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**UNDERSTANDING STUDENT'S ONLINE SHOPPING  
BEHAVIOUR: A STUDY AMONG UNDERGRADUATE  
STUDENTS IN UUM**



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**UNIVERSITI UTARA MALAYSIA**

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**UNDERSTANDING STUDENT'S ONLINE SHOPPING BEHAVIOUR:  
A STUDY AMONG UNDERGRADUATE STUDENTS IN UUM**



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**UUM**  
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**Thesis Submitted to  
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(Management)**



**Pusat Pengajian Pengurusan  
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

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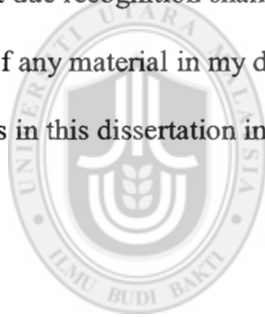
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## ABSTRACT

The purpose of this study is to analyze factors that influence student's behavior towards online shopping. Students are one of the target markets towards the online retailer as they have money and interest. Most of these students are not working and most of them are provided with the educational loans. However, there are circumstances that they should not involve in online shopping due to many invalid transaction such fraud and theft. This could cause them of the financial loss. There are two theories that used in this study which are Technology Acceptance Model and Theory of Planning Behavior. The independent variables suggests by the researcher in this study is ease of use, perceived usefulness, brand orientation and website design. To investigate these hypotheses, 350 questionnaires distributed among the undergraduate students of School of Business Management. Finally regression analysis was used on data in order to test hypothesizes of study. This study can be considered as an applied research from purpose perspective and descriptive-survey with regard to the nature and method (type of correlation). The study identified that all the independent variables are correlate with the dependent variable.

Keywords: online shopping, behavior, ease of use, perceived usefulness, brand orientation, website design, undergraduate students.

## ABSTRAK

Tujuan kajian ini dijalankan adalah untuk menganalisa faktor-faktor yang mempengaruhi tingkah laku pelajar dalam membeli belah melalui laman sesawang. Pelajar juga merupakan satu sasaran bagi pihak penjual di laman web kerana para pelajar juga mempunyai wang serta minat. Namun, kebanyakan pelajar tidak bekerja dan mengharapkan duit daripada pembiayaan pendidikan. Terdapat beberapa situasi di mana pelajar perlu menitikberatkan sekiranya ingin melakukan pembelian dalam talian kerana terdapat banyak jenayah dalam talian seperti kecurian, penyelewengan dan sebagainya. Sekiranya pelajar tersalah langkah, mereka akan menjadi mangsa penipuan dan menghadapi kerugian. Terdapat dua teori yang digunakan di dalam kajian ini iaitu *Technology Acceptance Model (TAM)* dan *Theory of Planned Behavior (TPB)*. Pemboleh ubah bebas yang dicadangkan didalam kajian ini adalah kemudahan penggunaan, kemudahan dilihat, orientasi jenama, dan reka bentuk laman web manakala pemboleh ubah bersandar adalah tingkah laku pelajar dalam membeli belah dalam talian. Justeru itu, sebanyak 350 soal selidik telah di edarkan di kalangan pelajar ijazah sarjana muda di Fakulti Pengurusan Perniagaan atau School of Business Management (SBM). Analisa regresi telah digunakan terhadap data yang telah dikutip untuk menguji hipotesis. Kajian ini mendapati semua pemboleh ubah bebas mempunyai hubungan yang positif dengan pembolehubah bersandar.

Kata Kunci: membeli belah, tingkah laku, kemudahan penggunaan, kemudahan dilihat, orientasi jenama, reka bentuk laman web, pelajar ijazah sarjana muda.

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# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

E-Commerce and e-shopping create opportunities for businesses to reach consumers globally and directly – indeed, they are transforming retailing (Alden et al. 2006; Holt et al. 2004). Malaysia also involve in e-commerce transactions which are growing, not least because low cost gives both businesses and consumers a new and powerful channel for information and communication. According to Griffith (2006), there are many study conducted on cross-national and cross cultural internet marketing. This shows that the e retailing businesses are growing day by day.

This study examines the factors that influence university students' behavior towards online shopping. The researcher suggests four factors that affect university students' behavior which are ease of use, usefulness, brand orientation and website design. These days, consumers are exposed towards various online and offline options, without a compelling reason to choose one retailer over another, they just rotate purchases among multiple firms. The increasing numbers in population of gen-Y are also boost the growth of e retailing business.

Table 1.0.1 showed the top e-retailer in the world while Table 1.0.2 showed the top e-retailer in Malaysia.

Table 1.0.1  
*Top 10 E-retailers in the world*

Rank	Name of the Company	Country of Origin
1	Amazon.com Inc.	United States
2	Apple Inc.	United States
3	JD.com, Inc.	China
4	Wal-Mart Stores Inc.	United States
5	Otto (GmbH & Co KG)	Germany
6	Tesco PLC	United Kingdom
7	Macy's Inc.	United States
8	Liberty Interactive Corporation	United States
9	Casino Guichard – Perrachon S.A	France
10	Suning Commerce Group Co., Ltd.	China

Sources: Global Powers of Retailing 2016; Navigating the New Digital Divide

Table 1.0.2  
*Top 10 E-retailers in Malaysia*

Rank	Name of the company
1	Zalora
2	Lazada Malaysia
3	Lelong
4	ShaShinKi
5	Fashion Valet
6	ASOS
7	Shopbop.com
8	EastDane.com
9	Amazon.com
10	Book depository

Sources: Global Powers of Retailing 2016; Navigating the New Digital Divide

## 1.1 Background of the study

The internet was introduced in year 1995 in Malaysia and becoming popular where people are share and contribute their ideas, build the communities and shape the future democratically and thus promote a new way in running a business.

The World Wide Web has offer many advantages and opportunity towards the community. It includes the transaction of business-to-consumer E commerce and it has been more than a decade for this online transaction to evolve. Besides, people are also evolving through their generation where the numbers of Gen Y are increasing and they were adapting the knowledge of information technology in their primary school. The increasing numbers of population of gen Y are also contributing in growth in the e retailer industry.

Table 1.1.1  
*Social Media Statistic Summary*

DIGITAL MALAYSIA – NOVEMBER 2015	
Population	30.8 Millions
Internet Users	20.6 Millions
Social Media Users	18.0 Millions
Mobile connections	41.9 Millions
Mobile Social Users	16.0 Millions

Source: We Are Social – Empowering Business in South-east Asia –  
aseanup.com



Table 1.1.1 is showing the social media statistic in November 2015. From the table, we can see that the total population is 30.8 million and most of the Malaysian is in the upper middle income category which make most of the Malaysian are quite affluent and mobile savvy users.

The technologies are keeping changing and so the mobile phones. Malaysians buy primarily smartphones. Smartphone will ease the use of the users in many aspects. Facebook is the leading social network, then come Google, Twitter, Instagram and LinkedIn. These applications are the platform for the online seller approaches their target customer. It can enable entrepreneurs, government and investors to have ambitious perspective to develop online business in Malaysia.

This study examines on the factors that influence university students' behavior towards online shopping. The researcher has suggest four factors that effecting these towards online shopping which are ease of use, usefulness, brand orientation and website design quality.

