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# **CUSTOMERS' ATTITUDE TOWARD ONLINE SHOPPING**



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**UNIVERSITI UTARA MALAYSIA**

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# **CUSTOMERS' ATTITUDE TOWARD ONLINE SHOPPING**



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## **ABSTRACT**

Internet has become increasingly popular. Online shopping is a business medium for transactions among entrepreneurs and customers. As a new channel for marketing, online shopping played a significant role. It provides satisfaction for customers seeking convenience and speed when they purchase products. Customers' online shopping attitudes refers to customers' psychological state of decision making on internet, and customers' attitudes will affect customers' intention to make purchases online. Therefore, understanding the behaviour of the consumers, what they buy from online shops, why they choose online shopping becomes a vital issue for online entrepreneurs. The scope of this study is to examine the factors influenced on customers' attitudes towards online shopping in terms of customers' shopping orientation, website quality and psychological perception. This study comprised of respondents who are graduate students in University Utara Malaysia and Qin Hai University of China. The study shows that the three independent variables have significant influence on customers' attitudes towards online shopping.

**Keywords:** Online shopping, E- commerce, B2C, consumer buying attitude.

## **ABSTRAK**

Internet telah menjadi semakin popular. Membeli-belah atas talian merupakan satu medium urusniaga di kalangan usahawan dan pelanggan. Sebagai salah satu saluran baru dalam pemasaran, membeli-belah atas talian memainkan peranan penting. Ia dapat memberikan kepuasan kepada para pelanggan yang menginginkan kemudahan dan kelajuan apabila mereka membeli sesuatu produk. Sikap pelanggan dalam membeli-belah atas talian merujuk kepada keadaan psikologi para pelanggan ketika membuat keputusan di internet, dan sikap pelanggan ini akan menjejaskan niat untuk membuat pembelian atas talian. Oleh itu, dengan memahami tingkah laku para pengguna, apa yang mereka membeli dari kedai-kedai atas talian, dan sebab mereka memilih membeli-belah dalam talian menjadi satu isu yang penting bagi usahawan yang menjalankan perniagaan atas talian. Skop kajian ini adalah untuk mengkaji faktor-faktor yang akan mempengaruhi sikap para pelanggan terhadap membeli-belah atas talian dari segi orientasi para pelanggan dalam membeli-belah, kualiti laman web dan persepsi psikologi. Kajian ini mengandungi daripada responden yang terdiri daripada pelajar siswazah di Universiti Utara Malaysia dan Qin Hai University of China. Kajian ini menunjukkan bahawa tiga pembolehubah tidak bersandar mempunyai pengaruh yang besar ke atas sikap pelanggan terhadap membeli-belah atas talian.

**Kata Kunci:** Membeli-belah atas talian, E-dagang, B2C, consumer buying attitude.

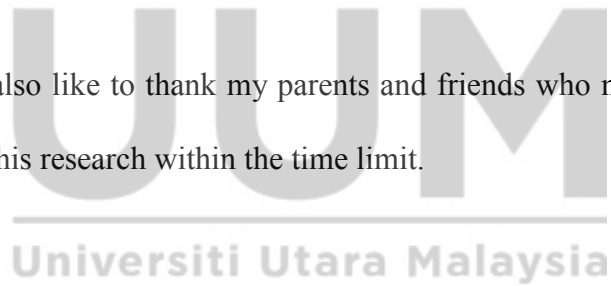
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# CHAPTER ONE

## INTRODUCTION

### 1.0 Background of the Study

Internet has changed the world and we are living in a digital era. In 1990, the first World Wide Web was created by Tim Berners-Lee, in 1994 the German company Intershop invented online shopping system, and in 1996 eBay emerged (Kessays, 2014). Online shopping is a type of electronic commerce which allowed customers to purchase products and services directly from websites.

Online shopping may focus on business to customer (B2C), whereby entrepreneurs developed online stores or websites sell their products and services to individual customers. Another type of online shopping which focuses on business to business (B2B), B2B allows entrepreneurs to exchange their products and services to other businesses. In the past, traditional business model applied various marketing interactions such as mass marketing and direct marketing that are face to face in nature in physical markets. Now with internet marketing, more interactive model can engaged customers in a modern way which is electronic-based in the virtual marketplace (Arnott & Bridgewater, 2002).

There is a large number of online shops on the World Wide Web, and online shopping has become a trend. Customers feel satisfied with the benefits of shopping online (Vaggelis, Adamantia, & Maro, 2010). The Web has become a distribution channel for many successful enterprises (Thompson, 2002). Online shopping has become popular in business transactions. Before a company attempt to conduct

business online, firstly, they must understand the attitude of its potential customers; clearly understand who purchase online, what they bought online, and why they choose online shopping. By understanding these factors, enterprises can better define their strategies for their marketing segmentation, website design, and online promotion (Thompson, 2002).

There have been many studies base on customers' attitudes towards online shopping in recent years. Most of them attempted to examine factors influenced online buying behavior and attitudes. For example, Zhou Dai and Zhang (2007) examined customers' attitudes based on demographics, shopping motivation, personal characteristic, and external environment. They suggested that learning about factors that influenced customers making purchase online might be one of the best and long term strategies for online enterprises to improve consumer loyalty in online shopping.

Ling Chai and Piew (2010) discovered that customers' intention, product quality, online trust and purchase experience were positively related to customers' online shopping attitudes. Saprikis, Chouliara and Vlachopoulou (2010) reported that 80.4 percent graduate students were using internet to purchase products based on 427 respondents. Rather than traditional shopping, convenience from online shopping makes customers more interested to purchase from online stores. Since online shopping can be conducted anywhere at any time, it makes customers fell more easy because they do not have to encounter time or geographical constraints. Furthermore, they can easily compare different websites at the same time.

The benefits of online stores resulted entrepreneurs need to understand what the intention of customers is, and what their attitudes towards online shopping are. Online shopping behavior is not similar to the traditional consumer behavior in the brick and mortar environment.

### **1.1 Background of the Problem**

There has been a great deal of research on attitudes towards traditional shopping. With a rapid development of internet technology, e-commerce and e-marketing had developed rapidly. Many individuals had engaged in online shopping. The rapid increase in online shopping has also made People's Republic of China to become the global online power house. In 2011 China online sales accounted \$ 120 billion, in 2012 China has become the second largest online retailer in term of sales (Jinyevu & Mwashu, 2014). Chen and Chou highlighted e-commerce in China is a relatively recent phenomenon but growing very rapidly. For example, In Beijing, internet penetration reached 30 percent of residents in 2007 and 75.9 percent of residents in 2014.

Online shopping played a significant role in today's marketing. Entrepreneurs are following this trend to ensure their business remain successful. An example of a large online store in China is TaoBao which is operated by Alibaba group. Since TaoBao was launched in China in 2003, it becomes the largest e-commerce market in China. There are around 760 million products listings in the website which provides products, services and information.



