the product before buying like normally in traditional shopping before making decision, therefore online retailer will provide information as much as they can for the customer to make a purchase. Moreover, Consumer can get more information from the review by previous buyer before make any decision. The shopping experience is different between online retailers and offline retailer because through online customer interact virtually in contrast offline is with a sales assistant physically.

Hence, by understand the retailer is providing a quality and what kind of information and interaction that is desired by consumers, it will become valuation of the website quality (Kim and Stoel, 2004). In website quality it is critical to understand whether retailer service provided have quality, enough information and interaction that match consumer expectation. Moreover, website quality has moved as an important element in fulfil consumer expectation and increase evaluation of online retailer (Yoo and Donthu, 2001).

Therefore, dimension of website quality is important to be understand to improve experience and make a better interaction online between consumer and retailer. The attractiveness of a website can persuade consumer in choosing which website they want to go for (Lim and

Dubinsky, 2004). Attractive website is attracting consumer to browse and can turn them to the buyer.

2.8.1 The relationship between Website Quality factors and online buying behaviour

A website with good graphic design in terms of structure and content, as well as easy and quick navigation, attracts potential buyers; navigation is an important aspect of web site design (Sultan et al., 2002). The web site should be friendly to use and understandable. Richard (2005) stated to measure how informative the website, the perception of the website can be good if it provide information of product that are detailed and specific with other necessary information. As an example, if the sales assistant gives and excellent service, customer will be happy, comfortable and satisfy. Thus, expectation of consumer toward sales assistant a met when their emotion is positive such as the feeling of pleasure, content and respected. In contrast, negative emotion is a result of a negative or bad impression of customer service provide by sales assistant due to lack of physical interaction with consumers for the online retailer. This is because there is no real interaction with a customer, it only depends on virtual interaction. With virtual interaction it not easy to capture the heart of consumer, especially to those who had bad experience with an online transaction. Can't see, hear, touch, smell or give it a try first before make a buying decision when consumer shop online is the restriction face by consumer. Most consumers would like to try the product before make a decision whether want to buy or not (Junhong, 2009). Some people perceive the website is not providing them enough product information to help them make a buying decision. Liu and Guo (2008) stated, online buyer will be disappointed if the information about the product provided is not meeting their desire.

A study by, Song and Zahedi (2001) classify website quality elements in five categories according to their purpose: the promotion, service, informational influence, self-efficacy, and resources facilitation. They find that each of the five is significantly and positively reinforces the consumers perceptions in these factors, which in turn positively influence consumer online shopping attitudes and behaviour. Zhang, von Dran, Small, and Barcellos (1999, 2000), and Zhang and von Dran (2000), state that it make an attempt to evaluate website quality from user satisfaction and dissatisfaction perspective. Their studies show that website features can be regarded as hygiene and motivator factors that contribute to consumer dissatisfaction and satisfaction with a website. Hygiene factors are those whose present make a website functional and service, and what factors causes user dissatisfaction. Some of the categories of Hygiene factors are: Privacy and Security, Technical Aspect, Navigation, Impartiality, and Information Content.

Business owner should not only create a secure website but company should make the web design more attractive, user friendly and easy. If the page is providing variety and relevance information about a product, excellent customer service and easy to access website, online retailers can convert user to buyer (Laudon and Traver, 2009). Information on website should not be too crowded, just enough is better. Internet usefulness and ease of use can be utilised by not putting messy or useless information (Bigné-Alcañiz et al., 2008). Thus, to reduce mistakes and misunderstood by consumers, online retailer should regularly check the word on their website. Repurchase from consumers will effect by the information quality and visual design (Koo et al., 2008). The online store will find it is lesser for consumer to purchase online due to difficult to surf, to compare and get product updates. The online retailer has to make their page easier to use for searching the goods and service. By creating

a website with better atmosphere, new and modern also friendly user is one of the ways to attract customer.

2.9 Security Factor

The security level is important and crucial in transaction of online business as it becomes the main concern of an internet business. Most commercial website or online portal provided consumers with various options to place orders on their pages. These include office number, online form, email, address and many other options to contact the retailer. Many cases, to provide the card credit information as according to Carlos(2006), the possibility that the customer believes their monetary information is private, safe and misuse during the payment process by unwanted parties with appropriate manner with their action that lead to perception of confidentiality as security. The reflection of security perception dependability of payment method use, data transmitted and stored (Kolsaker and Payne 2002).

Consumers' trust in giving personal information and security in payment through credit card transactions can affect the willingness to buy and shop online. Constantinides (2004) stated that online customer is concern regarding the security and data safety of transactions during their online shopping. By Korgaonkar and Karson (2007), he mentions one way in making the website is more trusted is by getting the certificate from an organization like trust. In doing so, website will be more secure and consumer level will increase that will lead to more profit. As an example, Verisign (2009) state that by buying the trusted mark of the internet, VeriSign saw the increasing 27% of their visitor when they saw the green address bar. The bar of the website will change to green and will begin with https:// when the website have

that certificate. Online users will recognize that the website is more secure and trustable (Verisign, 2009).

2.9.1 The Relationship between Security factor and online buying behaviour

Security is a guarantees technically that legal and good practice of privacy a met effectively. Zellweger (1997) state that the main reason that prevent online buying is an unsatisfactory security perception of the internet buyer. By considering the effect of their action, a good judgment will lead to a positive likelihood to buy from a website. Environment of online and offline have a different factor that leads to the positive response of consumers. Ranganatham and Ganapathy (2002) found that consumers will not do online purchase because issue regarding security and privacy. They are reluctant to share their personal information. The main barrier in developing online marketing is the investment that related to online security than traditional marketing.

The sense of security and confidence is needed by customer in the process of online payment. According to Carlos (2006), The internet businessman should be truthful and sincere with the resources he has, such as technical, financial and human capital in completing the transaction process successfully by making sure that banking detail are confidential and meeting the delivery schedule to prove it without doubt.

Carrying the brand name of company online or having popular own brand name like Amazon will reduce the perception of risk concern by consumers when their shopping online

(Korgaonkar and Karson, 2007). By using a good brand name to sell online will increase the trust of web security. According to Lim and Dubinsky (2004), the most main issue that affects consumer buying is the brand name itself. It became so crucial for company in convincing consumer they are strict in protecting information by using their website to explain their privacy to consumers. This can reduce privacy and security concern by consumer regarding their personal information. Prasad and Aryasr (2009), online retailers have to cooperate in building, protection of personal data and to avoid the misuse of payment by credit card.

2.10 Summary

This study field, this field is most interesting because it offers a study regarding impulsive behaviour, because there is a bundle supply, unlimited hour of operation and consumer support with choices to compare prices and product (Chih and Hsi-Jui 2012). Consumers are looking for cheaper prices, trusted and secure site, a quality website design and convenience. These factors are boosting online sales if it able to attract and convince the more internet user to shop through online.

CHAPTER 3: METHODOLOGY

3.1 Introduction

In this chapter delves on the methodology employed for this study. It consists of six sections namely; research design, sampling method, data collection procedures, questionnaire design, method of data analysis and the chapter summary. In total, this chapter will reveal how the entire research shall be carried out in order to achieve the stated objectives and make inferences based on the outcome without any bias.

3.2 Research Framework

The conceptual model as a way in identify the relationship with some factors that were identified as important theoretically so called as framework (Sekaran, 2003).

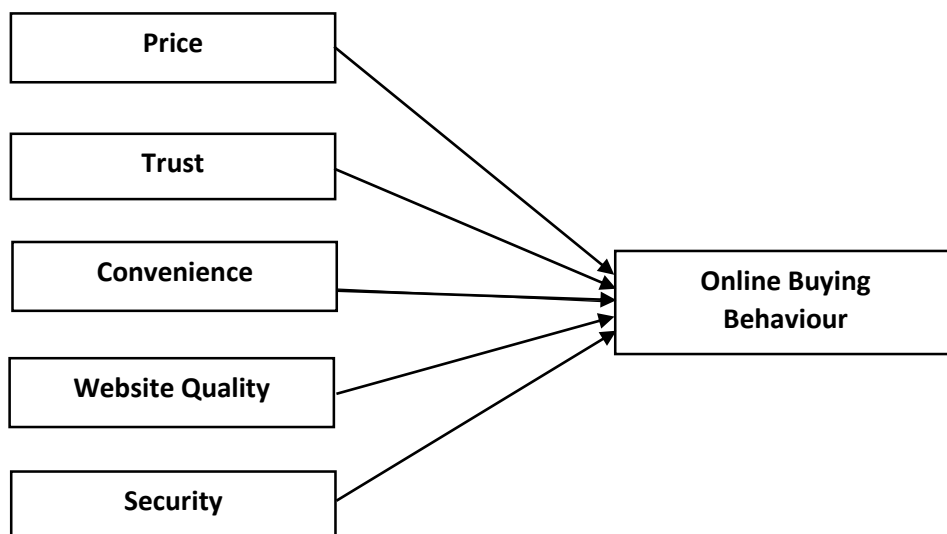
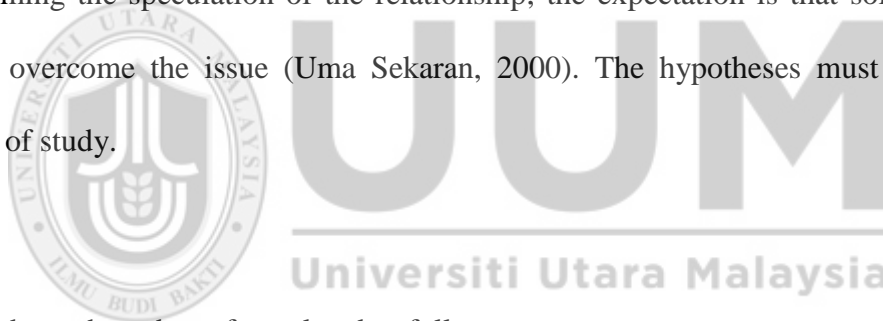


Figure 2

Figure 2 indicate dependent variable as Online Buying Behaviour. Meanwhile, the independent variables Online Shopping which are hypothesized to be related to dependent variables are price, trust, convenience, website quality and security.

3.3 Research Hypothesis

Hypothesis can be defined as logical speculation of relation between two or more variables that were expressed as tested argument. It is the presumption of relationship as the basis to link the theoretical framework that were created for the study. It is by testing the hypotheses in conforming the speculation of the relationship, the expectation is that solution can be found to overcome the issue (Uma Sekaran, 2000). The hypotheses must base on the objective of study.



The hypotheses have been formulated as follow:

H1: There is a significant relationship between price and online buying behaviour

H2: There is a significant relationship between trust and online buying behaviour

H3: There is a significant relationship between convenience and online buying behaviour

H4: There is a significant relationship between website quality and online buying behaviour

H5: There is a significant relationship between security and online buying behaviour

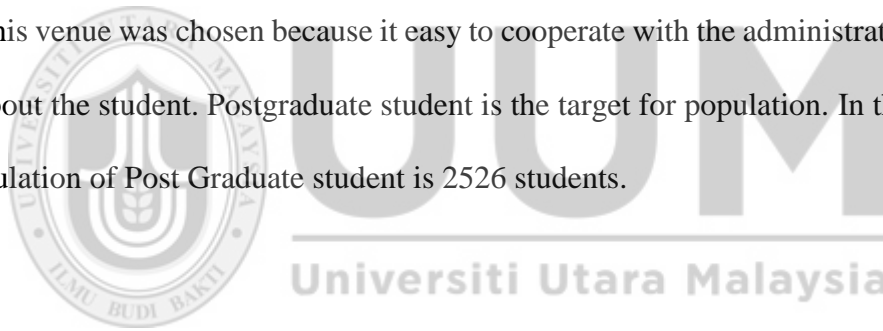
3.4 Research Design

Research design refers to the strategy or plan of investigation devised to enable a researcher to answer the question as economically, validity and reliably as possible. In addition, it is also illustrated as a way to collect and assemble the relevant data so that the precise information can be obtained or adequate hypotheses can be tested appropriately. A research design is described as a set of initial decisions to develop a master plan and detail approaches and procedures for the purpose of data collection and analysis (Burns & Bush, 2002). The quantitative approach along with the survey questionnaire method was appropriate for a study in which a significant population number was examined after which general conclusions would be made for the whole population. For the collection of data, the survey method was used and statistical techniques were utilized for data analysis.