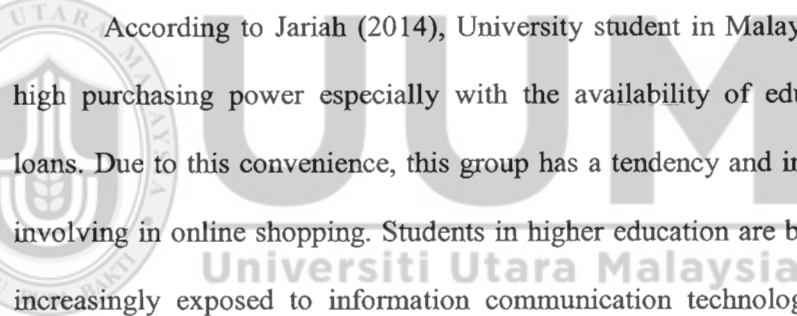
## 1.2 Statement of the problem

The rapid growth of ICT (information communication technology) in educational system in Malaysia is not new. Thus, Malaysia students are exposing towards the internet at the young age. It makes these students as target market for the online seller. Many application and social media that has become a platform for these online sellers to market their product such as Facebook, Whatsapp, Wechat, Instagram and many more. In student's life nowadays, these applications are like a necessity for them.

However, in previous study the target market especially university student behavior towards online shopping in the Malaysian environment are of a limited number (Zuhriati, 2010). UCLA Centre for Communication Policy (2001) state that online shopping has become the third most popular Internet activity which followed by email, instant messaging and web browsing. Thus, the emergence of e commerce transaction has become an essential characteristic in the Internet era.

There are also risks that consumer need to face when they involved in e commerce transaction. According to Moshref et al. (2012) before purchasing a product or service on the internet, consumer predicts different types of perceived risk like financial risk (loss of money), product risk (quality of product as seen on the website), and non-delivery risk (if the product remains undelivered).

Customer tend to feel the uncertainty and most important factor is the loss in financial when they involve in online shopping. Other factor that may threat these customers is the breaching of trust, poor product quality, non-delivery concerns and misusing the personal information. Swinyard & Smith (2003) concluded, that more than 70% online non-shoppers does not buy online due to risk of financial losses if they shop from online e-retailers. Even though, there are many risks and factors that might affected during the transaction happen, but the number of consumer that purchase online are increasing day by day.



According to Jariah (2014), University student in Malaysia have high purchasing power especially with the availability of educational loans. Due to this convenience, this group has a tendency and interest in involving in online shopping. Students in higher education are becoming increasingly exposed to information communication technology (ICT) based learning environments containing interactive learning activities which are supported with text, still images and animations. Therefore, there is an increasing need to determine how well received these sorts of interactions have been by students.

The availability of platform such as Facebook, Whatsapp, Instagram, Wechat and many other applications can become a medium for the seller communicates with the buyer. We could look into the major aspects of factors influencing online shopping behavior.

There are four factor that influence the students online shopping behavior which are ease of use, usefulness, brand orientation and website design that has been suggest by the researcher in this study. Previous study examines these four factors independently. These factors while important have not been examined in a single framework. By doing so, it can provide better understanding of the student's behavior towards online shopping.

In Malaysia context, the website design was lacking of study which may influence and attracting customer to pursue online shopping. Most of studies are focusing on attitude related to customer behavior such as perceived of ease of use and perceived usefulness. Therefore, this study will integrate the factors related to customer's attitude (usefulness and easy of use), website design and brand orientation in single framework to explain the online shopping behavior among customer mainly from Gen-Y.

In this study, the researcher will explore how well the systems cooperate with the users and how it will influence the student's behavior towards online shopping. The performance of the page or website that selling the product tend to influence the customer to purchase online and this aspect seems important towards the company and organizations. If they perform poor, this can cause a loss towards their own company. It is very hard for the company to keep the customer in the line. Especially now the target customer are from the generation Y who always keep up to

date. The quality of website also can be the measure to influence the customer behavior especially nowadays dealing with the target customer who already exposed towards the internet since at their young age.

Thus, the students have a higher possibility involving in e commerce transaction. Previous study on spending habit among Malaysian students stated that most of the students doesn't have financial plan yet but their purchasing power are very high because of the trending. Therefore, the aim of this paper is to answer the following research question.

### **1.3 Research Question**

In order to accomplish the aim of this study, the following research questions were explored:

- i. Is there any relationship between ease of use and online shopping behavior?
- ii. Is there any relationship between usefulness and online shopping behavior?
- iii. Is there any relationship between brand orientation and online shopping behavior?
- iv. Is there any relationship between website design and online shopping behavior?

#### **1.4 Research Objective**

To address the above gaps in the literature, the proposed study aims to achieve these objectives:

- i. To determine relationship between ease of use and online shopping behavior.
- ii. To determine relationship between usefulness and online shopping behavior.
- iii. To determine relationship between brand orientation and online shopping behavior.
- iv. To determine relationship between website design and online shopping behavior.

#### **1.5 Significance of study**

Well, it is true online shopping are timely and convenience. However, there are certain risks that can be threat to these consumers. Students are the most risks group to involve in the e commerce transaction even though they are already know the consequences if the transaction are fraud.

This research will explore the factors that drives the students do online shopping. This research will help the online seller in Malaysia so that they can have a better understanding of the dynamic online markets

before venturing into online retailing. This will help the seller to identify the consumer attitudes towards online shopping and they can have a clear view of consumer perceptions and the desire on their product.

## **1.6 Definition of Terms**

Ease of use defines as the degree to which a person believes that using a particular system would be free from effort (Davis, 1989)

Usefulness defines as “the degree to which a person believes that using a specific system would improve his job performance (Fred Davis, 1989)

Brand defines as a name or symbol, trademark and package design that uniquely identifies the products or services of a retailer and differentiates them from those of its competitors (Aaker, 1991)

Website design defines as the way in which the content is arranged in the website ( Ranganathan & Grandon, 2002).

Behavior defines as the manifest, observable response in a given situation with respect to a given target. Single behavioral observation can be aggregated across contexts and times to produce a more broadly representatives measure of behavior (Ajzen & Fishbein, 1980)

## **1.7 Organizational study**

This study will be compiled accordingly to its appropriate chapter. In order to support the findings of this study, literature review and the theoretical framework will be use. For researcher to gain reliable information on the variables, the hypothesis will be developed. Thus, the researcher will use a specific methodology in order to gain the data. After the data have been collected, the researcher will run the analysis to get the results. Later, the researcher discusses the findings in chapter four. Finally, the findings will be concluded in chapter five.



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## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

In this chapter, researcher will define and elaborate the independent variables and dependent variable that has been suggested. The related theories towards the variables are also will be discussed. There are two theories related with the study which are Theory of Plan Behavior (TPB) and Technology Acceptance Model (TAM). After that, the hypotheses will be developed.

#### **2.1 Review of the Literature**

Online retailing has become a phenomenal business. Hengst (2001) stated that the growth of the internet through whole world back in 1990 has changed method of British consumers shop. Now, business-to-business sector has taken place in the business world. The info about the product and services are spread through the whole world within a minute with the power of social media application such as Facebook, twitter and many more. Timely and convenience, that is the factor that make the customer involve in online purchase. Due to this reason, internet has become necessity in most activity of people's life.