In China, Chinese prefer to call it as “universal TaoBao” because it includes an abroad scope of products and services to customers. TaoBao starting their e-commerce with customer-to-customer (C2C) platform for small and individual business. In 2008, Alibaba group introduced T-mall, which concentrated on business-to-customer (B2C) platform. In Sep 2013, TaoBao was launched in south East Asia. More than 7.5 million users registered. In March 2013, TaoBao and T-mall combined gross merchandise volume exceeded RMB1 trillion (Jinyevu & Mwasha, 2014). TaoBao.com has become one of the top 10 most visited websites in the world; TaoBao was influenced by Alibaba group executive chairman and former CEO Jack Ma.

It is worthy to study on how TaoBao has influenced customers’ attitude towards online shopping in China (Jinyevu & Mwasha, 2014). There are some researches on attitudes towards online shopping in Malaysia. Mentioned by Amin and Nor (2013) found 50 percent of internet users in Malaysia attend in online shopping in 2012 and the percentage increase to 55 percent in 2010. They also found that online shopping is still a new phenomenon to Malaysian. This figure is relative low as compared to other developed countries. It shows that Malaysia customers are less interesting towards online shopping.

An example of leading online shopper in Malaysia, namely Zalora, headquartered in Singapore, branch stores across Indonesia, Malaysia, Hong Kong, Thailand, Philippines, Vietnam and Brunei. Zalora online store sells a variety of products such as clothes, shoes, bags, watch, and others. In 2012, Zalora was launched in Malaysia. In May 2013 Zalora reaching RM 1 million orders and 30 percent of orders is from Malaysia.

According to Harn Khatibi and Ismail (2006) online shopping is still at the early stage of development in Malaysia, customers are less familiar and skeptical towards online shopping. Salehi (2012) found there is still lack of understanding towards online shopping among Malaysian. In order to increase the number of online customers, it is necessary to understand Malaysia customers' online shopping behaviors and factors that may influence their behaviors.

Therefore, this study aims to conduct a study on Malaysia and China online customers. Research findings from this study can be useful to understand how these customers attitude towards online shopping.

## **1.2 Problem Statement**

In previous research (e.g. Harn Khatibi & Ismail, 2006), researchers examined customers' orientation and intention towards traditional or brick and mortar shopping. Subsequently, many researchers have perceived that customers' online shopping behavior is similar to that of conventional shoppers. And the present study was designed to examine customers' attitudes towards online shopping. Some researchers had examined online shipping in China, and they reported that the many Chinese online shoppers engaged in online shopping (Jinyevu & Mwashu, 2014). However, it was reported by some other studies that show online shopping is not much popular in Malaysia (Mohd, Nawawi & Norhayati, 2013).

It is noticeable that there was little research done to examine factors influenced online shoppers in China and Malaysia. It is worth to know which factors that influenced Chinese online customers, and Malaysia online shopper can get some

points from Chinese online customers to develop effective marketing strategies in Malaysia online shopping.

Starting from 1960, there are many theories that examined full range of consumer behavior in brick and mortar business. Schiffman and Kanuk(2000) identified three theories of personality that are prominent in the study of consumer behavior namely: Freudian theory, neo-Freudian theory, and trait theory. However, Internet is an innovation. Others theories such as Technology Acceptance Model and Diffusion of Innovation need to be taken in to account in order to understand customers' behavior when they purchase online.

Schiffman and Kanuk (2002) also mentioned that" individuals make decisions and take actions based on what they perceive to be reality. It is important that marketers understand the whole notion of perception and its related concepts, to determine what factors influence consumers to buy.

### **1.3 Objective of the Study**

Based on the above discussion, the main objectives of this study are:

1. To examine online customers' attitudes towards online shopping.
2. To identify factors that influence online customers' attitude towards online shopping.
3. To examine the relationship between countries of origin, gender, internet experience with customers' attitudes towards online shopping.

#### **1.4 Research Question**

Generally, the aim of this study is investigate factors that influence customers' attitudes towards online shopping.

#### **1.5 Significance of the Study**

This study concentrates on the factors influencing customers' attitudes towards online shopping. Online shopping is a fastest growing of non-store shopping methods in e-commerce. Internet sales reached \$ 18.3 billion in 2006 (Li & Kirkup 2007). Rather than traditional shopping, convenience from online shopping makes customers more willing to make purchase from online shopper that is available for them to satisfy their demand in any place and at any time.

Since online shopping can be carried at anywhere and at any time, it makes customers life easy because they do not have to face traffic jam or weather conditions. They can easily comparing different websites at the same time. Therefore, benefit from online shopping makes it become a trend. For these who want to be an entrepreneur in e-commerce, individual really needs to understand consumers' attitudes towards online shopping,

Online shopping behavior does not necessarily same as traditional consumer behavior in the retailing environment. Thus, online retailers are urged to explore the factors influenced on consumers' attitudes towards online shopping. They need the knowledge to improve their online stores to be more attractive to their new and

potential customers. A clearly understanding of online customer shopping attitudes, entrepreneurs can improve and create more effective marketing program for their customer. It is also important for businesses to understand the attitudes of customers to be targeted to maximize their online market share.

E-commerce is increasing at a surprising speed, examine the factors effecting on online shopping attitudes become crucial. For those reasons, this study attempt to conduct a research on university students who have participated in online shopping.

### **1.6 Definition of Key Terms**

By using the above measurements, this study will provide future information on customers' attitudes towards online shopping.

***Shopping Orientation:*** Choon, Hoi and Teck (2010) define shopping orientation as a general predisposition to the acts of shopping, this predisposition may demonstrated in different ways like search information and select products or services.

***Attitudes towards online shopping:*** customer's positive or negative feelings related to accomplishing the purchasing behavior on the online shopping (Delafrooz, Paim, Haron, Sidin & Khatibi, 2009).

***Purchase intention:*** means how a person intends to purchase a product or service, purchase intention can be defined as a component of how a customer intends to buy a specific product (Benjamin, 2013).

**Service quality:** defined as how well a delivered service level matches customer expectation (Chiu & Chang, 2008)

**Online shopping:** refers to any form of buying and selling process exist through internet (Chayapa & Wang, 2011).

**Privacy:** refers to ability of customers who take notice of their personal information, be afraid from information exposed (Lu & Chang, 2012).

**B2C:** refers to an e-commerce model, which the businesses sell their products to individual customer (Mohd et al., 2013).

**Online shopping behavior:** refers to a process of buying products and services through the internet (Li & Zhang, 2002).

## 1.7 Organization of Chapter

The organization of this report is Chapter One provided the introduction, background to this study. Chapter Two discusses the literature review related to online shopping behavioral. Chapter Three discusses the methodology used to conduct this study. Chapter Four analysis and result of the study are presented. Chapter Five, discussion of findings, recommendations, future research direction, practical and theoretical implications are presented.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Since the Internet introduction to the public, it has become the fastest-growing medium and websites become a distribution channel for many successful enterprises (Thompson, 2002). Digital economy has increased with a surprising speed (Chen & Zhou, 2012). Online shopping has become a popular business transaction. Before a company attempt to conduct business online, firstly, they must understand the attitude of its potential customers. Clearly understand who buy from online, what they buy, and why they choose online shopping (Alhassan, 2011). By understanding the customers' attitudes towards online shop; enterprises can better define their strategies for marketing segmentation, website design, and online promotion (Thompson, 2002). Previous research paper by Jinyevu and Mwashu (2014) has provided useful perspectives on online shopping and developed basic understanding of the behavior of online shoppers

#### **2.2 Shopping Orientation and Motivation on Customers' Online Shopping**

##### **Attitude**

Choon (2010) defined shopping orientation as a general predisposition to the acts of shopping. This predisposition may demonstrated in different ways like search

information and select products or services. Shopping orientation has been studied for almost half a century in traditional retailing shopping (Zhou et al., 2007).