The main research design used in this study is surveying. Because no other research design can describe the characteristics of a large population quantitatively (Zikmund et al., 2009), the survey design was chosen as the most appropriate approach to study the topic. In this study, a survey was conducted in finding out the relationship of factors in online shopping and consumer buying behaviour. As survey questionnaires were personally distributed in classrooms, the researcher did not interfere substantially with the nature and flow of events. In other words, no treatment was administered while distributing the questionnaires to the students (Sekaran, 2003).

3.5 Target Population

An individuals, objects or things from the sample that were chosen to measure is called population (Coldwell & Herbst, 2004). In any research or study, it is imperative to determine the target population prior to the sampling method as this helps guarantee that the data collected came from an informed source that contributes to the research objectives. Identifying the target population that the researcher wishes to investigate was one of the process of sampling (Sekaran, 2003). By identifying the correct population is important to prevent invalid data and limit the generalization. For this study, Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Kedah is selected as research venue. This venue was chosen because it easy to cooperate with the administration to get the details about the student. Postgraduate student is the target for population. In this study, the total population of Post Graduate student is 2526 students.



3.6 Sampling Technique

The selection of the number of appropriate elements taken from the population is called sampling, to study the element and to understand their characteristic will enable the generalization to the whole population (Sekaran & Bougie, 2010). According to Saunders et al. (2000), the techniques of sampling are divided into two types, the probability sampling and non-probability sampling.

The researcher decided that probability sampling method was more appropriate as opposed to the nonprobability sampling because it's been decided that only student from Othman Yeop Abdullah Graduate School of Business were chosen and were aimed only student of Master of Science in Management. Aker et al. (2004) enumerated several advantages of probability sampling over its counterpart. For example, it enables the demonstration of the representativeness of the sample and the explicit statements as to the degree of variation presented because a sample rather than a census of the population is used and this allows explicit identification of possible biases that may arise.

Additionally, probability sampling has often been employed in previous studies that are similar to the present study's context. This focus on probability sampling feasibility was also stressed by Babbie (2004), who stated that probability sampling is the main method of selecting large, representative samples in social research. Therefore, probability sampling was employed in the present study.

3.7 Sample Size

The respondent number in the study is called or defined as the sample size (Malhotra & Birks, 1999). The determination of sample size plays an important role in a research because a sample that is too small might provide data that may not be necessarily representative. It will wasting time, resources and money by drawing a large sample. But in the other hand, it may not give accurate results if it is too small, as a result it will give effect to validity and reliability. By Sekaran (2003), the researcher can specify the desire, confident level (error type 1), 95% is normally a confident level in determining the sample size.

Adopting the Krejcie and Morgan (1970) table to determine sample size for this study. The corresponding sample size for a given population of Post Graduate student is 2526 students and based on the table is 335 cases was appropriate for this population.

Table 3.1: Krejcie and Morgan (1970) estimation table

<i>Total</i>		<i>Sample</i>
1200	⇒	291
1300	⇒	297
1400	⇒	302
1500	⇒	306
1600	⇒	310
1700	⇒	313
1800	⇒	317
1900	⇒	320
2000	⇒	322
2200	⇒	327
2400	⇒	331
2600	⇒	335
2800	⇒	338
3000	⇒	341
3500	⇒	346
4000	⇒	351
4500	⇒	354
5000	⇒	357

3.8 Questionnaire Design

Reliability and validity is important to any research study. Reliability is to see how far the technique of data collection yields the finding consistency, the same observation will be done by another researcher and how sense the transparency were made from the raw data (Saunders et al., 2007). In resisting the random error, it is from the ability of a survey. Besides, the design of the questionnaire must accurately represent the characteristic that wants to be measured. Validity is to measure how far the accuracy of method in collecting data and what it intend to be measurable.

In this questionnaire, there are two parts A and part B. Part A is details about respondent that is five demographic items. Part B is possible influences factors that were derived from literature review have three categories: Price, Trust and Convenience. Then, a five point agree or disagree were adopted to measure each of the construct.

3.8.1 Demographic

Part A is Demographic questions where respondents will be ask at first part of the questionnaire: genders, ages, marital status, level of education and income.

3.8.2 Online Buying Behaviour

Part B questionnaire is questionnaire about the factor in variable. Online buying behaviour the dependent variable in this study. Consumer buying behaviour is way how the individual consumer or firm buy the goods or service in term of quantity, frequency, time and others.

Table 3.2: Online Buying Behaviour Instrument

Items
Information on website is very clear, so I am confident and will continue to buy
When purchasing from website, I am not worried about the product failing to perform to my satisfaction
Website provides environmentally sustainable products that I would like to buy
I am confident that I will continue to use website.
I will purchase products from website store
It is a struggle to leave nice things I see in an online store
I sometimes cannot suppress the feeling of wanting to buy something online
I find it difficult to pass up a bargain in an online store
If I see something new on the internet, I want to buy it
I am a bit reckless in buying things from the internet
I sometimes feel guilty after having bought something from an online store
I sometimes buy things online because I like buying things, rather than because I need them

Source from Ozen and Engizek (2013), Makgosa and Mohube (2007) Kim et al. (2008)

3.8.3 Price

Price consist item 1-6 which need participant to respond to this item in regard to answer the impact of price factor in consumer buying behaviour.

Table 3.3: Price Instrument

Items
Is a good buy
Is worth the money
Is fairly priced
Is reasonable price
Is economical
Appear to be a good bargain

Source from James F. Petrick (2002)

3.8.4 Trust

Trust consist item 1-7 which need participant to respond to this item in regard to answer the impact of trust factor in consumer buying behaviour.

Table 3.4: Trust Instrument

Items
I trust the online shopping websites.
I believe that website of online companies is trustworthy and honest.
I would not hesitate to provide personal information to online companies
I believe that my privacy is protected in the online shopping sites
I feel safe in my payment with online shopping site.
The website of online companies wants to keep promise and obligations.
The website of online companies wants to keep my best interest in mind.

Sources from Ha and Stoel (2009), Ghada (2005) and Ling et al. (2010)

3.8.5 Convenience



The major reasons people turn to online shopping is it saves time, cost and effort as compared to the real time. The convenience factor depends on the particular individuals as such. The items on this factor is given below:-

Table 3.5: Convenience instrument

Items
Could shop anytime I wanted
Could order products wherever I am
The web site is always accessible
Variety of search options to find the same product
Simple and convenient online payment

Sources from Jiang, Yung & Jun (2013)

3.8.6 Website Quality Factors

Website Quality consist item 1-5 which need participant to respond to this item in regard to answer the impact of Website Quality factor in consumer buying behaviour.

Table 3.6: Website Quality Instrument

Items
The web site is well designed in order not to waste my time
The web site provides in-depth information
Inquiries are answered promptly
It is quick and easy to complete a transaction on this web site
I will buy an item from this web site if I find something that I like

Sources from Kumar and Dillon (1987).

3.8.7 Security

Security consist item 1-4 which need participant to respond to this item in regard to answer the impact of Security factor in consumer buying behaviour.

Table 3.7: Security Instrument

Items
I feel my privacy is protected on this web site
I feel safe in my transactions with this web site
I do not trust that my credit card number will be secure at this web site
I do not trust that my personal information will be kept private

Sources from Jiyoung Kim Sharron J. Lennon, (2013)

3.9 Data Collection

Primary data can be collected through interview, observation, questionnaire and experiment. Most quantitative researchers will use survey through a questionnaire to collect primary data. Quantitative data is a collection of data in term of technique and analysis process that were generated or by using the numerical data (Saunders et al 2009). This approach is to analyse a survey result. The questionnaire survey were chosen in this research. This kind of survey are more rigid compare with interviews. In this research study, questionnaire method will be used in approaching the topic and collect data in a satisfactory manner. Each one of the respondents was asked to answer the same set of question, this is the efficient way in

collecting responses from a larger sample before the quantitative analysis were done (Saunders et al., 2009). After the questionnaire were analysed, the pilot test will be done first before the questionnaire were distributed. The pilot test is done to receive any suggestion from respondent if there any improvement needed.

3.10 Technique Data of Analysis

After collecting data, further data were analysed by using SPSS 22 software:

1. The distribution of demographic data applied the frequency method of SPSS 22.
2. Reliability Analysis of SPSS 22 will be used to test the reliability of each factor.
3. Factor Analysis of SPSS 22 will be used to test construct validity of each item.
4. This will test hypotheses of each factor and consumer buying behaviour through Multiple Regression Analysis, to find out the significance of each factor.

3.11 Conclusion

This chapter covered details on the research methodology. The development of the questionnaire also has been discussed together with the purpose and objective. It consists of research design, quantitative analytical approach population and sample, data collection and administration, sampling design, data analysis technique and multiple regressions. The next chapter will discuss the findings of the study.

CHAPTER 4: FINDINGS AND DISCUSSION

4.0 Introduction

This chapter is about the findings from the collected and analysed questionnaires. The findings will answer the research objectives and hypothesis in this study. For analysing the data, software of Statistical Package for Social Sciences (SPSS) 22.0 will be use and in order to measure the relationship between both variable, Pearson Correlation and Multiple Regression will be applied.

4.1 Pilot Test



The process of the pilot test is to see if the items are reliable, that is, if they have internal consistency (Piaw, 2012). Pilot test will help researcher in evaluating the research question suitability and make any adjustment on the actual research. Adjustment is based on the response and feedback from the pilot test, several improvements had been made on the items.

Reliability can be defined as a valuation on the consistency of degree between multiple measurements of a variable (Hair et al., 2010). The present study made use of the SPSS 22 software to determine internal consistency. For the achievement of instrument reliability, the researcher proceeded to test it through the Cronbach alpha by using SPSS 22. According to Hair et al. (2006) the acceptable level of the reliability should be over 0.60, which is an

acceptable range. The researcher also utilized the same model to check the internal consistency of the instrument and find out the reliability level (Hair et al., 2006). Cronbach Alpha 0.6 is considered weak but it is still acceptable and if Cronbach Alpha value below than 0.6 is cannot be accepted according Sekaran (2013).

Table 4.1 Cronbach's Alpha for all Variable in Pilot Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.949	44

Table 4.2 Pilot Test & Real Test

Variable	Pilot Test N=30	Real Test N=335
Consumer Buying Behaviours	.939	.864
Price Factor	.952	.904
Trust Factor	.973	.893
Convenience Factor	.907	.889
Website Quality Factor	.857	.901
Security Factor	.865	.912

Based on the value in the composite reliability column in the Table 4.2, it showed values rated between 0.865 to 0.939 for pilot test. These values have fulfilled the prescribed estimation of 0.7 and above (Fornell & Larcker, 1981; Hair et al., 2010) which indicated good results in supporting the convergent validity.