Recent online surveys conducted by Wong (2014), 91% of the Internet users in Malaysia are doing online shopping frequently. Wong (2014) added more that over half 54% of them confessed to shop at least once a month online and another 26% were shop online once a week. The Nielsen Company (2011)

revealed that Malaysian has spent RM1.8 billion shopping via Internet in 2010. In addition, PayPal has estimated that Malaysian online buyers will spend approximately RM5 billions of online retail sales in Malaysia's E-Commerce market in 2014. These statistics reveal that the size of E-Commerce market is growing and Internet has become a prominent transaction channel for companies. However, PayPal Online and Mobile Shopping Insights Study (2011) reveal that some Malaysians are still reluctant to shop online because of their lack of trust; especially in terms of seller reliability and process security. They hardly believe in online shopping, as they are unable to touch and feel the products before purchasing (Wong, 2014).

Students are also not excluded as their target market. Thus, it has become very convenient for online seller to approach their consumer and vice versa around the clock 24/7. The increasing number in institute of higher educational services in Malaysia has make these students become the most important target market by the online seller. Jariah (2014) stated that this group has a high purchasing power especially with the availability of educational loans that provided by the government. University students nowadays are considered as Gen Y. This cohort generally has a better understanding in new technology and they are strongly rely on the Internet for their daily routines and also online shopping (Valentine & Powers, 2013). Gen Y is a cohort of people born immediately after Generation X and it is referred to the dot.com generation, eco boomers and millionaires.

According to Cheng & Yee (2014), University students are of particular interest to online marketers, especially due to the significant purchasing power and reference group power in the market. Cheng & Yee (2014) added that University students are basically heavy Internet users, and have the ability to control digital media and basic knowledge towards E commerce. Thus, it is very important for consumer behavior researcher and online retailer to have a deeper understanding on the factors that influence their online shopping behavior.

### **2.1.1 Theory of Planned Behavior (TPB)**

TPB or theory of planned behavior has been proposed in 1988 by Icek Ajzen. This theory enhance on a relationship between attitude and behavior. The theory also stated that there are three considerations that make the consumer act towards the intention to plan. There are behavioral beliefs, normative beliefs, and control beliefs.

TPB is basically an extension of theory of reason action (TRA) proposed by (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). In Icek Ajzen (1988, 1991) words these intentions indicate as how one is willing to put the effort in order to perform a given behavior. On the other side perceived behavioral control actually moves towards the actual behavioral by influencing the intention.

- Behavioral belief: It's about one's belief about the final outcome of particular behavior, Icek Ajzen (1988, 1991).

- Attitude toward behavior: It is about personal performance of individual's positive or negative evaluation Icek Ajzen (1988, 1991). It is considered as personal orIt is considered as personal or emotional factor that can affect in a positive or negative manner, Icek Ajzen (1988, 1991).
- Normative belief: It is about individual's particular behavior that can be influenced by other important actors, Icek Ajzen (1988, 1991). These actors can be your friends, family members, co-workers etc.
- Subjective norm: Its concerns with social normative pressures or other belief that can affect one's behavior whether a person should perform the behavior or not, Icek Ajzen (1988, 1991).Subjective influence is basically the social influence factor.
- Perceived behavioral control: An individual's perceived ease or difficulty of performing the particular behavior, Ajzen, (1988). A person's way of performing a particular behavior with some difficult or performing it easily, Ajzen, (1988).
- Control beliefs: Person's beliefs about the presence of circumstances that may help or prevent performance of the behavior, Ajzen (2001).

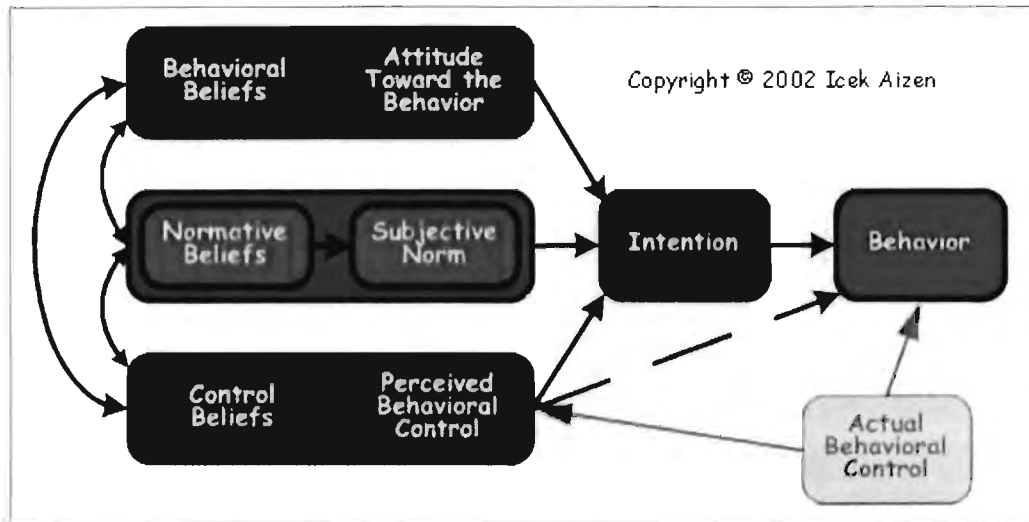


Figure 2.1.1  
Theory of Planning Behavior diagram

## 2.1.2 Technology Acceptance Model (TAM)

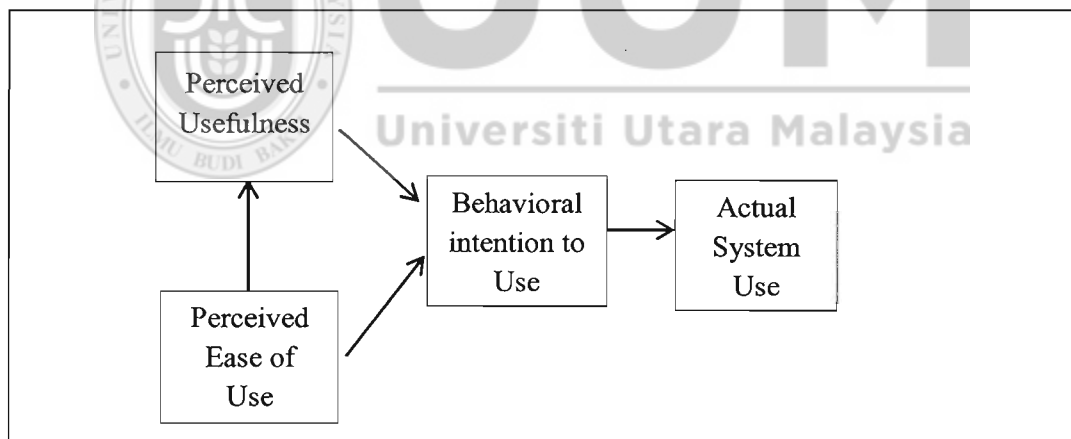


Figure 2.1.2  
Technology Acceptance Model (TAM Model)

In 1980, Technology Acceptance Model (TAM) has been proposed by Aijen and Fishben. However, Fred Davis and Richard Bagozzi have developed this theory in 1989. The reason for this model to

be existed is to prove that the information technology (IT) has become part of people's life and used to explain what are the individual intentions on information technology (IT). This model also has been viewed commonly by internet user to gain more information and have a better understanding towards e commerce from customer perspective.