Shopping motivations can be categorized into convenience, information seeking, social interaction, and shopping experience (Srikanth, Morrison & Joseph, 2004). Hedonic motivations have a powerful impact on online shoppers' attitude (Delafrooz et al., 2009). Consumers' who shop through internet was not found to change significantly across consumers with different shopping orientations (Zhou et al., 2007). Compare to Internet experience and website quality, shopping orientation had the strongest relation to online purchasing intention (Benjamin, 2013). Chuk and Taylor (2011) highlighted that shopping orientations are one of the important factor effects on customers' attitudes to conduct online purchase. It is logical to believe that customers have different shopping orientations that result in different behaviors towards online shopping (Yulihar, Islam & Daud, 2011).

### **2.2.1 Product quality, price orientation and online shopping attitude**

Omar, Bathgate and Nwankwo (2011) indicated that product quality is another dimension to consider. Compare with traditional marketing, internet cannot offer any escape from the conventional product quality and imperatives associated, because the products are displayed at websites. Quality is regarded as one of the import strategic component of competitive advantage (Omar et al., 2011). Therefore, the improvement of product or service quality has become a key concern to any firm (Almousa, 2014). Zamri and Idris (2013) explained that the product quality and service quality can extend a sense of security to consumers and ensure them more



confident to purchasing online. Good product and service quality can increase customers' confidence and trust when they purchase online.

### **2.2.2 Convenience orientation and online shopping attitude**

Empirical research shows that convenient of online shopping is one of the important factors influenced on consumers' willingness to purchase online (Chayapa & Wang, 2011). Consumers are not only look for products they also look services provided by online store. Some online stores have 24 hours online customer services, its necessary support convenience to customers (Gong, Stump & Maddox, 2013). Benjamin (2013) found that customers' perceive of convenience positively impact on online shopping attitudes. Found by Delafrooz (2009) customers are seeking for more convenience, cheaper price, and wider options when they shop online.

### **2.3 Website Quality and Consumers' Online Shopping Attitude**

Zhang and Li (2002) evaluate website quality from perspective of user's satisfaction and dissatisfaction. Their studies defined website quality as hygiene and motivator factors that makes user satisfaction and dissatisfaction with a website. Hygiene factors are present website functional and serviceable, they are: security and privacy. Motivator factors that add value on website to contributing user's satisfaction, they are: website design and presentation of information. Lee and Lin (2005) state that web site design, reliability, and trust effect on service quality and customer satisfaction, they also suggest that customer purchase intentions can be enhanced by develop marketing strategies to better address trustworthiness, reliability of web-based services.

Chayapa and Wang (2011) opined that online retailers need to improve their website using web technology in order to influence consumers' willingness to purchase from the websites. Good website quality can guide the user to complete purchase smoothly and attract them to visit internet store again. Website quality positively influence consumers' attitude towards online shopping. Delafrooz (2009) also suggested that online retailers need to make their websites easy to use, simple and convenient for their customers to shop online.

Many researchers examined the importance of website quality and showed that website quality had a positive impact on user beliefs of perceived usefulness and perceived ease of use. Therefore, successful online retailers are required to provide a high level of information quality, and service quality. Consequently, attract customers to visit their website (Ahn, Seewon and Ingoo, 2007). As suggested by Shakeel, Khashif, and Hunjra (2012) customers willingness and interest to purchase online will increased by the quality of websites. Website design has become an important factor in growth of e-commerce. Akroush, and Debei (2015) stated that website design plays a significant role and positive effects on website's profitability. From the consumers' perspectives, reputable websites are more easily accepted than the unknown ones. Website owners need to improve website quality as well as website reputation.

Website quality has become a sensitive issue in e-commerce. Mohd (2013) reported website quality is an important part to make customer satisfied in their online shopping activity. Suggested by Mwencha, Muathe and Thuo (2014), when customer dealing with website, they are looking for website information presentation, color, and security. These elements significantly and positively

influence on trust. Their study shows that an easy to use website is the key to e-commerce success. A well design website can contribute consumers' trust in online shopping and make customers to have positive attitude towards online shopping. Ahn (2007) studied the impact of website quality and found that service, system, and information quality are key factors for developing a quality website. Hence, web stores owners need to address these three points to improve their website quality.

According to Roy, Lassar and Butaney (2013) there are three dimensions namely; information, service and system quality that impact on the success of an information system and customers' attitudes are influenced by the quality of the information system. Service quality will result in the development of the positive attitude towards service provider which may result lower switching intentions amongst customers. Website quality has positive relationship with stickiness, e-loyalty and word-of-mouth (WOM). According to Wu, Lee, Fu and Wang (2014) System quality, service quality and information quality are touted as important factors for e-retailers success. There is a positive relationship between the information showed on a website and the emotion felt by the consumer when they visit the website. (Wu et al., 2014)

#### **2.4 Psychological Perception and Consumers' Online Shopping Attitude**

Customers can find any kinds of products offered by online store from all over the world. Most online store offer products or services no matter whether they already have in their store or not (Chayapa & Wang 2011).

Preserving privacy of online shopping is an important factor for online shopping (Choon et al., 2010). Through a psychological point, researchers thought that customers' identity was restricted by social group especially nation, class, groups, and family. Customers' psychological activities and purchasing conduct were completed independently (Sejin, 2012). Suggested by Tamimi, Raian, and Sebastianelli (2003), if customers use internet to shop online and found there have no immediate problems, their judgment of risk will decrease.

Therefore, it is important for online retailers to put effort to gain customers' trust. Chen and Zhou (2011), state that trust is central to interpersonal and commerce relationships. It is also widely applied in organizations. Trust in a shopping website can affect attitude toward and willingness to engage on online shopping. Omar, Bathgate, and Nwankwo( 2011) state that customer's intention and loyalty to visit a web site is determined by the levels of trust, which is affected by perceptions of security and privacy.

Chen and Dibb (2010) explored that trust and risk are closely related, online retailers must pay attention on website design and marketing communication strategies in order to develop customer's online trust. Shakeel Khashif and Hunjra (2012) opined that a positive relationship between e-commerce and online trust. Chen and Chou (2012) also mentioned that there is a great deal of attention on how online trust affect on decision making. They assume trust as some kind of relationship between two parties, such as people's trust based on their expectation from others.

Mwencha, Muathe and Thuo (2014) shows that customers' psychological perception significantly affects on continued in online shopping. Almousa (2014) explained that customer perceived risk has strong negative impact on customers' attitudes towards online shopping. He considered perception of risk as a belief of negative outcomes of a behavior and a consequence of loss. His study also provides evidence that customers' perception of risk will reduce their intention to purchase online.