4.2 Data Screening

This is where the data will be screening as the process to ensure data is clean and ready before further statistical analyses are conducted. In ensuring the data can be use, reliable and valid to test the related theory, the data must be screen first. It also the process of examine errors of data and correcting it before data analysis is done. Checking raw data, identifying outliers and dealing with missing data will be involved.

4.2.1 Response rate

335 questionnaires in total were distributed to Postgraduate of Othman Yeop Abdullah (OYA) students which are consisting of Malaysia and Internationals and it takes around a week to get back all the questionnaires that have been distributed. Total 335 questionnaires have been distributed, 335 questionnaires return and can be analysed.

Table 4.3 Response Rate

Total Population Postgraduate Othman Yeop Abdullah Graduate School of Business	Total distribute Questionnaire	Total questionnaire are returned	Percentage (%)
2526	335	335	100

4.2.2 Missing Value

Previous studies presented a number of ways of treating missing data and they include deletion, distribution and replacement (Tsikriktsis, 2005). The initial step to be taken in data screening process is the identification of missing data. Respondents may option not to answer personal questions relating to their ethnic, age, etc. Similarly, some of them may not be knowledgeable enough to respond to a particular topic.

Table 4.4: Missing Value

		part1_gen der	part1_a ge	part1_mari talstatus	part1_high esteducatio n	part1_mont hyincome
N	Valid	335	335	335	335	335
	Missing	0	0	0	0	0

Table 4.4, a frequency test has been carried out for every variable to detect any missing responses. According to this, all the returned questionnaires were found to be no missing responses. A reviewed of the data set showed that there were complete responses in Part I (Demographic variable) and Part II (factors associated with consumer buying behaviour and factor or the IV) of the questionnaires.

4.2.3 Factor Loading Analysis

Factor loading significant providing the results of correlation of each indicator with the construct factor. Correlation between a latent variable and its indicators is called the loading (Sanchez, 2013). Assessment needed in higher order construct tested by each indicator's outer weight and outer loading. Basically, if the weight of indicator is significant, there is empirical support to retain the indicator, meanwhile if the indicator's weight is not significant, but outer loading is significant which indicates value must be higher than 0.60 the indicator should be retained. However, if indicator's weight and outer loading is not significant, the element will be dropped from the model (Chin, 1998).

Basically, factor loading is all higher than 0.60 for every item it can be said as reach in good loading. Besides, all mean in items have high loading once it fits with constructs. Based on the revised questionnaire, there are 39 items or indicators possible influence factors used to identify selected factors influencing participant buying behaviour on online marketing. In exploring the construct dimension, the factor analysis was used. The exploratory factor analysis is used to measure the content validity, that is to what extent the measurement represent the content aspect measured (Piaw, 2012), and will confirm whether or not the theorized dimensions emerge (Sekaran, 2010). The high value of correlation and validity of research happens if the measurement accurately reflects the value of the variable (Piaw, 2012).

i. Factor Analysis on Consumer Buying Behaviour

From the statement regarding the value, Consumer Buying Behaviours are accepted in factors analysis. Moreover, it also significant in the Barlett test. Table 4.5 below show the KMO value and Barlett test for all dimension. The eigenvalues to execute factor analysis is 1 with cumulative eigenvalue above 60%. This study will include all factors for convergent test. From table 4.6 below has shown two discriminant factors. Based on loading factors 0.6, factor 1 consist dv 7 until dv 12. Meanwhile factor 2 consist dv 1 until dv 6. Hence, it were found that there a two dimension of consumer buying behaviour below matrix component rotation.

Table 4.5: **KMO and Bartlett's Test for consumer buying behavior**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.852
Bartlett's Test of Sphericity	Approx. Chi-Square	2539.237
	Df	66
	Sig.	.000
Rotation Sums of Squared Loadings		
Total	% of Variance	Cumulative %
3.946	32.884	32.884
3.868	32.237	65.121

Table 4.6: Consumer Buying Behavior **Rotated Component Matrix^a**

	Component	
	1	2
dv_1	.002	.742
dv_2	.032	.758
dv_3	.093	.806
dv_4	.241	.779
dv_5	.214	.751
dv_6	.374	.653
dv_7	.627	.513
dv_8	.698	.332
dv_9	.787	.317
dv_10	.857	.146
dv_11	.863	-.036
dv_12	.844	-.010

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

ii. Factor Analysis on Price factor

From the statement regarding the value, Price factors are accepted in factors analysis. Moreover, it also significant in the Barlett test. In addition, the Barlett test has shown significant. Table 4.7 below show the KMO value and Barlett test for all dimension. The eigenvalues to execute factor analysis is 1 with cumulative eigenvalue above 60%. This study will include all factors for convergent test. From table 4.8 below has shown only one discriminant factors. Based on loading factors 0.6, all 6 items of Price value more than 0.6. Hence, it were found that there are only one dimension of price factor below matrix component.

Table 4.7: **KMO and Bartlett's Test for Price**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.807
Bartlett's Test of Sphericity	Approx. Chi-Square	1455.844
	Df	15
	Sig.	.000
Extraction Sums of Squared Loadings		
Total	% of Variance	Cumulative %
4.065	67.748	67.748

Table 4.8: items for Price Factors **Component Matrix^a**

	Component
	1
iv_price1	.803
iv_price2	.850
iv_price3	.846
iv_price4	.840
iv_price5	.829
iv_price6	.769

iii. Factor Analysis on Trust factors



From the statement regarding the value, Trust factors are accepted in factors analysis. Moreover, it also significant in the Barlett test. Table 4.9 below show the KMO value and Barlett test for all dimension. The eigenvalues to execute factor analysis is 1 with cumulative eigenvalue above 60%. This study will include all factors for convergent test. From table 4.10 below has shown two discriminant factors. Based on loading factors 0.6, factor 1 all 7 items of trust more than 0.6. Hence, it were found that there are two dimension of Trust factor below matrix component.

Table 4.9: **KMO and Bartlett's Test for trust**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.821
Bartlett's Test of Approx. Chi-Square	1847.423
Sphericity Df	21
Sig.	.000

Rotation Sums of Squared Loadings		
Total	% of Variance	Cumulative %
2.901	41.444	41.444
2.754	39.343	80.786

Table 4.10 : items for trust factors

	Component	
	1	2
iv_trust1	.774	-.507
iv_trust2	.787	-.488
iv_trust3	.821	-.273
iv_trust4	.830	.043
iv_trust5	.852	.168
iv_trust6	.785	.508
iv_trust7	.736	.575

Extraction Method: Principal Component Analysis.

iv. Factor Analysis on Convenience factors

From the statement regarding the value, Convenience factors are accepted in factors analysis. Moreover, it also significant in the Barlett test. Table 4.11 below show the KMO value and Barlett test for all dimension. The eigenvalues to execute factor analysis is 1 with cumulative eigenvalue above 60%. This study will include all factors for convergent test. From table 4.12 below has shown only one discriminant factors. Based on loading factors 0.6, all 6 items of Convenience factor value more than 0.6. Hence, it were found that there are only one dimension of price factor below matrix component.

Table 4.11: **KMO and Bartlett's Test for Convenience**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.804
Bartlett's Test of Approx. Chi-Square		1014.084
Sphericity	Df	10
	Sig.	.000
Extraction Sums of Squared Loadings		
Total	% of Variance	Cumulative %
3.475	69.496	69.496

Table 4.12: items for convenience factors

	Component
	1
iv_convenience1	.826
iv_convenience2	.806
iv_convenience3	.851
iv_convenience4	.866
iv_convenience5	.817

Extraction Method: Principal

Component Analysis.

a. 1 components extracted.

v. Factor Analysis on Website Quality factors



From the statement regarding the value, website quality factors are accepted in factors analysis. Moreover, it also significant in the Barlett test. Table 4.13 below show the KMO value and Barlett test for all dimension. The eigenvalues to execute factor analysis is 1 with cumulative eigenvalue above 60%. This study will include all factors for convergent test. From table 4.14 below has shown only one discriminant factors. Based on loading factors 0.6, all 5 items of Website Quality value more than 0.6. Hence, it were found that there are only one dimension of price factor below matrix component.

Table 4.13: **KMO and Bartlett's Test for Website Quality**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.807
Bartlett's Test of Sphericity	Approx. Chi-Square	1167.975
	Df	10
	Sig.	.000

Extraction Sums of Squared Loadings		
Total	% of Variance	Cumulative %
3.614	72.280	72.280

Table 4.14: items for website quality

	Component
	1
iv_quality1	.840
iv_quality2	.803
iv_quality3	.843
iv_quality4	.878
iv_quality5	.884

Extraction Method: Principal Component

Analysis. a. 1 components extracted.

vi. Factor Analysis on Security factors

From the statement regarding the value, Security factors are accepted in factors analysis. Moreover, it also significant in the Barlett test. Table 4.15 below show the KMO value and Barlett test for all dimension. The eigenvalues to execute factor analysis is 1 with cumulative eigenvalue above 60%. This study will include all factors for convergent test. From table 4.16 below has shown only one discriminant factors. Based on loading factors 0.6, all 5 items of security value more than 0.6. Hence, it were found that there are only one dimension of price factor below matrix component.

Table 4.15: **KMO and Bartlett's Test for Security**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.664
Bartlett's Test of Approx. Chi-Square		844.995
Sphericity	Df	6
	Sig.	.000
Extraction Sums of Squared Loadings		
Total	% of Variance	Cumulative %
2.782	69.553	69.553

Table 4.16: items for security factor

	Component
	1
iv_security1	.826
iv_security2	.858
iv_security3	.863
iv_security4	.786

Extraction Method: Principal Component

Analysis.

a. 1 components extracted.

4.2.4 Normality



In this stage, data has to follow a normal distribution for the majority of analyses proper working; in other words, normality results in a superior assessment (Hair et al., 2006). Following the test for outliers, normality assessment was conducted. For this, skewness and kurtosis were utilized. Based on the study by Tabachnick & Fidell (2001), skewness is considered as the distribution irregularity; a variable with a mean located not in the centre of distribution while kurtosis is the distribution peakedness. A normal distribution is characterized by zero values of skewness and kurtosis (Tabachnick & Fidell, 2001). There are some strict guidelines on the level of non-normality issue.

Table 4.17: Summary of Skewness and Kurtosis value of the variables

		DV	IV_Price	IV_Trust	IV_Convenience	IV_Quality	IV_Security
N	Valid	335	335	335	335	335	335
	Missing	0	0	0	0	0	0
Skewness		-.020	-.169	.542	.249	.286	.611
Std. Error of Skewness		.133	.133	.133	.133	.133	.133
Kurtosis		.064	1.197	.393	1.014	-.753	-.022
Std. Error of Kurtosis		.266	.266	.266	.266	.266	.266

According to Hair et al., (2007), skewness value outside the range +1 to -1 imply a considerably skewed distribution. For this study, the value of skewness that be inspected and found all variables is at limit +1.33 to -1.33. Kurtosis is a test of flatness of data distribution. According to George and Mallery (2006), kustosis is considered normal if it is within the range of +1 to -1. Kurtosis has been examined and found that all variables are within the +1 to -1 limit.

4.2.5 Multivariate Outlier Test

Mahalanobis distance value are refer to test multivariate outlier. The following is the table for Mahalanobis distance value. Table 4.18 below showed 10 extreme Mahalanobis distance value. This value included 5 cases (100, 212, 79, 223 and 192) that recorded highest values while cases 52, 66, 230, 22 and 330 were recorded as extreme lowest value. The Mahalanobis distance value were examined with a chi-square (X^2) distribution, with degrees of freedom equal to the number of independent variables. In this research it consist 5 variables and evaluated with a table of critical values for chi-square at stringent alpha level of $p < 0.001$ (Meyer, et all, 2006). Therefore, according to X^2 distribution table, any case with a Mahalanobis distance value equal or greater than 17.268 can be considered as multivariate outlier. Table below showed no case equal or greater than 17.268 Mahalanobis distance value.