Figure 2.1.1 shows the model develops by Fred Davis and Richard Bagozzi in 1989. Basically, TAM is an information system theory that explains as a whole on how user accepts and uses a technology. It also outlines a few numbers of factors that influence a user's decision and at the same time it deals with the how and when users will use it. The model deals with the acceptance of information technology. There are two external factors that influence users to make a decision which are Perceived Usefulness (PU) and Perceived Ease of Use (PEOU).

From the figure 2.1, it shows that Perceived Usefulness and Perceived Ease of Use are the external factors that influence the behavior intention to use and then finally it moves towards the actual system use. From this figure, it explain that user will first consider that he or she uses the particular system that would be free from effort and that is PEOU factor and then this factor leads to one's thinking particular system will increase one's job performance and that is PU factor, and then he or she

will move forward to think about creating and intention to use that system and finally the will actually use the system.

Davis(1989) define Perceived Usefulness (PU) as “the degree to which a person believes that using a particular system would enhance his or her job performance” and in his own words Davis (1989) also define the Perceived Ease of Use (PEOU) as “the degree to which a person believes that using a particular system would be free from effort.” The main purpose of Technology Acceptance Model (TAM) is to explain how a user accepts a specific technology.

### **2.1.3 Online Shopping Behavior**

With the emergence of the Internet, Internet-based electronic commerce developed and this environment provide individuals to reach information about products and services easily. Moreover, commercial organizations have moved to incorporate the World Wide Web into their promotional campaigns, and by offering the facility of online purchasing and like many other innovations 'online shopping' has become a part of our lives.

It is no secret that businesses' main goal is to sale and sale is provided for other party, consumers. Therefore, for commercial activities, analyzing consumers' behaviors is crucial and since there is no face to

face interaction in online businesses, it becomes more important to understand key features of consumer behaviors. Rogan (2007, cited in Nazir, et al., 2012) indicates the importance of the relationship between the marketing strategy and the behavior of consumer. He illustrates that 'the strategy is about increasing the probability and frequency of buyer behavior and requirements for succeeding in doing this are to know the customer and understand the consumer's needs and wants'.

Furthermore, the Internet business have created more competitive environment, understanding features of online shoppers' behaviors have been more important. Moreover, it should be analyzed by online sellers that 'why some still prefer not to buy online' (Turan, 2011). Consequently analyzing behaviors of online consumers have carried a crucial part for marketing science (Uygun, et al., 2011). Furthermore, businesses and academics are aware of this issue critically therefore over years, increasingly many studies are represented.

Chang, et al. (2004) studied on categorization of variables which drive online shopping activity. According to their study, features are divided into three main categories. First one is perceived characteristics of the web sale channel which include risk, advantage, online shopping experience, service quality, trust; second category is web site and product characteristics which are risk reduction measures, web site features and



product characteristic's; and the last category clarified by authors is consumer characteristics.

Consumer characteristics are driven by various types of features, consumer shopping orientations, demographic variables, computer, internet knowledge and usage, consumer innovativeness and psychological variables. Consumer's characteristics are also studied by Kotler and Armstrong (2010) and they explain the way of the perception of the buyers, how they interpret and receive the stimuli from advertisements. According to Kotler and Armstrong (2010) the decisions of consumers are influenced by several characteristics and these characteristics are linked with the needs of the consumers.

#### **2.1.4 Ease of Use**

Davis (1989) defines ease of use as the degree to which a person believes that using a particular system would be free from effort. Customers believe that retail website can help them to search more information with less effort. Technology Acceptance Model (TAM) has shown that Perceived Usefulness and Perceived Ease of Use are the external factors that influence the behavior intention to use and then finally it moves towards the actual system use. Online retailing is timely and convenience. Reibstein (2002) state that the customers experience the ease of use including ease of ordering, functionality, navigation of websites and the accessibility of information.

Students nowadays are also busy regarding their classes and assignments. Thus, online shopping can be very helpful for them in saving time. Even though these students are already alert with the security awareness where the transaction may become fraud and cyber-theft, it doesn't stop them in involving in the e commerce transaction. Convenience and saved time were offered by online shopping which were two motivating factors for online purchases (Lee, 2002).

**H1: There is relationship between ease of use and online shopping behavior.**

#### **2.1.5 Usefulness**

Fred Davis (1989) defines Perceived Usefulness as “the degree to which a person believes that using a specific system would improve his job performance. The application of the concepts of PU in the context of electronic commerce, the utility is the efficiency with which Internet shopping helps. Perceived usefulness has a direct influence on intention to use Internet as a purchase mechanism (Renny & Siringoringo, 2013).

Research also explains that perceived usefulness demonstrates a stronger effect on shopping intention compared to perceived ease of use (Shadkam, Kavianpour, Honarbakhsh, &Hooi, 2013). This is because the uses of information technology have become a daily routine. Due to this

reason, people will find that buying through online are very useful since they can easily search the product or services that they wants to and just Google it. From this explanation it shows that, people can make a research before they buy the product. The testimonial and feedback from the other consumers are very important for new buyer on specific product.

Koufaris and Sosa (2004) have also stated that perceived usefulness for online purchases is a consumer's subjective probability thinking that Internet usage will efficiently smooth the progress of purchase. The consumers will find it very useful and it only takes a couple of minutes to pay for the purchases product. The customers will not experience to queue up at the cashier, but with one click the payment for the items is done.

In this study, perceived usefulness refers to the individual's beliefs about the usefulness of retail websites in their purchase experience (Renny & Siringoringo, 2013). Consumers are more likely to engage with the same retail websites that they deem practical and capable to enhance their purchasing performance in searching desired products or services (Chui et al., 2005). In short, the usefulness of online platforms may encourage the consumers' to do the online purchase.

**H2: There is relationship between usefulness and online shopping behavior.**

#### **2.1.6 Brand Orientation**

Brands can be considered as main factor why a person wants to own them. Brand can define as the quality related to products or services. Aaker (1991) defines brand as a name or symbol, trademark and package design that uniquely identifies the products or services of a retailer and differentiates them from those of its competitors. Haig (2001) said that brand often referred to the seller's reputation and consumer loyalty in associated with the seller. It shows that the reputation of that brand will determine the successful of the business. Brand and features increases more information is obtained, knowledge of the available and consumer awareness (Kotler & Armstrong, 1997).

The higher quality of the product, the huge number of consumer will attract towards its brand. In the cyber marketplace, a corporate brand identity is a cognitive anchor and a point of recognition where customers perceived a great deal of uncertainty (Rajshekhar, Radulovich, Pendleton and Scherer, 2005). Thus, brand towards online retailer is their own organization names such as Nike, Adidas and etc.. Ward and Lee (2000) stated that in the e retailing environment, trusted corporate and brand

names are used by customer as substitutes for product information when they intent to make online purchase.