Dai, Forsythe and Kwon (2014) suggested reduction of risk perception can increase customers' shopping experience. This will motive customers purchase products and services through internet. Another researcher examined perception of benefit as values ascribed to purchase certain product and conceptualized into 4 dimensions, monetary, economic, convenience and social benefit. (Ami & Nor, 2013). Omar, Bathgate and Nwankwo (2011) indicted that levels of perceived risk could determine whether a consumer buy or not buy from the web in other words increase in potential customers' trust can lead to a decrease of perceived risk.

## **2.5 Other Factors that Influence Consumers' Online Shopping Attitude**

Internet experience is found to have a positive impact on consumers' likelihood to shop online. Comfort level with the internet usage has a positive relationship with online shopping tendency (Zhou et al., 2007). Purchasing online may incidental to the experience of internet using (Choon et al., 2010). Pappas, Pateli, Giannakos and Chrissikopoulos (2013) indicate that online shopping experience has moderating effect on the customer expectancy, satisfaction and intention to repurchase.

There have been other studies that supported online experience as an important determinant for online buying behavior. Li and Kirkup (2007) studied people's perception of computer and suggest that, different culture may have different perceptions of use computers and internet. Pilik (2012) evaluated that generally shopping website had licensing, operating and ordering procedures. Customers took apart in online shopping need to have some basic knowledge about internet and computer. Online shopping experience is crucial to predicting online shopping behavior. Experience moderates the relationship of performance expectancy with satisfaction and intention to repurchase (Pappas et al., 2013).

Accounting to study by Benjamin (2013) positive online shopping experience is a strong determinant of online shopping intention. Hence, online shopping experience provides opportunities for improvement (Chiu et al., 2008). Lei, Lin and Sun (2011) found that experienced online customers have more trust and interest than non-experienced online customers. Alhassan (2011) examined online shopping intention and suggested that previous online shopping experience have a direct impact on customers' online shopping attitudes. Experiences are key determinates of customers' attitude, positive experience led to positive attitude, and negative experience led to negative experience.

Sejin and Leslie (2012) suggested that retailers can influence customers' experience through a combination of price, promotion, product, and service. In accordance with definition of internet experience, online shopper's experience can be defined as engagement of customers' capacities. Experience is considered as important element in forming customers' perceptions. High-experienced customers are more likely to continue shopping online (Pappas et al., 2013).

Factors such as level of education also influence consumers' attitudes towards online shopping. It is noted that consumers with higher education and more knowledgeable, are more likely to shop online. However, findings from research on the role on gender attitudes towards online shopping behavior are still ambiguous and need further research.

## **2.6 Consumers Attitudes towards Consumers' Online Shopping Attitude**

The consumers' attitudes towards online shopping is identified as the key factors that effects on e-commerce potential (Tamimi,Raian & Sebastianelli, 2003). Consumer's attitudes directly impact on customers' decision making (Pertina, 2011). Therefore, it is important for entrepreneurs recognize consumers' attitudes towards online shopping. In addition, understanding customers' attitudes towards online shopping might help entrepreneurs to predict the online shopping rate and identify the future growth of e-commerce (Delafrooz et al., 2009).

There are various factors that can affect customer attitude and online relationship quality, such as online purchase intention, customer e-loyalty and online purchase behaviors in making online purchasing. These stimuli can come from outside or inside the customers. Customer attitudes significantly affect online purchase intention, and good customer attitudes will also result in good purchase intention (Arnott & Bridgewater, 2002). The above literature is summarized in Table

2.1

<b>Author(s) Article Title, Vol, issue, page</b>	<b>Country</b>	<b>Sample</b>	<b>Variables</b>	<b>Method of Analysis</b>	<b>Findings Contributions</b>	<b>Limitations</b>	<b>Suggestion For future research</b>
1. Ling,C.K.,Chai,T.L., & Piew,H.T.(2010). The effects of shopping orientation, and online purchase experience toward customers' online purchase intention, 3(3), 63-76.	Malaysia	242 undergraduate information technology students	1.customer online Purchase Intention 2.Shpping Orientation 3.Impulse Purchase Orientation 4.Quality orientation 5.Brand Orientation	Positivism approach. hypothetic-deductive method	The antecedents of the customer online purchase intention could be applied in both low uncertainty avoidance countries and high uncertainty countries	The study does not cover those potential customer who do not have experienced in online transaction but have the intention to engage in online purchase activities	Future research needs to focus on a large cross section of internet users and more diversified random sample to verify the findings of the current study
2. Zhang,P., & Li,N.(2002).Consumer online shopping attitudes and behavior: An assessment of research. 2(2), 508-517.	Italy	35 empirical studies are analyzed	1. External environment, 2.Demographics, 3.Personal characteristics. 4.Website quality	pretests of the questionnaires was performed using six expert in the information system, filed to assess It is logical consistency	improving product and service quality and improving website quality can positively influence consumers attitude and behavior	Selection of the existing studies. Only searched a number of IS journals and conference proceedings.	Need to develop an integrative model of the phenomenon in order to promote systematic investigation of it is components and online shopping process
3. Vaggelis, S., Adamantia, C., & Maro,V.(2010).Perceptions towards online shopping: Analyzing the Greek University student's attitude. 2010(1), 208-337.	Greece	427 respondent	1.Consumers expectation 2.Consumers perception 3.Advantage of online shopping, 4.Problem of online shopping	The research is primarily descriptive in nature, as apart from descriptive statistics, only simple statistics, namely chi-square and were used	Graduate students were the most receptive adoption using the internet in order to purchase online	It is restricted to university student. Primarily descriptive in nature, as it has not offered any kind of propose framework or model	To be compared with analogous studies which have taken place in order to provide the difference and the similarities of consumer online shopping perception and expectations



<p>4. Srikanth, B., Morrison, M.A., &amp; Joseph, O. (2004). Online shopping motivations and pleasure travel products. 26(2005), 561-570</p>	<p>USA</p>	<p>US was 1364 Canada was 1161</p>	<p>1. Online shopping motivation 2. internet experiences</p>	<p>survey was conducted using telephone and respondent were randomly selected from telephone directory in the US and Canada</p>	<p>Online shopping motivation of travel product of low and high complexity are distinctively different</p>	<p>Limitation of the study is the absence of complementarities in the open a driver of purchase.</p>	<p>Future research should investigate complementarities and specific relationship between the various components in it</p>
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Table 2.1: Summary of the Literature Review



## 2.7 Research Model/Framework

As illustrated in Figure 2.1, the likelihood of customers' attitudes towards online shopping is based on the shopping orientation, website quality, psychology perception and internet experience. Shopping orientation dimension studied are convenience, motivation, quality and price. The website qualities studied are design, functional and serviceable. The psychology perceptions studied are risk and benefit. The internet experiences studied are Web browsing and comfort with internet. Shopping orientation, website quality, psychology perception and internet experience will contribute towards customers' online shopping attitudes.