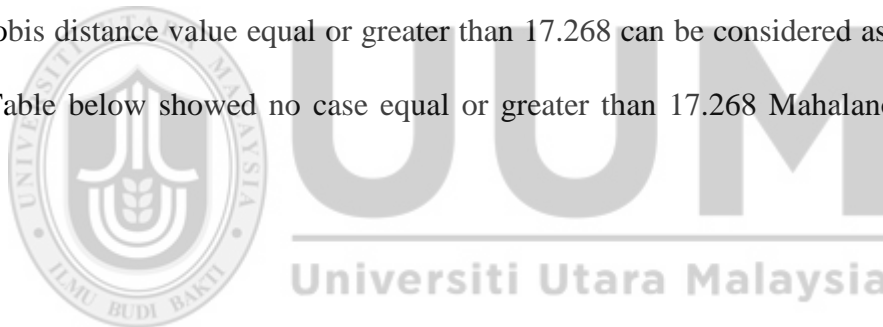


Table 4.18 Mahalanobis Distance (n=335)

			Case Number	Value
Mahalanobis Distance	Highest	1	100	17.26791
		2	212	16.82225
		3	79	16.65465
		4	223	16.38272
		5	192	16.06705
	Lowest	1	52	.31221
		2	66	.31819
		3	230	.50864
		4	22	.60156
		5	330	.64265 ^a

4.2.6 Linearity

Linearity testing was conducted for the verification of the correlation value representing only the linear relationship between variables without the nonlinear effects (Hair et al., 2006). The representation between two metric variables relation was done with the help of a scatter plot, it picture the joint value from each observation in two dimension. Hence, the linear line is a dotted line that show a scatter plot.