Several studies have found that brand loyalty exhibits strong impact on purchase intention in the traditional offline retailing world (Hawes and Lumpkin, 1984). A study carried out by Jayawardhena, Wright and Dennis (2007) concludes that brand orientation is positively related to the customer online purchase intention.

**H3: There is relationship between brand orientation and online shopping behavior.**

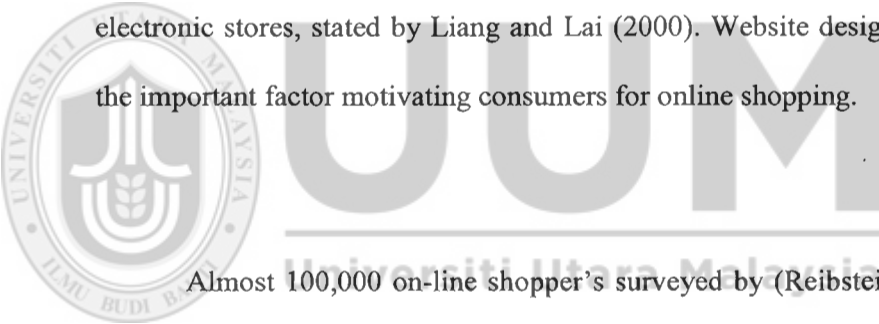
#### **2.1.7 Website design**

A good quality web design might increase customer satisfaction which leads to a higher online purchase intention (Lee & Lin, 2005). It shows that the features of the websites are very important to gain attention from the consumer and the online retailer need to have an effort to provide the good quality web design of their company and organization to maximize consumer's satisfaction. In contrast, if users perceive that a website is difficult to use, or the display of the website is complicated and ambiguous, they will show a lower online purchase intention.

Internet users basically used search engines to find out needed information. Since search engines mainly help users' judgment to rank

Websites, electronic retailers should make sure Website quality can satisfy and serve the particular search engine's demands (Haig, 2001).

Website design and online shopping activity is one of the dynamic influencing factors of online shopping. Website design, website reliability/fulfillment, website customer service and website security/privacy are the most attractive features which influence the perception of the consumer of online buying Shergill & Chen (2005). Web design quality has important impacts on consumer choice of electronic stores, stated by Liang and Lai (2000). Website design one of the important factor motivating consumers for online shopping.



Almost 100,000 on-line shopper's surveyed by (Reibstein, 2000) shows that web site design was rated as important factor for online shopping. Another study conducted by Zhang, Dran, Small, and Barcellos (1999, 2000), and Zhang and Dran (2000) indicated that website design features of the website are important and influencing factors that leads consumer's satisfaction and dissatisfaction with a specific website.

A study conducted by Hassan & Akimin (2010) shows a significant relationship between online shopping activity and website features. Website design features can be considered as a motivational

factor that can create positive or negative feelings with a website (Zhang, et al 1999).

A study by Li and Zhang (2002), if website is designed with quality features it can guide the customers for successful transactions and attract the customers to revisit the website again. However, worse quality website features can also hamper online shopping. According to Liang and Lai (2000), web design quality or website features has direct impact on user to shop online because according to France (2002) concluded that a large segment of internet users have serious concerns of security.

**H4: There is relationship between website design and online shopping behavior.**

## **2.2 Research Framework**

Research framework guides the research and identifies the variables to be measured. According to Trochim (2006) stated that there are two areas involved in research, such as theory and observation. According to Gregory Herek (1995), a theoretical framework should consist of:

- i. An explicit statement of hypothesis or theoretical assumption on which the research is based and the relevant research method that will guide the researcher in his or her attempt to test the assumption.
- ii. A clear explanation of how the hypothesis connects the researcher to existing knowledge.

- iii. A clear articulation of theoretical assumption or supposition on which the research is based.
- iv. A comprehensive explanation of the research method to be used and it proceeds from a theoretical hypothesis or theory to an empirical hypothesis or theory.

This research has suggest four independent variables which are ease of use, usefulness, brand orientation and website design and the dependent variable is online shopping behavior.



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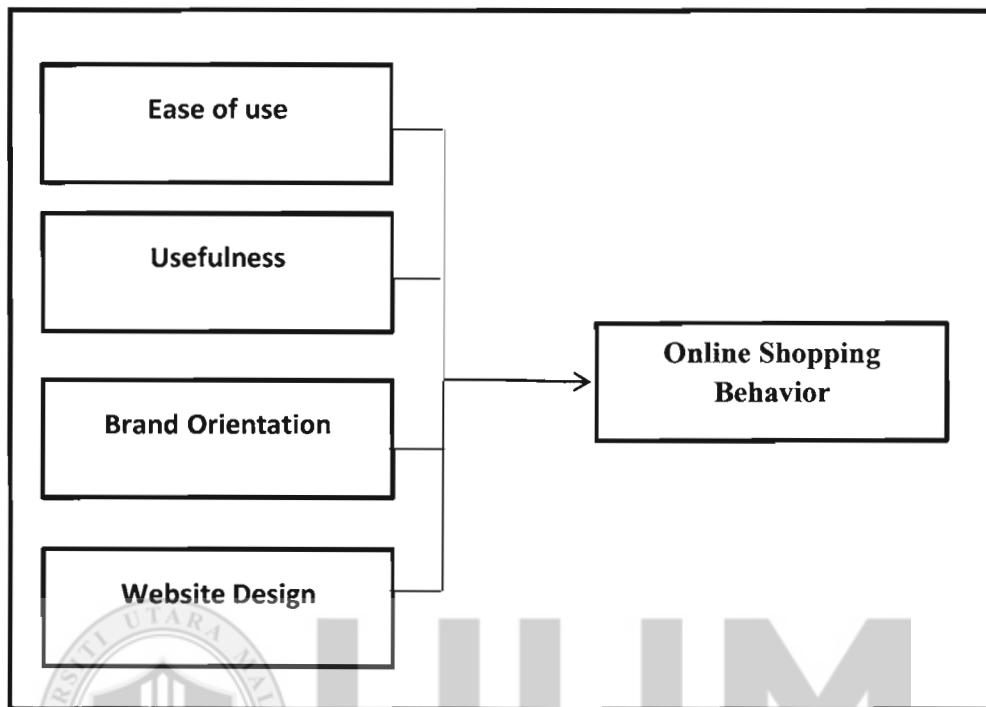


Figure 2.2  
*Research Framework*

### 2.3 Summary

In this chapter, readers will gain an understanding about the definition and conceptualization of the online shopping behavior, theory of planning behavior (TPB), technology acceptance model (TAM), ease of use, usefulness, brand orientation and website design. In general, this chapter explains on how behavior can influence a person to involve in online purchase. According to Ajzen and Fishbein (1980) single behavioral observation can be aggregated across contexts and times to produce a more broadly representative measure of behavior. The dependent variable in this study is online shopping behavior and

the independent variables are ease of use, perceived usefulness, brand orientation and website design.

There are four hypotheses that have been developed; H1 There is relationship between ease of use and online shopping behavior. H2 There is relationship between usefulness and online shopping behavior. H3 There is relationship between brand orientation and online shopping behavior. H4 There is relationship between website design and online shopping behavior. The following chapter will explain and elaborate on the methodology that will be used for this study.



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## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter will discuss the whole progress involved in this research. This includes research framework, variable used, research design pilot test, analysis data method and reliability test.