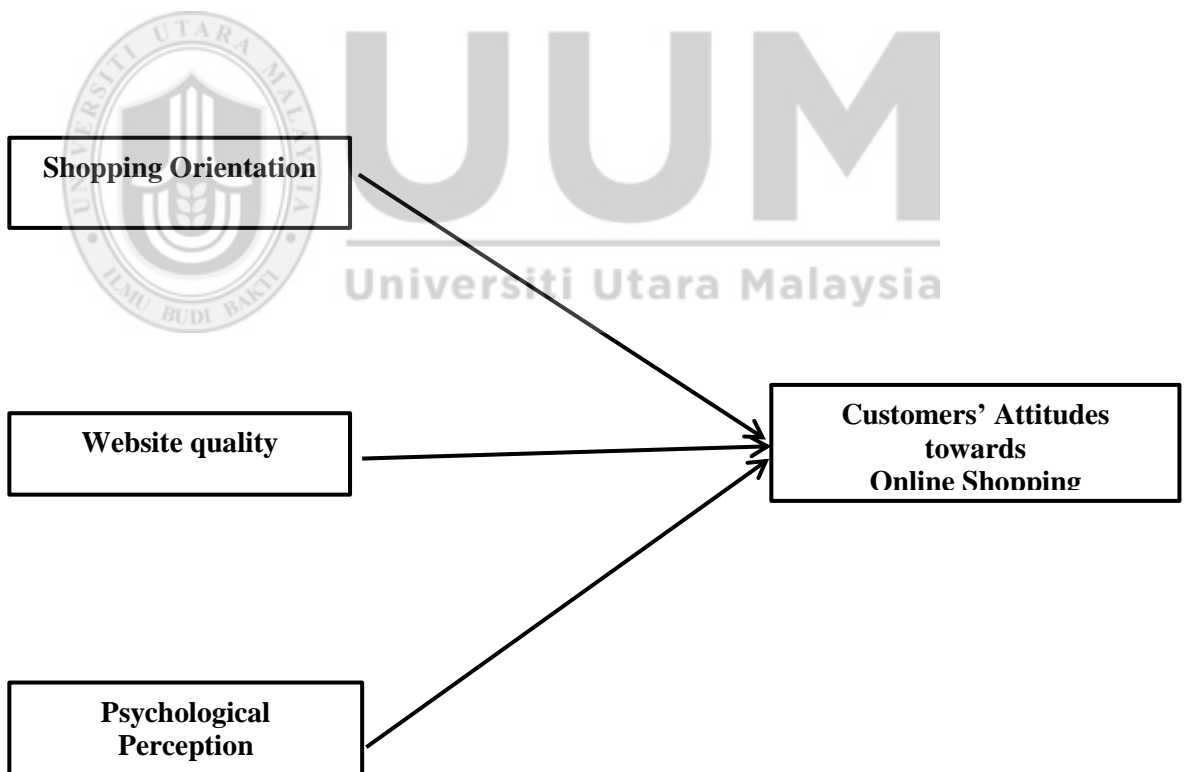


Figure 2.1 Research Framework

## **2.8 Definition of Variables**

### **2.8.1 Conceptual Definitional**

There are three independent variables: shopping orientation, website quality, and psychological perception.

#### **2.8.1.1 Shopping orientation**

Choon (2010) define shopping orientation as a general predisposition to the acts of shopping, this predisposition may demonstrated in different ways like search information and select products or services.

*Convenience of shopping:* Ability that available for customers to satisfy their demand in any place at any time, makes customers life more easy in terms of do not have to face traffic jam or weather problems, they can easily comparing different websites at the same time. (Chayapa & Wang, 2011).

Motivation of shopping: Can be distilled into: information seeking, social interaction, and shopping experience. (Srikanth et al., 2004).

*Hypotheses 1: There is a significant relationship between shopping orientation and customers' attitudes towards online shopping.*

#### **2.8.1.2 Website quality**

Refer to Mohd et al.,(2013) website quality can be said as a judgment to measure its ability of satisfy customer needs, the design of website should be

personalization, fulfillment, and reliability, the function of website should be usefulness, ease to use, and safety enough. Zhang and Li (2002) evaluate website quality from perspective of user's satisfaction and dissatisfaction. Their studies defined website quality as hygiene and motivator factors

Hygiene factors are present website functional and serviceable, they are: security and privacy, hygiene factors can effect on customers' dissatisfaction. Motivator factors that add value on website to contributing user's satisfaction, they are, website design and presentation of information.

*Hypotheses 2: There is a significant relationship between website quality and customers' attitudes towards online shopping*

### **2.8.1.3 Psychological perception**

Risk: Perception of risk can be defined as when customer shop online their perception from uncertainty and undesirable consequences, it can conceptualized into 6 dimensions, like: financial, performance, quality, time, privacy and social (Mwencha et al., 2014). Perceived risk is a subjective concept that customers face uncertainty and consequences which related to customers' action (Gwee, Hock, Christine & Lim, 2011). Dai (2014) defined risk as a degree of a person expresses uncertainty about the product or service.

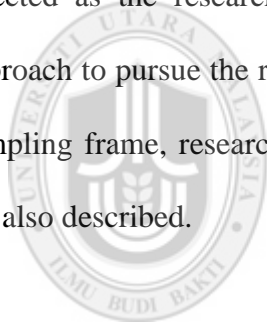
*Hypotheses 3: There is a significant relationship between psychological perception and customers' attitude towards online shopping*

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

The previous chapters developed the framework to examining research objectives, which the research aims to investigate. The next stage is to design a research methodology that provides the best way to gather data. This chapter will review research design used for this study. Self-administered questionnaire survey is selected as the research method for this study. The rationale of choice of this approach to pursue the research objectives will be discussed. The survey population, sampling frame, research instruments, data collection and data analysis procedures are also described.



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#### **3.2 Research Design**

According to Zikmund (2011), there is no one best research methodology. The approach adopted depends on the research objective and research questions that the researchers seek to answer. Furthermore, the decision to adopt any research methodology is always a compromise between option and choice (Zikmund, 2011). The choices to be adopted are also frequently influence by the availability of resources and skill possessed by the researcher themselves.

The main purpose of this study is to examine the university students' attitudes towards online shopping in Qin Hai University (China) and University

Utara Malaysia. Online consumers' attitudes are influenced by many factors when they conduct online shopping. In order to build a deep understanding, this study conducted an initial research in literature on factors impact on consumers' attitudes towards online shopping, reviewed some theories which had focused on similar areas as this research. For this research it is decided to use questionnaire approach, the respondents are asked to complete the self-administered questionnaire.

### **3.2.1 Type of study**

There are two types of research approaches commonly used in research. One is called as inductive approach; another one is called deductive approach. Inductive approach is collect data through observations of different phenomena and establishes propositions through the observations. Deductive approach developed theoretical propositions and tests them to gain empirical evidence (Bhatti, 2012). This study was built as deductive reasoning, questionnaire approach used to collect primary data.

### **3.2.2 Sources of data**

The data will be collected using quantitative survey method to solicit information from responders who are university students, in Qin Hai University China and University Utara Malaysia.

### **3.2.3 Unit of Analysis**

Since this study attempt to compare two different university's students in two different countries, the unit of analysis is individual students.