Figure 3

Diagram for Price factor and Online Buying Behaviour

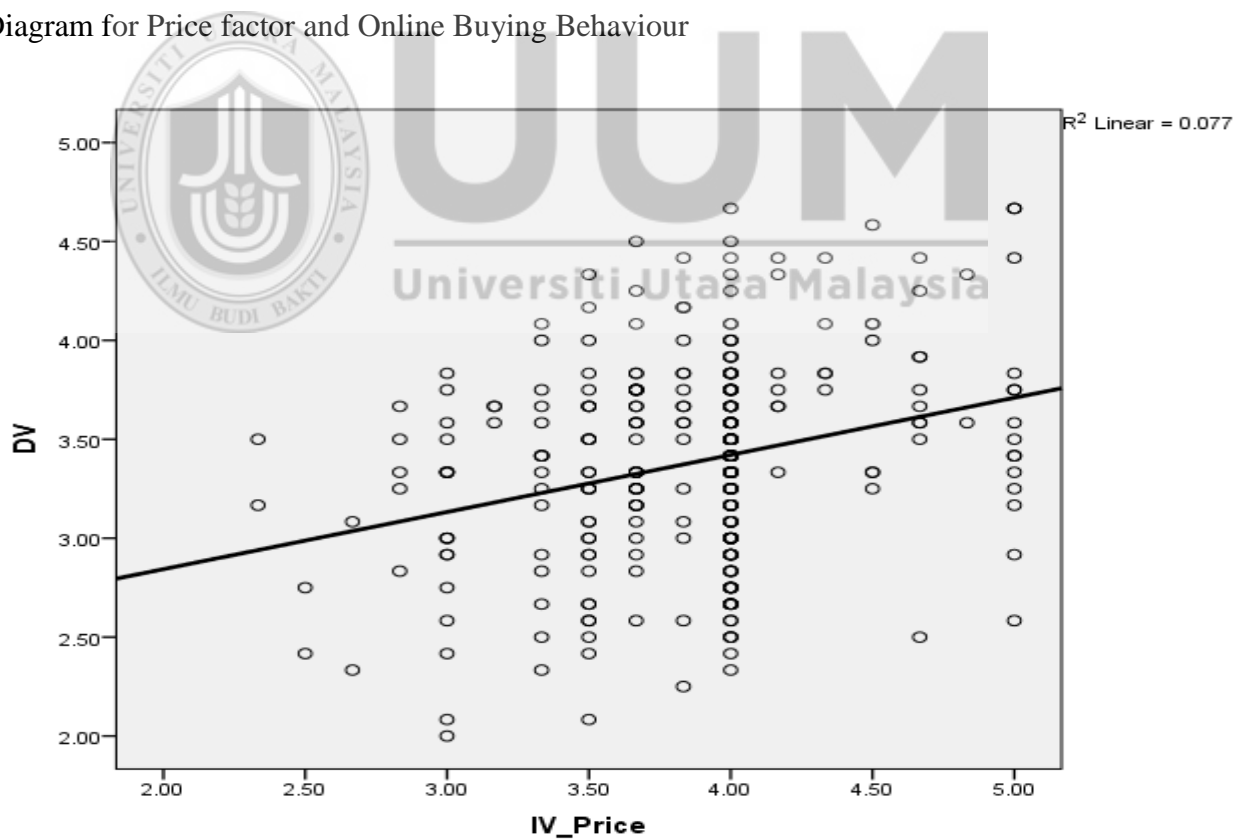


Figure 4

Diagram for Trust factor and Online Buying Behaviours

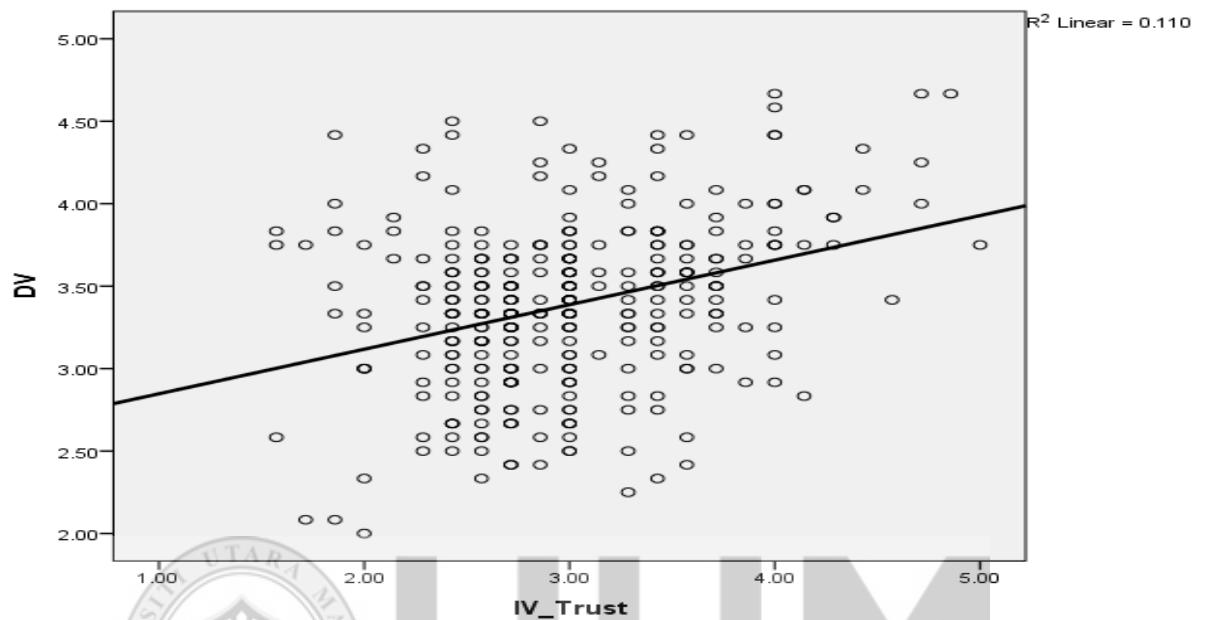


Figure 5

Diagram for Convenience factor and Online Buying Behaviours

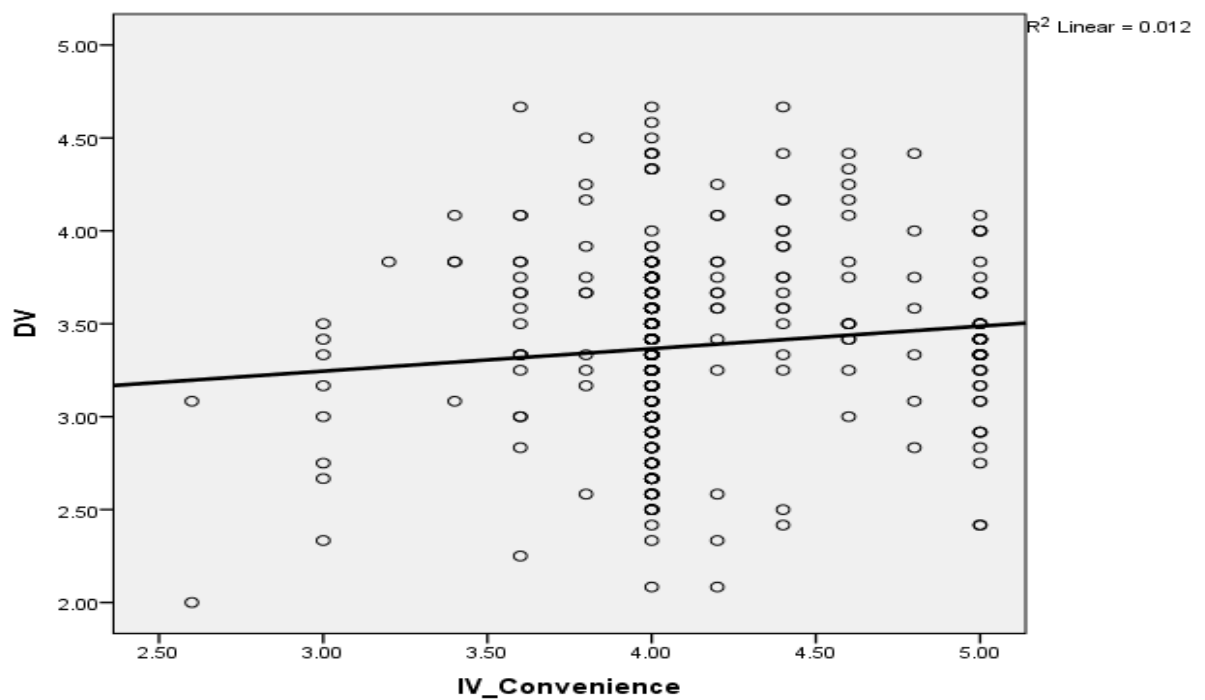


Figure 6

Diagram for Website Quality factor and Online Buying Behaviours

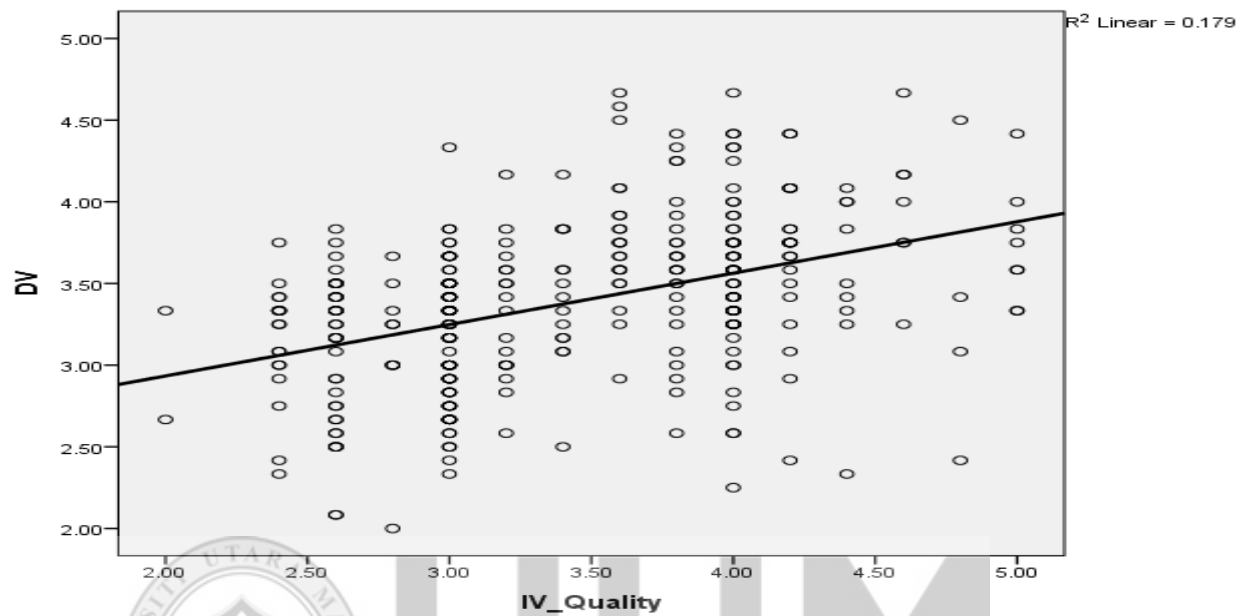
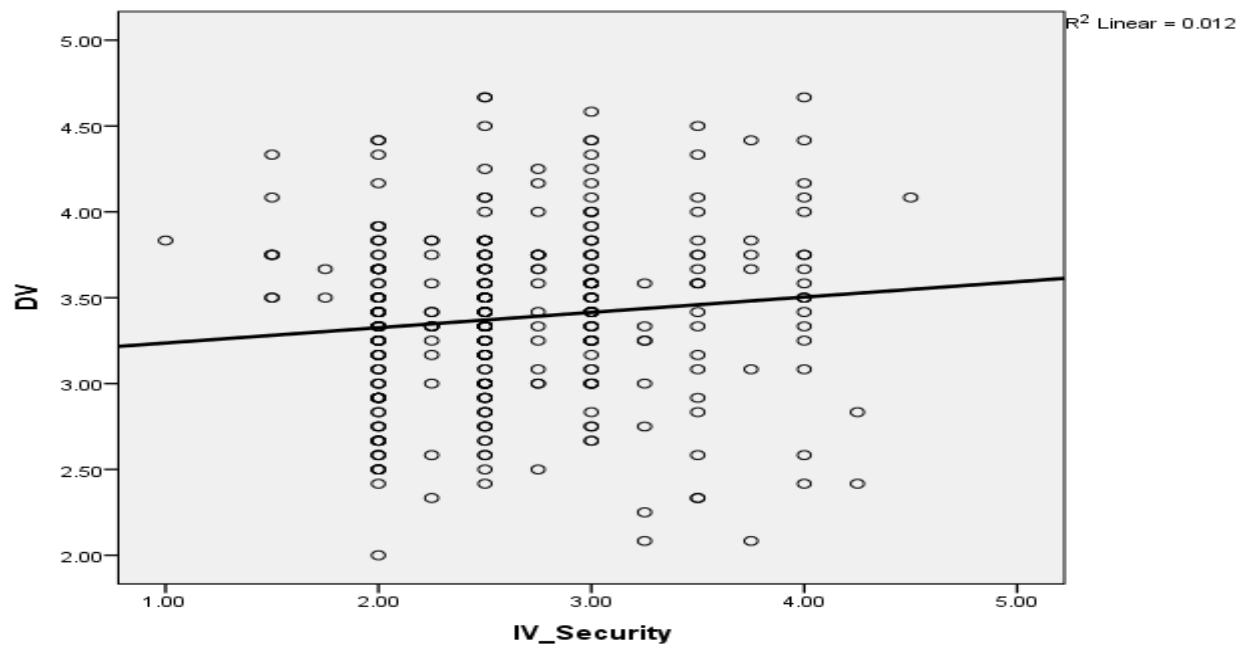


Figure 7

Diagram for security factor and Online Buying Behaviours



4.3 Descriptive Analysis

This is for exploring the collection of data and especially useful in making general observation for the data collected. Sekaran (2003) stated that, to summarize the whole question asked is by frequency analysis. It is a display of the frequency occurrence of each score value and can be represented in tabular form or in graphical form.

4.3.1 Demographic response

Below tables 4.19 showed the analysis of the respondents' demographic findings which conducted by researcher in order to understanding the respondents profile that were participated in this research.

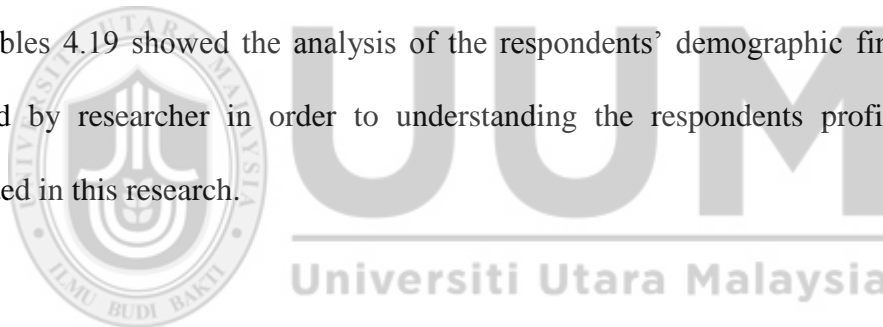


Table 4.19 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	103	30.7	30.7	30.7
Female	232	69.3	69.3	100.0
Total	335	100.0	100.0	

In table 4.19 showed details on the gender of respondents who participated in this survey. Based on first detail of demographic information part is male and female. Respondents need to tick chosen answer about the most describing them self, (1) is for male respondent and (2)

is for female respondent. The results showed that female was the majority of participant in this study which were 232 participants with 69.3%. The number of participant from male students was 103 participants and the percentage was 30.7%. The total number of students participated in this study as respondent was 335 in frequency and 100% in percentage.

Table 4.20 Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 21-25	139	41.5	41.5	41.5
26-30	142	42.4	42.4	83.9
31-35	43	12.8	12.8	96.7
36-above	11	3.3	3.3	100.0
Total	335	100.0	100.0	

Table 4.20 showed finding of the respondent age, it showed that majority of the respondents were age between 21-25 years old with frequency of 142 (42.4%). Second highest of frequency were age 21-25 respondents amount 139 with (41.2%), third, 31-35 year old amount 43 (12.8%) and 11 respondents were age 36 above student with (3.3%). The total numbers of students participated in this study as respondent was 335 in frequency and 100% in percentage.

Table 4.21 marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	224	66.9	66.9	66.9
married	101	30.1	30.1	97.0
Divorce	10	3.0	3.0	100.0
Total	335	100.0	100.0	

Table 4.21 showed finding of the marital status, showed that majority of the respondents were single with frequency of 224 (66.9%). Second highest of frequency were married respondents amount 101 with (30.1%) and 10 respondents were divorce student with (3.0%). The total numbers of students participated in this study as respondent was 335 in frequency and 100% in percentage.



Table 4.22 Highest education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid diploma/stpm	7	2.1	2.1	2.1
Degree	17	5.1	5.1	7.2
Master	297	88.7	88.7	95.8
Phd	14	4.2	4.2	100.0
Total	335	100.0	100.0	

Table 4.22 showed finding on the demographic of highest education from participate who responded in this survey. Participants from master student were the majority of this study, frequency of 297 and percentage of 88.7% followed by degree with frequency amount 17 (5.1%). Third lowest frequency was PhD student with frequency of 14 and percentage of 4.2%. The lowest was diploma and the frequency was 7 with 2.1%. The total numbers of students participated in this study as respondent was 335 in frequency and 100% in percentage.

Table 4.23 monthly income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below RM2500	234	69.9	69.9	69.9
RM2500-RM3500	80	23.9	23.9	93.7
RM3500-RM4000	17	5.1	5.1	98.8
RM4000-ABove	3	.9	.9	99.7
5	1	.3	.3	100.0
Total	335	100.0	100.0	

Information given in Table 4.23 is the monthly income of respondents that participated in this survey. Students with income below RM2500 were the highest frequency with 234 and percentage was 69.9%. Next, is income between RM2500-RM3500 with frequency of 80 participates and percentage of 23.9%. Frequency for income between RM3500-RM4000 is 17in frequency and percentage was 5.1% and income RM4000 above is 3 in frequency and percentage of 9.0%. Lastly, others is 1 in frequency and 3.0%. The total numbers of students participated in this study as respondent was 335 in frequency and 100% in percentage.

4.4 Inferential Analysis

4.4.1 Independent Sample T-test

The previous literature as existing facts, found that non response sometime systematically different from the respondent motivations, behaviours, attitudes, demographics, and personalities that any or all may affect the study result (Malhotra, Hall, Shaw & Oppenheim, 2006). In this detection, T-test is to compare the similarities among mean, standard error and standard deviation variable of the early and late response (Pallant, 2001). In the current study, the researcher did the same to check whether a statistical significant difference exists in the mean scores of the two respondent groups.

Table 4.24: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
DV	Equal variances assumed	.600	.439	3.863	333	.000	.22283	.05769	.10935	.33631
	Equal variances not assumed			3.740	181.647	.000	.22283	.05959	.10526	.34040

4.25 Group Statistics

part1_gender	N	Mean	Std. Deviation	Std. Error Mean
DV Male	103	3.5364	.51564	.05081
Female	232	3.3136	.47414	.03113

An independent sample t-test was conducted on continuous variables such as price, trust, convenience, web-site quality and security factors.

4.4.2 Anova

ANOVA test is a statistical technique used to examine the difference between the values of the two or more populations. The size of the dependent variable using a scale of 'interval' and the dependent variable is the size of the 'nominal' caused by it distinguish groups of respondents by category (Awais Bhatti, et. Al., 2015). Therefore, when there is a 'non-parametric' dependent variable with two or more groups and one metric dependent variable, one-way ANOVA test is suitable for use. According Awais Bhatti et al. (2015), among the criteria for conducting the tests one-way ANOVA is the data should be normally distributed, the dependent variable should use the size scale of the 'interval' or 'ratio', and independent variables should use the scale size of the 'nominal' or 'ordinal'. The table below shows the results of one-way ANOVA test results on perception.

Table 4.26 One Way ANOVA Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.104	3	.035	.139	.937
Within Groups	82.489	331	.249		
Total	82.593	334			

From Table 4.26 above, the one-way ANOVA test results showed that the difference in terms of age of had a significant impact (significant) on the factor influence consumer buying behaviour of online marketing among Postgraduate Othman Yeop Abdullah Graduate School in University Utara Malaysia. Test results found the hypothesis was rejected as $p < 0.05$, this mean that age of study does not have any significant relationship with factor advertising become unethical, $p = 0.937$.