#### **3.1 Research Design**

The research design in this study is emphasizes about sampling data, sample size, data collection technique and how to build the questionnaire. This research approach is also using the survey method which it based on the several research hypotheses which construct based on research question.

In this study, the researcher is using the quantitative analytical approach in this study. This is the primary data method. This is because; researcher is using the questionnaire to obtain data from large population. Questionnaire is suitable and preferable approach to collect such a huge quantitative data. The respondents of this study are the undergraduate students from School of Business Management.

The survey that applied in this research based on the previous study. Thus, it will increase the level of accuracy on the results. After the surveys are collected, then it will be run in SPSS software version 20.0.

### 3.1.1 Population and sample

In this study, the respondents are chosen from School of Business Management (SBM). There are undergraduate students. School of Business Management offered four courses for undergraduate which are Bachelor of Business Administration, Bachelor of Human Resource Management, Bachelor of Marketing, and Bachelor of Entrepreneurship. The researcher obtains the number of undergraduate students under School of Business Management from the Department of Academic Affairs of UUM.

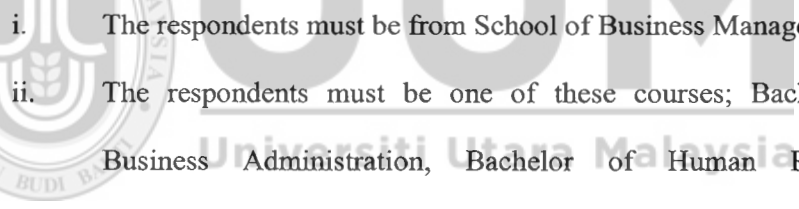
Table 3.1.1  
*Statistics of SBMs' students*

<b>Courses</b>	<b>Number of students</b>
<b>Marketing</b>	551
<b>Entrepreneurial</b>	372
<b>Business Admin</b>	1,272
<b>Human Resource Management</b>	610
<b>Total</b>	2,805

Sources: Department of Academic Affairs of UUM

According to Krejcie and Morgan (1970), a minimum sample size of 338 is required for 2800 to represent a cross-section of the population. However, the sample for this study will be 350 out of 2805 populations of School of Business Management students. The larger the sample size, the higher response rate of this study.

Due to the constraint in doing research, purposive sampling is the most suitable for this study. Purposive sampling relies on the researcher judgment in order to decide the respondents. Thus, the respondents should be fulfill the criteria before participate to answer the questionnaires;

- 
- i. The respondents must be from School of Business Management
  - ii. The respondents must be one of these courses; Bachelor of Business Administration, Bachelor of Human Resource Management, Bachelor of Marketing and Bachelor of entrepreneurship.
  - iii. The respondents must have an experience with at least 6 months in online shopping.

### 3.1.2 Data Collection Procedure

In order to gain data, the researcher distributes 350 questionnaires towards the undergraduate students of SBM. The researcher approaches them and identifies their courses at their classes before let them participate in the

questionnaire. Even though, the sampling supposed to be 338 students, however, the researcher distributes more because there are circumstances that the questionnaires could be invalid to be use in this study. Sometimes the questionnaires are incomplete and some of them are loss during the data collection. That is why the researcher needs to ensure that the participants are fulfilling the criteria needed.

### **3.1.3 Questionnaire**

Questionnaire is simply a tool in collecting and recording information about a particular issue of interest. There are list of questions for respondents to answer. But questionnaires should be including a clear instruction and space to convenience the respondent. Questionnaires should always have a definite purpose that is related to the objective of the research and it needs to be clear from the outset how the finding will be used. Respondents also need to be made aware of the purpose of the research wherever possible, so that the researcher will get the feedback that can gave accurate findings.

In this study, the questionnaire that distribute by the researcher are separated into three sections. There are section A, section B, and section C. For section A, it more on demographic profile. Under this section, the respondent will be ask based on their gender, semester, year of study, age, programme, highest education, race, year(s) of using internet, the frequency of online shopping and monthly spending on online shopping.

For section B and section C, the questions are more related to dependent variables and independent variables. This section is using a five-point Likert scale.

1 – Strongly Disagree

2- Disagree

3 – Neutral

4 – Agree

5 – Strongly Agree

The purpose of using this Likert scale method is respondents can answered the question according to their level of agreement with a given statement by way of an ordinal scale. Likert scales are non-comparative scaling technique and are one-dimensional which it only measure a single trait. Table 3.2.4 shows the construct questionnaire of section B and section C based on their variables.

Table 3.1.3  
Construct in questionnaires

No	Variables	Items	Sources
1	Online Shopping Behavior	1. I shop online as I can shop in privacy of home 2. I shop online as I do not have to leave home for shopping 3. I shop online as I can shop whenever I want 4. I shop online as I can then save myself from chaos of traffic 5. I shop online as I can save myself from market crowd 6. I shop online as I can get detailed product information online. 7. I shop online as I get broader selection of products online. 8. Online shopping gives facility of easy price comparison 9. I shop online as I get user/expert reviews on the product 10. I shop online as I can take as much time as I want to decide	Mohammad, H. M., Hossein, R. D., Mojtaba, N., Amir, P., & Ahmad, R. A. (2012).
2	Ease of Use	1. I would find doing online shopping and web-based online transaction easy 2. I would find interaction through web pages clear and understandable. 3. I would find it is easy to become skillful at navigating the web pages 4. Overall, online shopping or transaction would be easy for me.	Ramayah, T., & Joshua, I. (n.d.)
3	Usefulness	1. The website I use for my online shopping is useful for searching and purchasing 2. The website I use for my online shopping improves my performance in searching and purchasing. 3. The website I use for my online shopping enables me to search and purchase faster. 4. The website I use for my online shopping enhances my effectiveness in searching and	Gefen, D., Karahanna, E. and Straub, D.W., (2003)



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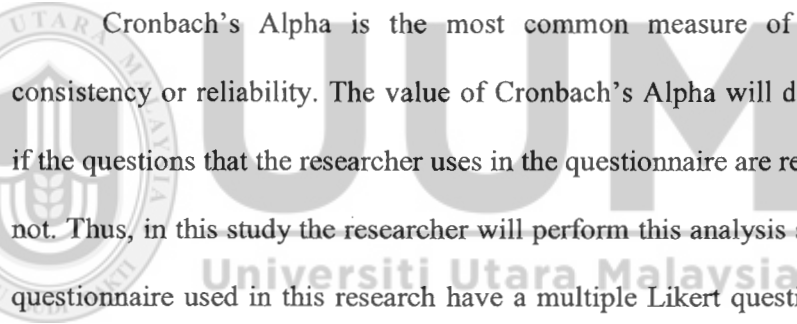
		purchasing.	
		5. The website I use for my online shopping makes it easier to search for and purchase.	
		6. The website I use for my online shopping increases my productivity in searching and purchasing.	
4	Brand Orientation	<p>1. If I buy products/services from a web-retailer that I am familiar with, I would prefer to buy well-known brand name.</p> <p>2. It is important for me to buy products/services from the web-retailer with well-known brand names.</p> <p>3. Once I find a brand I like through web-shopping, I stick with it</p>	Kwek, C. L. (2010)
5	Website Design	<p>1. The website design helps me in searching the products easily</p> <p>2. While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order</p> <p>3. The website layout helps me in searching and selecting the right product while shopping online</p> <p>4. I believe that familiarity with the website before making actual purchase reduce the risk of shopping online</p> <p>5. I prefer to buy from website that provides me with quality of information</p> <p>6. I like to shop online from a trustworthy website.</p>	Muhammad, U. S., & MD, N. U. (2011).