### **3.2.3.1 Population Frame**

The population for this study consisted of all the students from two different universities. There are approximately 20,000 students currently pursuing various programs in UUM and about 11,102 students in Qi Hai University, China. Sampling frame was obtained from the student Affair Department of both universities and sample size of 200 students each from both universities were randomly selected.

### **3.2.3.2 Sample & Sampling Technique**

Simple random sampling was used for this research in order for generalization of results to the population at large. The questionnaires were delivered to the student's accommodation by the researcher. Duration of one week was given for them to respond to the survey.

## **3.3 Measurement**

The questionnaire is designed to collect the primary data and further on to analyze the data, measure how consumers behave in terms of shopping orientation, website quality and psychological perception when they purchase online. There are 9 closed format questions and 26 5-point Likert questions in the questionnaire. A totally of 35 questions are designed by multiple-choice starting from the demographics of the respondents, including gender, age, education. Second section is collect data using closed format questions. Respondents are restricted to choose among any of the given multiple choice. This section is a significant part of the study, which mention about the factors like convenience, website design, website

functional, trust, benefit, internet experience, which effect directly or indirectly on the decision making process to participate on online shopping.

The questionnaire is initially constructed in English, the questionnaire used in Qin Hai University need to be translated into Chinese. Back translation was also conducted. Table 3.1 presented the measurement items of the customer attitudes towards online shopping.

Table 3.1 Measurement Items of the Customer Attitudes towards Online Shopping

	Customer Attitudes towards Online Shopping (DV) <b>Closed – ended format</b>	Authors_adapted
1	It is fun to shop online.	Delafrooz(2009)
2	Online shopping has become a trend.	Thompson(2002)
3	I always search for what I need on the Internet.	Zhou et al.,
4	I feel a greater sense of adventure when I shop online.	(2007)
5	I am very happy with the online customer support I have received.	Ling et al., (2010)
6	I will continue to be loyal to the online stores that I am satisfied with.	Mohd et al., (2013)
7	I believe online shopping will eventually supersede traditional shopping	Li and Zhang (2002)

Table 3.2 presented the measurement items of the shopping orientation (IV) and source of the items adapted. Table 3.3, presented to describe the items of website quality and source of adapted items. Table 3.4, the items on internet experience and Table 3.5 psychology perception items are presented.



Table 3.2 Measurement Items of the Shopping Orientation

	Shopping Orientation (IV) <b>Closed – ended format</b>	Authors_adapted
1	Shopping online save time.	Vaggelis et al., (2010)
2	Shopping online is convenience.	
3	I find shopping through the Internet is enjoyable.	Saprikis et al., (2010)
4	Selection of goods available on the internet is very broad.	
5	Product information is available at any time of the day.	Benjamin(2013)
6	Comparing prices is easier through online shopping	Pertina et al., (2011)
7	Shopping online save costs.	
8	I believe online shopping will eventually supersede traditional shopping	Agift et al.,

Table 3.3 Measurement Items of the Website Quality

	Website Quality (IV) <b>Closed – ended format</b>	Authors_adapted
1	Website information relevancy is important for me.	Zhang and Li (2002) Delafrooz (2009) Ahn et al., (2007) Chen and Dibb (2010)
2	Visual appeal influences me to shop online.	
3	The description of products show on the website is accurate.	
4	Ease of information search will influence my shopping decision.	
5	Website speed is important for me to shop online.	
6	The information about the product on the websites is sufficient.	
7	Ease of search is an important element for online shop website.	
8	The homepage of the online store is personalized or customized to my needs	

Table 3.4 Measurement Items of the Psychology Perception

	Psychology Perception (IV) <b>Closed – ended format</b>	Authors_adapted
1	Security of the online shop websites is important for you.	Lu and Chang (2012)
2	Privacy is a big concern when you choose online shopping.	
3	The lower price of online products motivates me to shop online.	Zhou et al., (2007)

### 3.3.1 Validation of instruments

The instrument will be validated in the following stages:

1. Pre- test: Pre-test was conducted in University Utara Malaysia. The objective was to ensure there were no technical errors in the design. On the whole, the pre-testers were happy with the draft questionnaire. Although some interesting enhancement were suggested such as wording, and for clarifying some instruction provided to the respondents. Positive comments were also made about the general content and wording of the majority of the questions.

2. Pilot test: The main purpose of the pilot study will be seeking more clarifications regarding the wording of questionnaires. It also aimed to determine the acceptability of the questionnaires. The final draft questionnaires were piloted on 20 respondents from the samples. Twenty (20) questionnaires were sent by hand. During this test 10 Malaysian students and 10 mainland Chinese students were involved. Thirteen (13) questionnaires were returned.

Feedback from pre-test was positive and no major changes required. Nonetheless, extra effort was taken to ensure good respond from the respondents

1. Attractive layout to ensure the questionnaire is easy to read, and clear instructions.
2. Extend the collect period from One week to Two weeks.

Apart from the cosmetic changes, the impression from the pilot study responses given was the questionnaire was satisfactory. Hence, there were no alterations made to the final questionnaire items.

### **3.4 Data Collection Procedures**

The data for this study were collected using survey questionnaire. The survey comprised with 36 questions, which were related to the participant's attitudes regarding online shopping. Nine Closed Format questions and 27 Likert questions in questionnaire paper were used. The questionnaire in English for the first 200 questionnaires were distributed to Malaysian students in University Utara Malaysia., Another 200 questionnaires were translated into Chinese, and distributed to Chinese students in Qing Hai University.

Respondents were assured confidentiality of the survey and were given time to respond and returned the survey within two weeks. There were no incentives offered for participating in the research.

### **3.5 Data Analysis Techniques**

Data analysis based on descriptive statistics such as deriving frequencies and percentages for nominal and ordinal data. As for interval and ratio data, inference statistics such as t-test, Anova, and regression were used to analysis these data to provide answers to the research questions and research objectives



## **CHAPTER FOUR**

### **DATA ANALYSIS AND RESULTS**

#### **4.1 Introduction**

This chapter describes the information gathered from the respondents. This study adopts questionnaire approach, based on data from respondents. In this chapter, data will be analyzed based on the sections of the questionnaire starting from data on Part A, regarding the respondents' biodata, Part B, internet experience, Part C, consumers' attitude toward online shopping, Part D, shopping orientation, Part E, website quality, and Part F, psychology perception of respondents towards internet shopping.

#### **4.2 Demographic Profile of Respondents**

This study has adopted the use of questionnaire to obtain data from University Utara Malaysia and QinHai university of China. The same set of questionnaires was distributed to two different universities. In this study, a total of 400 questionnaires were distributed to both universities. A total of 302 questionnaires were received, 134 questionnaires were received from Malaysia, and 168 questionnaires were received from China.

Table 4.1 Respondent Country of Origin

<b>Country</b>	<b>Frequency</b>	<b>Percentage</b>
Malaysia	134	44.4
China	168	55.6
Total	302	100.0

Table 4.1 indicates that out of 302 respondents, about 44.4% are from Malaysia and about 55.6% are from China. Slightly more respondents are from China.

Table 4.2 Respondent Gender

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	136	45.0
Female	166	55.0
Total	302	100.0

Table 4.2 shows that out of 302 respondents, about 45% are male and 55% are female.