Table 4.27 One Way ANOVA Highest Education level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.052	3	.684	2.811	.039
Within Groups	80.540	331	.243		
Total	82.593	334			

From Table 4.27 above, the one-way ANOVA test results showed that the difference in terms of highest education level of had a significant impact (significant) on the factor influence consumer buying behaviour of online marketing among Postgraduate Othman Yeop Abdullah Graduate School in University Utara Malaysia. Test results found the hypothesis was accepted as $p > 0.05$, this mean that age of study does not have any significant relationship with factor advertising become unethical, $p = 0.039$.

Table 4.28 One Way ANOVA Marital Status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.501	2	.251	1.013	.364
Within Groups	82.091	332	.247		
Total	82.593	334			

From Table 4.28 above, the one-way ANOVA test results showed that the difference in terms of marital status had a significant impact (significant) on the factor influence consumer buying behaviour of online marketing among Postgraduate Othman Yeop Abdullah Graduate School in University Utara Malaysia. Test results found the hypothesis was rejected as $p > 0.05$, this mean that age of study does not have any significant relationship with factor advertising become unethical, $p = 0.364$.

Table 4.29: One Way ANOVA Monthly Income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.351	4	.338	1.372	.243
Within Groups	81.241	330	.246		
Total	82.593	334			

From Table 4.29 above, the one-way ANOVA test results showed that the difference in terms of monthly income of had a significant impact (significant) on the factor influence consumer buying behaviour of online marketing among Postgraduate of OYA Graduate School in University Utara Malaysia. Test results found the hypothesis was rejected as $p > 0.05$, this mean that age of study does not have any significant relationship with factor advertising become unethical, $p = 0.243$.

4.4.3 Correlation Analysis

Correlation analysis used to measures two or more variables based on their relationship either in positive or negative correlation (Sekaran 2003). According to Pallant (2001), correlation analysis is referred to as a statistical method utilized to shed a light on both the direction and strength of the two variables direct relationship. The level of correlation reveals the assessment of the strength and significance of the two variables" relationship. An ideal correlation is 1 or -1 and it implies that it is possible to accurately determine the value of one variable through the other variable. In addition, a value of 0 implies the lack of relationship between the two variables. Cohen (1988) provided the rule of strength clarification of the relationship between two variables (r).

Table 4.30 Correlation

	IV_Pri ce	IVTrust_1 _3	IVTrust_4 _7	IV_Convenie nce	IV_Qual ity	IV_Secur ity	DV
IV_Price	1	.303**	.295**	.170**	.184**	-.030	.278**
		.000	.000	.002	.001	.578	.000
	335	335	335	335	335	335	335
IVTrust_1_3	.303**	1	.615**	.153**	.308**	.185**	.252**
	.000		.000	.005	.000	.001	.000
	335	335	335	335	335	335	335
IVTrust_4_7	.295**	.615**	1	.184**	.428**	.387**	.331**
	.000	.000		.001	.000	.000	.000
	335	335	335	335	335	335	335
IV_Convenience	.170**	.153**	.184**	1	.321**	.190**	.109*
	.002	.005	.001		.000	.000	.045
	335	335	335	335	335	335	335
IV_Quality	.184**	.308**	.428**	.321**	1	.382**	.423**
	.001	.000	.000	.000		.000	.000
	335	335	335	335	335	335	335
IV_Security	-.030	.185**	.387**	.190**	.382**	1	.111*
	.578	.001	.000	.000	.000		.042
	335	335	335	335	335	335	335
DV	.278**	.252**	.331**	.109*	.423**	.111*	1
	.000	.000	.000	.045	.000	.042	
	335	335	335	335	335	335	335

**Correlation is significant at the 0.01 level (2-tailed) *Correlation is significant at the 0.05 level (2-tailed).

4.4.4 Multiple Regression

It is the analysis that is use to test relationship between dependent variable and a set of independent variable (Pallant, 2007). It based on the correlation but it will describe more advance examination of the relationship among a set of variables. The purpose of this analysis is to explore the factors that influence consumer buying behaviour on online shopping. This multiple regression analysis also to identify the significant or not significant of each independent variable to dependent variable. Other than showing significant or insignificant of the relationship between both variable, it also show the power of prediction result of determinant.

Table 4.31 Model Summary Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.491 ^a	.241	.229	.43661

a. Predictors: (Constant), IV_Security, IV_Price, IV_Convenience, IV_Quality, IV_Trust

The result of regression the three independent variables can be seen in Table 4.31: Model Summary which is the five independent variables that are entered into the regression model, the R (0.491) which is the correlation of the five independent variables with the dependent variable. After all the inter correlations among five independent variable are taken into account, the R Square Value is 0.229. This is the explained variance and is actually the square of the multiple R $(0.491)^2$. Hence, the studied independent variables explained 22.9 percent of consumer acknowledge this five factor influence consumer buying behaviour.

Table 4.32 shows the ANOVA which means that the F value of 20.854 is significant at 0.000 levels. This result reflects that 22.9 percent of the variance (R-Square) in of consumer acknowledge this five factor influence consumer buying behaviour.

Table 4.32 ANOVA for Multiple Regression

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	19.877	5	3.975	20.854	.000 ^b
	Residual	62.716	329	.191		
	Total	82.593	334			

a. Dependent Variable: DV

b. Predictors: (Constant), IV_Security, IV_Price, IV_Convenience, IV_Quality, IV_Trust



UUM
Universiti Utara Malaysia

4.5 The Hypothesis Testing

Earlier, measurement of the theoretical framework of this study was created. The next step is to test the hypotheses of study and the results will be explained more on this section. There were five hypotheses in this study and those hypotheses analysed by using SPSS 22 and cases involved in this analysis were 335 respondents. Hypothesis were analyse one by one using Pearson Correlation. Hypothesis were analysis as below:

H1: There is a significant relationship between price and online buying behaviour.

The price factor tested against consumer buying behaviour to see the relationship. The result from Pearson's Correlation indicate that there is positive relationship between price and consumer buying behaviour and it is significant. The correlation coefficient is .278 and this indicate that strength of relationship is low. Therefore hypothesis 1 was supported.

H2: There is a significant relationship between trust and online buying behaviour

The trust factor tested against consumer buying behaviour to see the relationship. The result from Pearson's Correlation indicate that there is positive relationship between trust and consumer buying behaviour and it is significant. The correlation coefficient is .331 and this indicate that strength of relationship is moderate. Therefore hypothesis 2 was supported.

H3: There is a significant relationship between convenience and online buying behaviour.

The convenience factor tested against consumer buying behaviour to see the relationship. The result from Pearson's Correlation indicate that there is positive relationship between convenience and consumer buying behaviour and it is significant. The correlation coefficient is .109 and this indicate that strength of relationship is low. Therefore, hypothesis 3 was supported.

H4: There is a significant relationship between website quality and online buying behaviour

The website quality factor tested against consumer buying behaviour to see the relationship. The result from Pearson's Correlation indicate that there is positive relationship between website quality and consumer buying behaviour and it is significant. The correlation coefficient is .423 and this indicate that strength of relationship is moderate. Therefore hypothesis 4 was supported.

H5: There is a significant relationship between security and online buying behaviour.

The security factor tested against consumer buying behaviour to see the relationship. The result from Pearson's Correlation indicate that there is positive relationship between security and consumer buying behaviour and it is significant. The correlation coefficient is .111 and this indicate that strength of relationship is low. Therefore hypothesis 5 was supported.

4.6 Conclusion

In this chapter, the researcher has analysed data from questionnaire collected from 335 respondents from OYA Postgraduate student. The demographics information of the participants was well-explained and described. SPSS 22 were employed in the questionnaire. Demography of 335 respondent and analysed technique for the rest part of questionnaire is using SPSS 22. This study has six hypotheses and all six hypotheses were supported and significant (price factor, convenience factor, trust factor, website quality and security). Next chapter, chapter 5 is where the discussion and explanation about the findings, the future research and recommendations.



CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1 Introduction

The findings of this study were presented in chapter 4. Next, this chapter will discuss and summarise of the research paper, suggest research and recommendations for further analysis. First, section 5.2 is a discussion about the summary of findings which associates with the relationship between selected factors and consumer buying behaviour on online marketing. Next, elaboration of recommendation in section 5.3 followed by the explanation on future research will be presented in section 5.4 and lastly 5.5 which is the conclusion of this chapter.

5.2 Summary of Findings



Chapter Four showed the results of the analysis of 335 questionnaires collected from Postgraduates OYA of Universiti Utara Malaysia students. Based on the first part in the questionnaires distributed, respondents were asked to provide their demographic information. At the second of questionnaires distributed, they were asked to identify factors that influence the consumer buying behaviour on online marketing. There are six different factor categories involved in this survey and were divided into 39 items which requires indicates them to rate. Five factor categories include: 1) price factor, 2) trust factor, 3) convenience, 4) website quality, and 5) security.

Apart from that, test of the hypotheses of this study was run after the measurement of the theoretical framework of this study was created. Hypotheses of study based on the five independent variables that influences consumer buying behaviour on online marketing. These hypotheses analysed by using SPSS 22 program. There are 335 respondents were involved.

Next, the findings showed that all factors a significant with the dependent variables. The results from the questionnaire concluded that all five independent variables (price factor, trust factor, convenience factor, website quality and security) had a relationship toward consumer buying behaviour on online marketing. Hence, all five identified factors influenced online buying behaviour on online shopping as discuss below:

5.2.1 Relationship between price and online buying behaviour.

Pearson's Correlation result show that, the relationship between price and consumer buying behaviour is positive and significant. With high level of price value offered, it will support the level of consumer buying behaviour. Price is the necessary consequence and most important aspect for online marketing. Perceptions of customer may possibly cognitive include the benefits their get and sacrifice on something to giving up in order to obtain the services. Furthermore, price is significant to intention of repurchase.

5.2.2 Relationship between trust and online buying behaviour.

Pearson's Correlation result show that, the relationship between trust and consumer buying behaviour is positive and significant. This finding was consistent with many past research that trust is most important in influence consumer buying behaviour. Therefore, trust is a significant factor influencing consumer buying behaviour on online marketing because those with highly trust appeared to have a greater attention to purchase online.

5.2.3 Relationship between convenience and consumer buying behaviour

Pearson's Correlation result show that, the relationship between convenience and consumer buying behaviour is positive and significant. Convenience is one of customers' major motives of using internet in any online service. Convenience mostly found as the number one reason for consumer to shop online.

5.2.4 Relationship between website quality and consumer buying behaviour

Pearson's Correlation result show that, the relationship between website quality and consumer buying behaviour is positive and significant. This mean when website quality is good, consumer attracted to do online shopping will increase.

5.2.5 Relationship between security and consumer buying behaviour

Pearson's Correlation result show that, the relationship between security and online buying behaviour is positive and significant. Security is a main concern that stop consumer from online shopping in view of the fact that they are worried the online retailer will not be truthful by misuse their identity, and private data such as credit card.

5.2.6 Relationship between factor and online buying behaviour

Hypothesis	Result
There is significant relationship between price and online buying behavior	Significant
There is significant relationship between trust and online buying behaviour	Significant
There is significant relationship between convenience and online buying behaviour	Significant
There is significant relationship between website quality and online buying behaviour	Significant
There is significant relationship between security and online buying behaviour	Significant

5.3 Recommendation

First of all, this study was conducted in order to provide recommendations to: (1) Online Marketer and (2) Online Consumer.

5.3.1 Online Marketer

The information from the finding will help online marketer to improve most effective and efficient online store outlets. Web site quality is taken as specific strategies for moving consumer to shop online. Knowledge of innovation theory may be helpful to the online marketer and they can practice this theory to their online business. Other than that, online marketers can create a more interesting online store by using updated technology that will make the online store easy to use, with latest animation resolution, attractive colour and design. As a result, consumers will spend more time to surf and staying a long time. This can lead them to purchase more from the online store.