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### **3.2 Statistical Package for the Social Sciences (SPSS)**

The data collected will analyze using through Statistical Package for the Social Sciences (SPSS). Sekaran (2003) stated that in order to determine the natures and strength of linear relationship among variables, data analysis should be performing by using Statistical Package for the Social Sciences (SPSS). Through this software, the researcher can use several analyses as part of data analysis technique.

#### **3.2.1 Reliability Analysis**



Cronbach's Alpha is the most common measure of internal consistency or reliability. The value of Cronbach's Alpha will determine if the questions that the researcher uses in the questionnaire are reliable or not. Thus, in this study the researcher will perform this analysis since the questionnaire used in this research have a multiple Likert questions in a survey and questionnaire that form a scale. The most common form of internal consistency reliability coefficient is between 0 to 1.00. According to Bougie & Sekaran (2010) they stated that commonly reliability coefficient that considered average in the range of 0.60 and it will considered as high reliability standards if the score above 0.70.

### **3.2.2 Descriptive Statistics**

Descriptive statistics are a set of brief descriptive coefficients that summarizes a given data set, which can either be a representation of the entire population or a sample. The value of standard deviation and variance in statistic will explain the division of each variable.

### **3.2.3 Hypotheses testing**

A hypothesis test is a statistical test that is used to determine whether there is enough evidence in a sample of data to prove that there are correlate between each other in respective of each variable.

### **3.2.4 Multiple Regression**

Multiple regressions are an extension of simple linear regression.

It is used when we want to predict the value of a variable based on the value of two or more other variables. The variable that will be predicted is dependent variable. Hence, the researcher can prove if the independent variables have a relationship with the dependent variable.

### 3.4 Pilot Test

Baker (1994) defines pilot study as the pre-testing or ‘trying out’ of a particular research instrument. A pilot test is a method that is used to test the design and/or methods and/or instrument before carrying out the research. It involves conducting an initial test of data collection instruments and processes to spot and eradicate errors. The purpose of this test is to gain and explore the understanding respondents towards each item in questionnaires. Thus, the researcher can determine the strength and the weaknesses of the questionnaires.

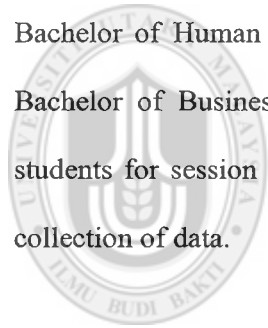
Table 3.4  
*Cronbach's Alpha*

No	Variables	Items	Cronbach Alpha
1	Online Shopping Behaviour	10	0.860
2	Ease Of Use	4	0.860
3	Usefulness	6	0.816
4	Brand Orientation	3	0.617
5	Website Design	6	0.856

50 questionnaires have been distributed randomly among School of Business Management (SBM) students; Bachelor of Business Administration, Bachelor of Marketing, Bachelor of Human Resource Management and Bachelor of Entrepreneur. 50 respondents of the pilot test consists of 24 students from Business Administration, 11 students from Marketing, 7 students from Human Resource Management and 8 students from entrepreneur. The Cronbach's Alpha for online shopping behavior was 0.860, ease of use was 0.836, perceived usefulness was 0.816, brand orientation was 0.617, and website design was 0.856.

### 3.5 Summary

Overall, research methodology is very important in the research and studies because it can help the researcher to achieve their goals and answered the research question. The research also must always be high quality in order to produce knowledge that is applicable outside of the research setting with implications that go beyond the group that has participated in the research. The type of this study is hypotheses testing and descriptive study. Sample taken for this research is 350 undergraduate students from overall population of 2805 students in School of Business Management. There are Bachelor of Marketing, Bachelor of Human Resource Management, Bachelor of Entrepreneurship and Bachelor of Business Administration comprises from first year to final year students for session 2015/2016. SPSS version 20.0 will be used to analyze the collection of data.



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## **CHAPTER 4**

### **RESULTS AND FINDINGS**

#### **4.0 Introduction**

This chapter will discuss the results of the research findings. 350 questionnaires have been distributed to undergraduate's students under school of business management (SBM) in University Utara Malaysia. There are four courses offered by SBM for undergraduate study. There are Bachelor of Business Administration, Bachelor of Human Resource Management, Bachelor of Marketing and Bachelor of Entrepreneurial. However 10 of the questionnaires are incomplete and considered as invalid. There are two statistical tools that will be used to analyze the results; descriptive statistic and inferential statistic. Descriptive statistic will lead us to the findings of the frequency whereas inferential statistic will determine the hypotheses by performing the correlation analysis.

#### **4.1 Overview data gathered**

Table 4.1 shows the sample profile of the questionnaire survey. Although, 350 questionnaires are able to distributed, however 10 of the questionnaires are uncompleted. Thus, it considered as invalid to be used in this study. It is made up that 340 questionnaires distributed were satisfactorily completed and the questionnaires are been tested and analyze by using the Statistical Package for Social Sciences (SPSS) software.

Table 4.1

*The distribution of questionnaires*

<b>Number of questionnaire distributed</b>	<b>350</b>
<b>Number of questionnaire selected back</b>	<b>350</b>
<b>Usable questionnaires</b>	<b>340</b>
<b>Response rate</b>	<b>98%</b>
<b>Number of questionnaire use for analysis</b>	<b>340</b>

**4.2 Frequency Analysis**

In order to get the number of the respondents with different values and expressing it in percentage value, frequency distribution analysis need to be conducted. Below, the charts show the analysis of respondents profile; gender, semester, year of study, age, programme, highest education, race, frequency of using internet, frequency involving in online shopping and how much money they spend for online shopping every month.

**4.2.1 The Demographic Profile of Respondent’s Analysis**

Below the charts will show the analysis on respondents’ gender, semester, year of study, age, Programme, highest education, race, frequency of using internet, frequency involving in online shopping and how much money they spend for online shopping every month.