Table 4.3 Respondent Ages

<b>Ages</b>	<b>Frequency</b>	<b>Percentage</b>
under 18 years old	57	18.9
18-25 years old	153	50.7
26 years old and above	92	30.5
Total	302	100.0

Table 4.3 shows that the about half (50.7%) of the respondents are from 18-25 age group, followed by 30.5% from 26 years old and above. About 18.9% respondents are under 18 years old.

Table 4.4 Respondent Education

<b>Education level</b>	<b>Frequency</b>	<b>Percentage</b>
Bachelor's Degree	115	38.1
Master Degree	127	42.0
Ph.D	60	19.9
Total	302	100.0

Table 4.4 indicates that out of 302 respondents, 42.0% are doing master degree program, followed by 38.1% from bachelor's degree program. There are 19.9% respondents who are doing Ph.D program.

Table 4.5 Internet Usage

<b>Using the Internet</b>	<b>Frequency</b>	<b>Percentage</b>
Just learning how to use Internet	73	24.2
I feel comfortable when using Internet	119	39.4
I can use most or all Internet services	110	36.4
Total	302	100.0

Table 4.5 shows that the greatest numbers of the respondents are 39.4% who feel comfortable when using Internet, followed by 36.4% who can use most or all Internet services, and 24.2% respondents just learning how to use Internet.

Table 4.6 Access to Internet in the last 6 months (on average)

<b>Access to Internet in the last 6 months (on average)</b>	<b>Frequency</b>	<b>Percentage</b>
Daily	144	47.7
Weekly	81	26.8
Monthly	77	25.5
Total	302	100.0

Shows from Table 4.6, on average in the last 6 months, 47.7% respondents have daily access to Internet, following by 26.8% weekly access and 25.5% respondents who have monthly access to Internet.

Table 4.7 Time spent on Internet everyday (on average)

<b>Time spent on Internet everyday (on average)</b>	<b>Frequency</b>	<b>Percentage</b>
Below 1 hour	44	14.6
1-3 hours	57	18.9
4-6 hours	92	30.5
7-9 hours	63	20.9
More than 9 hours	46	15.2
Total	302	100.0



Table 4.7 indicate that on average 30.5% respondents spent 4-6 hours on Internet, following 20.9% who spent 7-9 hours, 18.9% who spent 1-3 hours, 15.2% spent more than 9 hours, and 14.6 spent below 1 hour using the internet.

Table 4.8 Demographic Information of Frequently Purchase online

<b>How frequently did you purchase online</b>	<b>Frequency</b>	<b>Percentage</b>
Daily	64	21.2
Weekly	78	25.8
Monthly	160	53.0
Total	302	100.0

Table 4.8 shows the frequency of purchase online, the greatest numbers of the respondents (53.0%) who conduct monthly purchase from online, following 25.8% respondents conduct weekly purchase, and 21.2 % who conduct daily purchase from Internet.

Table 4.9 Types of Products Purchase From Online Retailers

<b>Types of products</b>	<b>Frequency (%)</b>
Fashion and Apterl	186(61.6%)
Book and Magazine	166(55.0%)
Health and Beauty	161(53.3%)
Travel and Tour	152(50.3%)
Household Electronics and Electrical	136(45.0%)
Sports and Leisure	133(44.0%)
Flower and Gifts	121(42.4%)
Food and Beverage	116(38.4%)
Baby, Kids and Mum	107(35.4%)
Jewelry and Watches	106(35.1%)
Wedding and Photography	102(33.8%)
Pets and Hobbies	101(33.4%)

Table 4.9 shows that most customer purchase is fashion and apteral from online retailers with 61.6%, following by book and magazine with 55%. The lowest products purchased are pets and hobbies, customers normally will not purchase this type of product from online retailers.

### 4.3 Reliability Test

The reliability coefficients (Cronbach's alpha) to determine the internal consistency of items for the scales used in this study are above 0.6. The results are

acceptable for analysis purpose (Sekaran, 2005). Table 4.10 below indicates the alpha scores for the four dimensions comprised of a dependent variable and three independent variables.

Table 4.10 Result of Reliability Analysis

<b>Variable</b>	<b>Number of items</b>	<b>Cronbach Alpha</b>
Customer attitudes towards online shopping	7	0.648
Shopping Orientation	8	0.748
Website Quality	8	0.744
Psychology Perception	3	0.856

#### 4.4 Regression Analysis

Multiple regression analysis was performed to identify the predictors of customer attitudes towards online shopping as conceptualized in the model. Enter method was used in the regression analysis and Table 4.11 show the results of the regression analysis.

Table 4.11 Regression Analysis

Model	R	R Square	Adjusted R Square
1	.689 <sup>a</sup>	.474	.469

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	78.045	3	26.015	89.588	.000 <sup>b</sup>
Residual	86.534	298	.290		
Total	164.579	301			

Overall, the results for regression analysis are significant at  $p < .000$ . The customer attitudes (shopping orientation; website quality; psychological perception) in the proposed model revealed 47 percent of the observed variance in customer attitudes could be explained by at least one of the independent variables. The regression model show 53 percent of customer attitudes towards online shopping are not depicted in the model.

Further analysis also revealed all of the independent variables are significant ( $p < .000$ ) as indicated in Table 4.12 below. Shopping orientation is the most important factor that affect on customers' attitude towards online shopping (5.4). This is followed by psychological perception (4.4) and, website quality (4.2) .

Table 4.12 Coefficients of Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.928	.118		7.885	.000
	shopping orientation	.282	.053	.310	5.351	.000
	website quality	.231	.055	.250	4.198	.000
	psychological perception	.169	.038	.241	4.432	.000

With this result, all of the independent variables are significant ( $p < .000$ ).

Summary of the hypotheses results are shown in Table 4.13

Table 4.13 Summary of Hypotheses Testing Results

Hypotheses	Result
H <sub>1</sub> : There is a significant relationship between shopping orientation and customers' attitudes towards online shopping.	Accepted
H <sub>2</sub> : There is a significant relationship between website quality and customers' attitudes towards online shopping	Accepted
H <sub>3</sub> : There is a significant relationship between psychological perception and customers' attitude towards online shopping	Accepted

#### 4.5 T-Test

T-tests were performed to compare customer attitudes towards online shopping between groups, Chinese and Malaysia. As highlighted in Table 4.14 below. The result indicated that T Test result is significant based on  $p < .000$ , for China (2.99) and Malaysia (2.42). This showed that respondents from China had higher online shop attitudes compared to respondents from Malaysia.

Table 4.14 T- Tests Result

<b>GROUP</b>	<b>F</b>	<b>df.</b>	<b>Sig(2 tail)</b>	<b>Mean</b>
China				2.99
	37.779	300	.000	
Malaysia				2.42

T-tests were performed to compare customer attitudes towards online shopping between gender, male and female. As highlighted in Table 4.15 below. The result indicated that T Test result is no significant difference, for male (2.75) and female (2.73).