Furthermore, online marketer also can offer consumers special or unique services. In order to be successful online marketer, they need to understand well what factors can attract consumer to buy online and make their business more successful by implementing the suitable strategy. As most of the online consumers are price sensitive, online retailers needed to recommend an appropriate pricing tactic to fulfil the needs of the shoppers because with the internet it's easy for them to compare prices. Furthermore, retailers can offer free delivery charge and also give out free gift as attracted to the online shoppers to shop more. Also,

online retailers need to offer competitive price and more assortments of products in order to attract consumer to make a purchase decision.

Moreover, trust and security issue became consumer main consent. Personal information and money transaction are sensitive because there is a lot misuse case and hacker out there. The misuse of information by hacking by using user personal data until the user were black listed. It is what the web user seriously worried doing online is buying. The online marketer should aware about this by providing a website that is safe and highly privacy protected. It can be done by registering their page and system they use with online security protector.

5.3.2 Online Shopper

It's important for online consumer to prefer well-known online marketer or shop to start purchase their product. They can make a survey which online stores are better and more trusted to deal with. This action indirectly will help consumer from being cheated by the online marketer. The consumer can first make a review about page by finding the customer review from previous customers of the same retailers. Other than that buyers also can compare the price and products from many online marketers in order to get the best offer given by the retailers. Furthermore, by having information, online shopping buyer will prefer to buy from a safety website and comfort of navigation and process.

5.4 Limitation

Quantitative data collection was employed by researcher using survey data from the student's perspective to examine this study. Researcher did not include qualitative data collection such as in-depth interviewing of students and information from faculty that might enhance the researcher's interpretation of the quantitative results.

Firstly, limitation of this study was about incomplete statistical data given by the administration of Othman Yeop Abdullah Graduate School of Business (OYA GSB). Statistical data given did not tally and researcher did not get proper information from administration. Hence, it was a problem for researcher because researcher had to compute the statistical data herself in order to get the final and accurate data.

Secondly, researcher had problem in timeline limitation of time in order to complete the study. Researcher was ordered by School of Business Management (SBM) to complete the study less than three months. Researcher was in a rushing on the process of completing this study such as to find suitable participants and to achieve the targeted number of participants.

Thirdly, the survey was administrated under carefully controlled conditions, according to due date, and systematic instruction. However, researcher had problem in data collection whereby researcher was not able to distribute questionnaires to participants in certain classes because the lectures did not give the permission to collect data in their class. These lecturers thought that collecting data during their class will disturb their lecture.

Lastly, it was a challenging task for researcher to find participants because the reseacher did not get the list of classes available on the day and how many student available in one class.

5.5 Future research

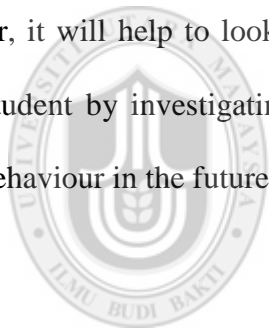
Recommendation for future research. First, each country is differences in culture and different consumer trends, because of that this study cannot be generalized to other countries. It is possible for future research to conduct this type of research in other countries to determine consumer buying behaviour on online marketing.

Second, the study was regarded as wide online shopping rather than focusing on a particular type. It is possible that the desire of consumer buying behaviour will change based on different categories of products, websites and company. Therefore, further study should focus on these deviations. Third, the variable on the brand reputation is not emphasized in this study. It also is important to create the long term relationships with consumers.

Finally, this research is the cross-sectional study in which the user's behaviour will change from time to time. Therefore, it is necessary to be measured in future research in to know the result.

5.6 Conclusion

This research study is to examine factors influencing the consumer buying behaviour on online shopping. The target population was postgraduate OYA students in UUM. Thus the result of respondents was 335. Overall, the study focuses on five factors which are price, trust, convenience, website quality and security. From the correlation analysis, it shows that all the factors (price, trust, convenience, website quality and security) have the positive relationship with the consumer buying behaviour. The multiple regression analysis models revealed that 24.1% of the variance in consumer buying behaviour was accounted for by the IVs (price, trust and website quality). With having understandable on the consumer buying behaviour, it will help to look at the way to influence the behaviour of online consumer among student by investigating some other important factors that able to improve their buying behaviour in the future.



UUM
Universiti Utara Malaysia

REFERENCES

- AadWeening.(2012). B2C Global e-Commerce Overview.Interactive Media in Retail Group
- Aaker, D. A., Kumar, V., Day, G.S., & Lawley, M. (2005). *Marketing research: The Pacific Rim edition*. Queensland, Australia: John Wiley & Sons Australia.
- Anderson, E.W., & Sullivan, M.W. (1993). The antecedents and consequences of customer satisfaction for the firms *Marketing Science*, 12, 125-43.
- Ba, S. and Pavlou, A.P. (2002), “Evidence of the effect of trust building technology in electronic markets: price premiums and buyer behavior”, *MIS Quarterly*, Vol. 26 No. 3, pp. 243-68.
- Babbie, E. R. (2004). *The practice of social research* (10th ed.). Belmont, CA: Wadsworth Thomson Learning.
- Bailey, J.P. and Bakos, Y. (1997), “An exploratory study of the emerging role of electronic intermediaries”, *International Journal of Electronic Commerce*, Vol. 1 No. 3, pp. 7-20.
- Bart, Yakov, Venkatesh Shankar, Fareena Sultan, and Glen L. Urban (2005), “Are the Drivers and Role of Online Trust the Same for All Web Sites and Consumers?,” A Large-Scale Exploratory Empirical Study. *Journal of Marketing*, 69 (4), 133– 52.
- Bashir, Adil (2013), “Consumer Behavior towards online shopping of electronics in Pakistan”, Seinäjoki University of Applied sciences, p-60.

- Berry, L.L., Seiders, K. and Grewal, D. (2002), "Understanding service convenience", *Journal of Marketing*, Vol. 66 No. 3, pp. 1-17.
- Bhatti, M. A., Hoe, C. H., & Sundram, V. P. K. (2012). *A Guide for Beginners Data Analysis Using SPSS and AMOS*. Pearson Malaysia.
- Bigné-Alcañiz, E., Ruiz-Mafé, C., Aldás-Manzano, J. and Sanz-Blas, S, (2008), "Influence of online shopping information dependency and innovativeness on internet shopping adoption", *Online Information Review*, vol. 32, no. 5, pp. 648-667.
- Blackwell, RD, Miniard, PW & Engel, JF (2006). *Consumer behavior*, 10th edn, Thomson South-Western, Boston.
- Boulding, W., Ajay, K., Staelin, R., & Zeithaml: V. (1993). A dynamic process model of service quality: From expectations to behavioral intentions. *Jornaofl Markeirig Research*, 30(1), 7-27.
- Bourlakis, M., Papagiannidis, S. and Fox, H, (2008), "E-consumer behaviour: Past, present and future trajectories of an evolving retail revolution", *International Journal of E-Business Research*, vol. 4, no. 3, pp.64-67, 69, 71-76.
- Burns, A.C., & Bush, R.F. (2002). *Marketing research: Online research applications* (4th ed), Prentice Hall, New Jersey
- Carlos Flavián Miguel Guinalú, (2006),"Consumer trust, perceived security and privacy policy", *Industrial Management & Data Systems*, Vol. 106 Iss 5 pp. 601 – 620
- Carlos Flavián Miguel Guinalú, (2006),"Consumer trust, perceived security and privacy policy", *Industrial Management & Data Systems*, Vol. 106 Iss 5 pp. 601 – 620
- Permanent link to this document: <http://dx.doi.org/10.1108/02635570610666403>

Chaffey, D. 2011. E-business and E-commerce Management: Strategy, Implementation and Practice. Harlow: Pearson Education.

Chih, W-H, Hsi-Jui W. C., and Li, H-J. (2012). The Antecedents of Consumer Online Buying Impulsiveness on a Travel Website: Individual Internal Factor Perspectives. *Journal of Travel & Tourism Marketing* Vol. 29 No.5:430–443.

Constantinides, E., (2004), “Influencing the online consumer’s behaviour: The web experiences”, *Internet Research*, vol. 14, no. 2, pp.111-126.

Dave Chaffey (2006); Definition of E-marketing Vs Digital Marketing-Online Marketing Mix; Available at <http://www.smarinsights.com/archive/digital-marketing-strategy/>
Assessed 28/06/2015.

David J. DiRusso Susan M. Mudambi David Schuff, (2011), "Determinants of prices in an online marketplace", *Journal of Product & Brand Management*, Vol. 20 Iss 5 pp. 420 - 428

Dawson, S. and Kim, M. (2009). “External and internal trigger cues of impulse buying online”, *Direct Marketing: An International Journal*, Vol. 3 No. 1, pp. 20-34.

Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of marketing research*, 18(1), 39-50. Retrieved from <http://dx.doi.org/10.2307/3151312>

Ghozali, H. I. F., J., & Seti, M. (2005). *Structural equation modelling-teori, konsep, dan aplikasi dengan program LISREL 8.54*. Semarang, Indonesia: Badan Penerbit University Diponegoro.

- Glen L. Urbana, Cinda Amyxb & Antonio Lorenzonc, (2009), "Online Trust: State of the Art, New Frontiers, and Research Potential", *Journal of Interactive Marketing*, Vol. 23 179–190.
- Goldsmith, R.E. and Flynn, L.R., (2005), "Bricks, clicks, and pix: apparel buyers' use of stores, internet, and catalogs compared", *International Journal of Retail & Distribution Management*, vol. 33, no. 4, pp.271-283.
- Gregory, J.R. (2000), *Psychological Testing: History, Principles, and Applications*, Allyn and Bacon, Toronto.
- Hair J. R., Black, J., Babin, W. C., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis*. Upper-Saddle River, New Jersey: Prentice Hall.
- Hair J.F., Black W.C., Babin B.J., Anderson R.E., and Tatham R.L. (2006). *Multivariate data analysis* 6th Edition. Pearson Prentice Hall, New Jersey.
- Hair, J.F.J., Babin, B., Money, A.H. and Samuel, P. (2003). *Essentials of Business Research Methods*. USA: John Wiley and Sons, Leyh Publishing, LLC.
- Haubl, G., and Trifts, V. "Consumer decision making in online shopping environments: the effects of interactive decision aids," *Marketing Science* (19:1), 2000, pp. 4-21
- Hermes, N., (2000) "Fiscal decentralisation in developing countries", *Review of medium_*
being_reviewed title_of_work_reviewed_in_italics. *De Economist*, Vol. 148,
No. 5:690-692.
- Hofacker, C.R., (2001), *Internet Marketing*, 3rd ed., Wiley, New York.
- Hsin-Hui Lin , (2015), "The effects of price-matching guarantees on consumer response in an online retail context", *Journal of Service Theory and Practice*, Vol. 25 Iss 6

pp. 658 – 679 Permanent link to this document: <http://dx.doi.org/10.1108/JSTP-05-2014-0100>

Jarvenpaa, S. L., Tractinsky, N., and Vitale, M. “Consumer trust in an Internet store,” *Information Technology and Management* (1), 2000, pp. 45–71.

Jih, W.J. (2007), “Effects of consumer-perceived convenience on shopping intention in mobile commerce: an empirical study”, *International Journal of E-Business Research*, Vol. 3 No. 4, pp. 33-48.

Jiyoung Kim Sharron J. Lennon, (2013), "Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention", *Journal of Research in Interactive Marketing*, Vol. 7 Iss 1 pp. 33 – 56

Jiyoung Kim Sharron J. Lennon, (2013), "Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention", *Journal of Research in Interactive Marketing*, Vol. 7 Iss 1 pp. 33 – 56

Jiyoung Kim Sharron J. Lennon, (2013), "Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention", *Journal of Research in Interactive Marketing*, Vol. 7 Iss 1 pp. 33 – 56 Permanent link to this document: <http://dx.doi.org/10.1108/17505931311316734>

Junhong, C., (2009), “Would you shop online for groceries?” <http://www.asiaone.com/Business/News/My%2BMoney/Story/A1Story20090810160169.html>, Asiaone.com.

Kardes, F. Cronley, M. & Cline, T. 2011. Mason: South-Western Cengage Learning.

Keeney, R.L., (1999), “The value of internet commerce to the customer”, *Management Science*, vol. 45, no. 4, pp. 533-542.

- Kim, S. and Stoel, L. (2004a), "Apparel retailers: website quality dimensions and satisfaction", *Journal of Retailing and Consumer Services*, Vol. 11 No. 2, pp. 109-17.
- Kolsaker, A. and Payne, C. (2002), "Engendering trust in e-commerce: a study of gender-based concerns", *Marketing Intelligence & Planning*, Vol. 20 No. 4, pp. 206-14.
- Koo, D.M., Kim, J.J. and Lee, S.H., (2008), "Personal values as underlying motives of shopping online", *Asia Pacific Journal of Marketing and Logistics*, vol. 20, no. 2, pp. 156-173.
- Korgaonkar, P.A. and Karson, E.J., (2007), "The influence of perceived product risk on consumers' e-tailer shopping preference", *Journal of Business and Psychology*, vol. 22, no. 1, pp. 55-64.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 30(3), 607-10.
- Kuester, Sabine (2012): MKT 301: Strategic Marketing & Marketing in Specific Industry Contexts, University of Mannheim, p-110.
- Kumar, A. and Dillon, W. (1987), "Some further remarks on measurement-structure interaction and the unidimensionality of constructs", *Journal of Marketing Research*, Vol. 24, pp. 438-44.
- Laudon K.C and Traver C.G. (2013); *E-commerce*, Business Technology Society; 9th edn. Pearson Education Limited, Edinburgh Gate, Harlow, England.
- Laudon, K.C. and Traver, C.G., (2009), *E-Commerce Business. Technology. Society*, 5th edition, Prentice Hall, New Jersey

- Lim, H. and Dubinsky, A.J., (2004), "Consumers' perceptions of e-shopping characteristics: An expectancy-value approach", *The Journal of Services Marketing*, vol. 18, no. 6, pp. 500-513.
- Ling (Alice) Jiang Zhilin Yang Minjoon Jun, (2013), "Measuring consumer perceptions of online shopping convenience", *Journal of Service Management*, Vol. 24 Iss 2 pp. 191 - 214
- Ling (Alice) Jiang Zhilin Yang Minjoon Jun, (2013), "Measuring consumer perceptions of online shopping convenience", *Journal of Service Management*, Vol. 24 Iss 2 pp. 191 – 214 Permanent link to this document: <http://dx.doi.org/10.1108/09564231311323962>
- Liu, C. and Guo, Y., (2008), "Validating the end-user computing satisfaction instrument for online shopping systems", *Journal of Organizational and End User Computing*, vol. 20, no. 4, pp.74- 96.
- Malhotra, N. K. (1988). Self concept and product choice: an integrated perspective. *Journal of Economic Psychology*, 9(1), 1-28.
- Malhotra, N., & Birks, D. (1999) *Marketing research: An applied approach* . Prentice Hall.
- Manali Khaniwale (2005), "Consumer Buying Behavior", *International Journal of Innovation and Scientific Research*, Vol. 14 No. 2 Apr. 2015, pp. 278-286.
- McKnight, D. H., & Chervany, N. L. (2001). Conceptualizing trust: a typology and ecommerce customer relationships model. Paper presented at the 34th Hawaii International Conference on System Sciences, Maui, Hawaii.
- Pavlou, P. A. (2003). Consumer Acceptance of Electronic Commerce: Integrating Trust

- and Risk with the Technology Acceptance Model. *International Journal of Electronic Commerce* 7(7), 101-134.
- Morgan, R.M., & Hunt, S.D. (1994). The commitment trust theory of relationship marketing, *Journal of Marketing*, 58, pp.20–38.
- Nunnally, J.C. (1978). *Psychometric theory* (2nd ed.) New York: McGraw-Hill.
- Pallant, J. (2001). *SPSS survival manual: A step by step guide to data analysis using SPSS for windows (1 ed)*. Australia: Allen & Unwin.
- Park, C. H., & Kim, Y. G. (2003). Identifying key factors affecting consumer purchase behavior in an online shopping context. *International Journal of Retail & Distribution Management*, 31(1), 16-29.
- Park, C., & Jun, J.-K. (2003). A Cross-Cultural
- Piaw, C.Y. (2012). *Mastering research method*. Selangor, Malaysia: Mc Graw Hill.
- Prasad, C. and Aryasri, A., (2009), “Determinants of shopper behavior in e-tailing: An empirical analysis”, *Paradigm*, vol. 13, no. 1, pp.73-83.
- Ranganatham, C. and Ganapathy, S. (2002), “Key dimension of business-to-consumer websites”, *Information and Management*, Vol. 39 No. 6, pp. 457-465.
- Richard, M.O. (2005), “Modeling the impact of internet atmospherics on surfer behaviour”, *Journal of Business Research*, Vol. 58 No. 12, pp. 1632-1642.
- Rousseau, Denise M., Sim B. Sitkin, Ronald S. Burt, and Colin Camerer (1998), “Not So Different After All: A Cross-Discipline View of Trust,” *Academy of Management Review*, 23 (3), 393–404.

Rox, H., (2007), "Top reasons people shop online may surprise you," http://www.associatedcontent.com/article/459412/top_reasons_people_shop_online_may.html?cat=3, Associatecontent.com.

Sahney, S., Ghosh, K. and Shrivastava, A. (2013). "Conceptualizing consumer „trust“ in online buying behavior: an empirical inquiry and model development in Indian context", *Journal of Asia Business Studies*, Vol. 7 No.3.

Sanchez, G. (2013). PLS Path Modeling with R. Retrieved from http://gastonsanchez.com/PLS_Path_Modeling_with_R.pdf

Sangeeta Sahney Koustab Ghosh Archana Shrivastava, (2013),"Conceptualizing consumer "trust" in online buying behaviour: an empirica inquiry and model development in Indian context", *Journal of Asia Business Studies*, Vol. 7 Iss 3 pp. 278 – 298 Permanent link to this document: <http://dx.doi.org/10.1108/JABS-Jul-2011-0038>

Saunders , M., Lewis, P. and Thornhill, A (2007) *Research Method for Business Students (4th ed)*, Edinburgh Gate, Pearson Higher Education.

Saunders, M., Lewis, P. & Thornhill, A. 2009. *Research Methods for Business Students*. Fifth Edition. England: Pearson Education Limited.

Saunders, S., & Munro, D. (2000). The construction and validation of a consumer orientation questionnaire (scoi) designed to measure Fromms (1955) marketing character in Australia. *Social Behavior and Personality: an international journal* 28(3), pp. 219- 240.

- Seiders, K., Voss, G.B., Godfrey, A.L. and Grewal, D. (2007), "SERVCON: development and validation of a multidimensional service convenience scale", *Journal of the Academy Marketing Science*, Vol. 35, pp. 144-156.
- Sekaran, U. (2003). *Research methods for business* (4th ed.). Hoboken, NJ: John Wiley & Sons.
- Sekaran, U., & Bougie, R. (2010). *Research Methods for Business: A Skill Building Approach* (5th ed.). United Kingdom. John Wiley & Sons Ltd.
- Shannon Cummins James W. Peltier John A. Schibrowsky Alexander Nill , (2014),"Consumer behavior in the online context", *Journal of Research in Interactive Marketing*, Vol. 8 Iss 3 pp. 169 – 202 Permanent link to this document: <http://dx.doi.org/10.1108/JRIM-04-2013-0019>
- Solomon, M. and Rabolt, N. 2009. *Consumer Behaviour in Fashion*. New Jersey. Prentice Hall. Solomon, M. 2011. *Consumer Behaviour; Buying, Having and Being*. Ninth Edition. New Jersey: Pearson Education Limited.
- Song, J., and Zahedi, F. M. *Web design in e-commerce: a theory and empirical analysis*,¹ *Proceeding of 22nd International Conference on Information Systems*, 2001, pp. 219
- Sultan, F., Urban, G.L., Shankar, V. and Bart, I.Y. (2002), "Determinants and role of trust in e-business: a large scale empirical study", Working Paper 4282- 02, MIT Sloan School of Management, available at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=380404.
- Sundström, M. (2007). In Swedish: De säger att nätbutik är bekvämt. [English - They say the online store is convenient.] PhD Diss. Gothenburg University, BAS

Tabachnick, B., & Fidell, L. (2001). *Logistic regression. Using Multivariate Statistics (4th ed)*. Boston, Mass: Allyn & Bacon.

The Tech Faq,(2008), “Top reasons why people shop online,”
<http://www.thetechfaq.com/2008/09/29/top-reasons-why-people-shop-online/>,
Thetechfaq.com.

Tsikriktsis, N. (2005). A review of techniques for treating missing data in OM survey research. *Journal of Operations Management*, 24(1), 53-62.

Verisign, (2009), “Scribendi,” <http://www.verisign.com/ssl/ssl-information-center/ssl-case-studies/scribendi/index.html>, Verisign.com.

Wang, C.L., Ye, L.R., Zhang, Y. and Nguyen, D.D., (2005), “Subscription to fee-based online services: What makes consumer pay for online content?” *Journal of Electronic Commerce Research*, vol. 6, no. 4, pp.301-311.

Whysall, P., (2000), “Retailing and the internet: a review of ethical issues”, *International Journal of Retail & Distribution Management*, vol. 28, no. 11, pp.481-489.

Xiaolin Xing Fang-Fang Tang Zhenlin Yang, (2004), "Pricing dynamics in the online consumer electronics market", *Journal of Product & Brand Management*, Vol. 13 Iss 6 pp. 429 - 441

Yannopoulos, Peter (2011). Impact of the Internet on Marketing Strategy Formulation. *International Journal of Business and Social Science*. Vol. 2 No. 18.
http://www.ijbssnet.com/journals/Vol_2_No_18_October_2011/1.pdf

Yoo, B. and Donthu, N. (2001), “Developing a scale to measure the perceived quality of an internet shopping site (SITEQUAL)”, *Quarterly Journal of Electronic Commerce*, Vol. 2 No. 1, pp. 31-47.

Yu, T. and Wu, G, (2007), “Determinants of internet shopping behavior: An application of reasoned behavior theory”, *International Journal of Management*, vol. 24, no. 4, pp. 744-762, 823

Zhang, P., von Dran, G. M., Small, R. V. and Barcellos, S. “A two-factor theory for website design,” *Proceedings of the 33rd Annual Hawaii International Conference on System Sciences (HICSS33)*, January 2000

Zhang, P., and von Dran, G. M. “Satisfactor and dissatisfactorers: A two-factor model for website design and evaluation,” *Journal of the American Society for Information Science* (51:4), 2000, pp. 1253-1268.

Zellweger, Paul (1997). Web-based Sales: Defining the Cognitive Buyer. *Electronic Markets*, 7 (3), 10-16.