Table 4.15 T- Tests Result

<b>GROUP</b>	<b>F</b>	<b>df.</b>	<b>Sig(2 tail)</b>	<b>Mean</b>
Male				2.75
	.286	300	.593	
Female				2.73

#### 4.6 Oneway ANOVA

ANOVA were performance to compare customer attitudes towards online shopping with respondents' education level. As highlighted in Table 4.16 below. The result indicated the relationship between online shopping and respondents' education level is no significant. In other words, respondents' education level has no relationship with their attitude towards online shopping behavior.

Table 4.16 ANOVA Tests Result

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.298	2	.149	.271	.762
Within Groups	164.281	299	.549		
Total	164.579	301			

Table 4.17 Multiple Comparisons

(I)Education level	(J)Education level	Mean Difference (I-J)	Std. Error	Sig.	Mean
Bachelor's Degree	Master Degree	-.00403	.09541	.966	2.7193
	Ph.D	-.08075	.11805	.494	
Master Degree	Bachelor's Degree	.00403	.09541	.966	2.7233
	Ph.D	-.07672	.11612	.509	
Ph.D	Bachelor's Degree	.08075	.11805	.494	2.8000
	Master Degree	.07672	.11612	.509	

## 4.7 Conclusion

Chapter 4 presented the descriptive and inference statistics of the study. The next chapter will discuss the outcomes, implications and limitations of the study.





## **CHAPTER FIVE**

### **DISCUSSION AND CONCLUSION**

#### **5.1 Discussion**

The objective of the study is to examine the online shopping factors that influence attitude towards online shopping towards Malaysian and Chinese students. Research survey was conducted through questionnaire distribution. Hypotheses were formulated in chapter two for all variables related to customers' attitudes towards online shopping. This chapter will discuss about the finding and factors related to online shopping. Theoretical and practical implication as well as the future research direction will also be discussed.

#### **5.2 Discussion of Findings**

The general objective of the study is investigated what is the customers' attitude towards online shopping and what are the factors that influence the attitude toward online shopping. This research provided a review of factors that are probable influenced online customers' attitude and the buying behavior of Malaysian and Chinese students. To meet this objective of the study quantitative approach was to collect the data and provide answers on factors that influence consumer attitudes, and behavior concerning online shopping. Following, the major findings of this research are discussed according to the factors depart in the hypotheses mentioned.

### **5.2.1 Shopping orientation and customers' online shopping attitude**

First hypothesis was tested to examine the shopping orientation with customers' attitude toward online shopping. Respondents were asked to rate their attitude based on the product availability, product information, product range and the usefulness compare to conventional shopping. There is a positive significant relationship between shopping orientation and customer attitude towards online shopping in Malaysia. This finding is aligning with the previous research conducted by Jusoh and Ling (2012). According to Jusoh and Ling (2012) the pattern of buying online (types of goods, e-commerce experience and hours use on internet) influence consumers' attitude towards online shopping.

### **5.2.2 Website quality and customers' online shopping attitude**

Second hypothesis was tested to examine the relationship between website quality and customer attitude toward online shopping. Significant positive results between website quality and attitude towards online shopping were shown. This finding of the study is also align with previous researchers who opined website quality is built to ensure, because unreliable website can cause consumers to lose their trust in online shopping (Corbitt & Thanasankit, 2003; Tokeley, 2007).

Website quality is an important factor that influenced customers' attitudes to make purchase online which means that the first hypothesis is supported. The user interface can be seen as an important factor that might influence customers' decision to repurchase. When e-retails design their website, they should focus on the presentation of information and ease of use.

### **5.2.3 Psychological perception and customers' online shopping attitude**

Psychological perceptions of the consumers were tested based on the security concern of the website, Privacy and low price toward online shopping. There is a significant positive relationship between psychological perception and attitude towards online shopping and align with the previous finding by Al-Maghrabi and Dennis (2009). Al-Gamdi et al. (2011), Zhao and Gutierrez (2001),

Online shoppers will buy online if only they are assured that the payment channel of the website are secured. There is a lot of fraud cases happened when consumers buy online, such as theft of personal and credit card information had been revealed by the e-retailers. Price should be another psychological concern of the customer to show positive attitude toward online shopping. If customers find that the product price is cheap compared to physical market then they will buy online.

### **5.2.4 Relationship between country of origin, gender and level of Education with customers' online shopping attitude**

Significant difference was found between country of origin and online shopping behavior. Respondents from China have a higher inclination to shop online compared to respondents from Malaysia. This may be due to the vast geographical region in China and various online stores available in China such as Alibaba.com, Vip.com and TaoBao.com.

However, there were no significant differences between genders in relationship with customers' attitudes towards online shopping. Similarly, education

level did not find to have any relationship with customer's attitudes towards online shopping.

### **5.3 Implications**

Based on a comprehensive review of the existing literature on attitude and technology theory as presented in previous chapter three hypotheses predicting various effects of attitude towards online shopping was investigated. Empirical data was then collected for testing the hypotheses.

Findings presented in this study hold important implications for academics concerned with the factors concern by online shoppers, as well as marketers and online retailers looking to employ those factors will developing their online business. The findings presented indicate that for business practitioners, focusing to enhance website quality, availability of the product an ease of use of the website will attract customers to show their positive intention to buy products online.

There are few reasons why investigating on factors that influencing consumers' attitude towards online shopping are important. From the marketer's perspective, they will understand the attitude of the consumers towards online shopping as well as the factors influencing consumers to purchase online. From the consumer's perspective, they will know many advantages of online shopping such as more convenience, save time, more product choice when they shop online.

Consumers are aware that e-commerce is becoming an important trend in this modern society. Last but not least, this study is useful for the academicians to serve

as a reference and may provide some guides for the future research on e-commerce domain.

#### **5.4 Limitations and Recommendations**

This study was not without limitations. Sample of the study was collected only from students studying in universities. Universities students perhaps understand the online shopping well. It might be useful to examine general public and they may have different perception toward online shopping. Thus, it is recommended for future research may replicate the study this study in different environment and different geographical locations and sample. Different environment played a vital factor that affect consumers' attitude towards online shopping.

This study has taken important steps to investigate the attitude towards online shopping and the factors that influencing consumer' attitude for online purchases. Despite this, it has other limitations. Firstly, the research has only examines three factors that influencing consumers' attitude towards online shopping. Future research are suggested to determine other factors that influencing consumers' attitude towards online shopping beside consumers' socio-demographic, pattern of buying online and purchase perception. Therefore, it helps them to understand other factors that may influence consumers' attitude towards online shopping.

#### **5.5 Conclusion**

In this era of online shopping, determination of consumer attitude towards online shopping is crucial and challenging in order to determine the factors which

could effect on their attitude. This study investigated those factors upon effect on the attitude of customers who use online platform to buy product for their needs. Online shopping is customers can purchase products and services directly from website, and online shopping benefit customers more convenience to make purchase from online.

This study has found that shopping orientation, website quality, internet experience and psychological perception are main determinants of customers' positive attitude towards online shopping.

This finding will help online business organizations and customers to reshape the business for online shopping. As suggested by previous study (Chang, Cheung & Lai, 2005). Search engines can help consumers to find their products easily, compare prices and communicate with different sellers for a particular service and product. Online shopping helps shoppers reduce costs and price of online merchandise, have the ability to switch suppliers easily and reduce transaction costs using for online channels. .

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