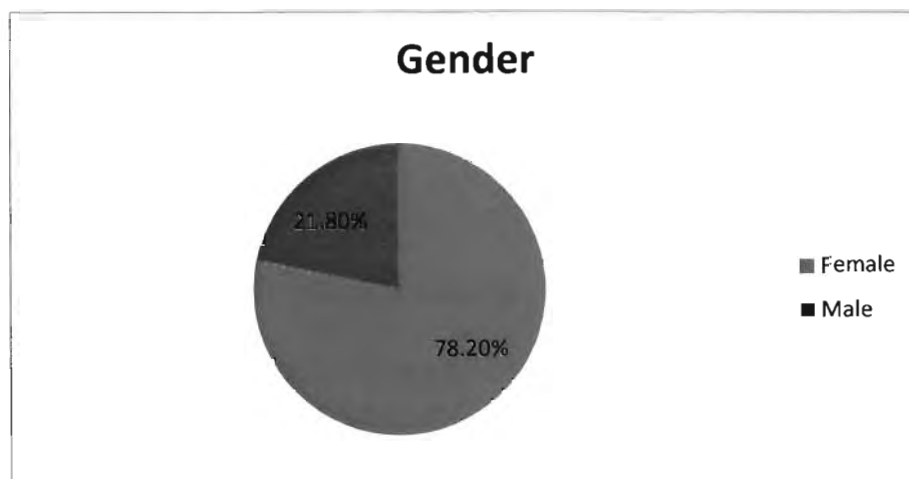
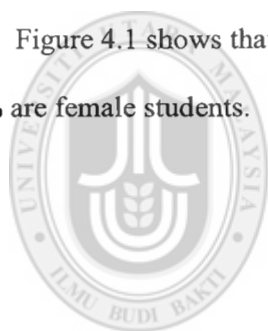


Figure 4.1  
*Gender*

Figure 4.1 shows that (74) 22.8 % are male students where as another (266) 78.2% are female students.



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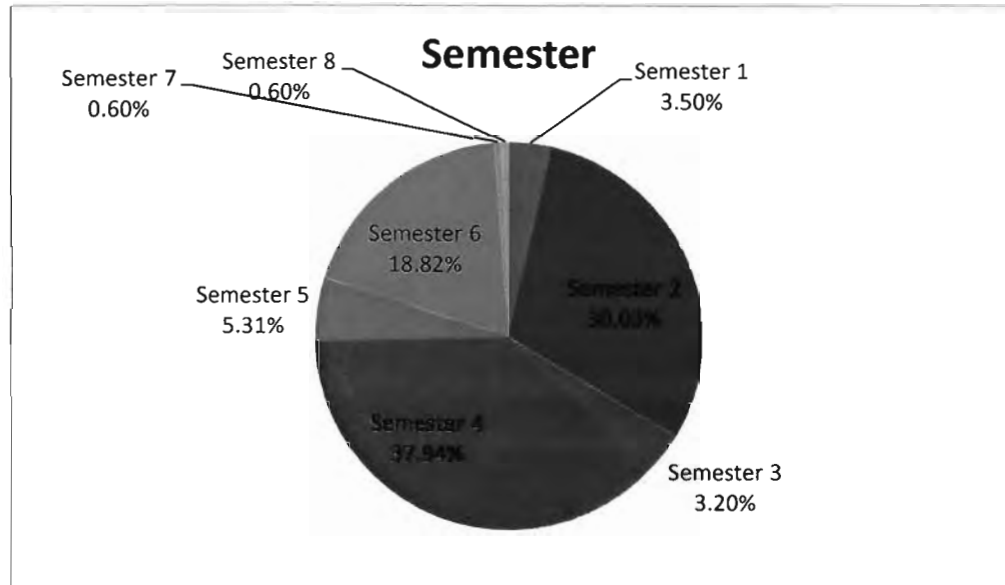


Figure 4.2  
*Semester*

Figure 4.2 shows that 3.5 % ( 12) are the respondents from semester 1, 30 % ( 102) are the respondents from second semester, 3.2 % ( 11) are the respondents from third semester, another 37.9% (129) are the respondents from fourth semester, 5.3% (18) are the respondents from the fifth semester, 18.8% (64) are the respondents from sixth semester, and both seventh and eighth semester are the lowest respondent with 1% (2).

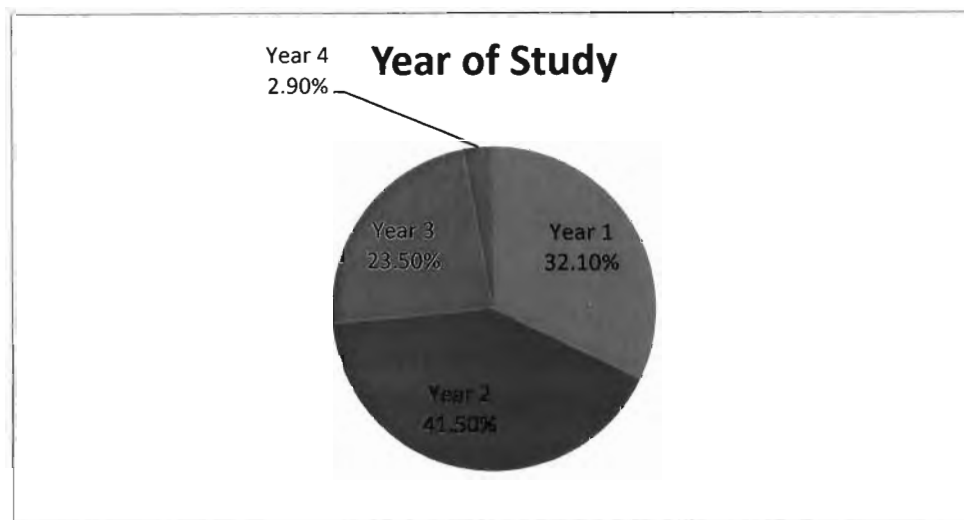


Figure 4.3  
*Year of Study*

There are four different years of study for undergraduate in Universiti Utara Malaysia. The highest respondents as shown in figure 4.3 are the second year with 41.5% (141) and the lowest respondents are the students in fourth year with 2.9% (10). Whereas, first year are the second highest respondents with 32.1% (109) and the third year students are 23.5% (80).

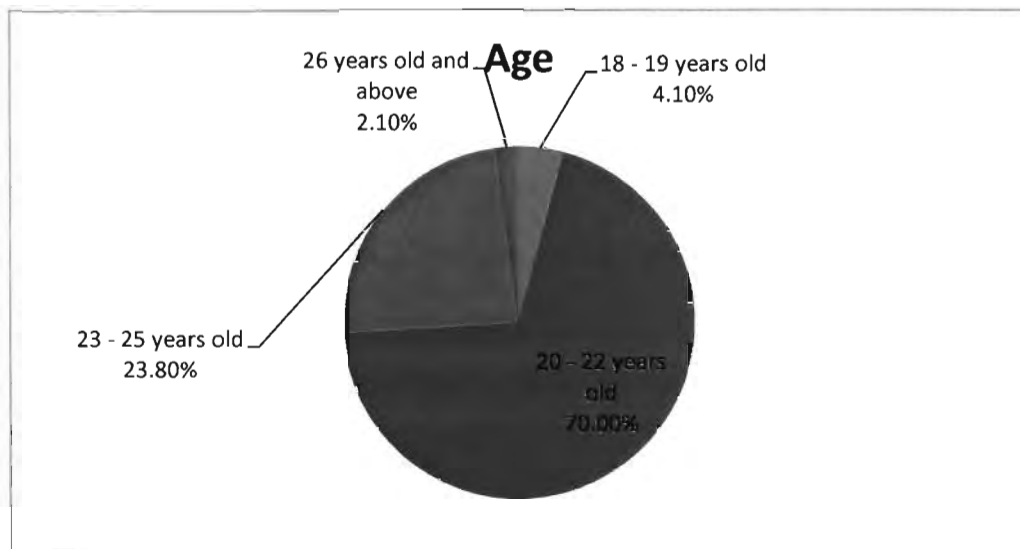
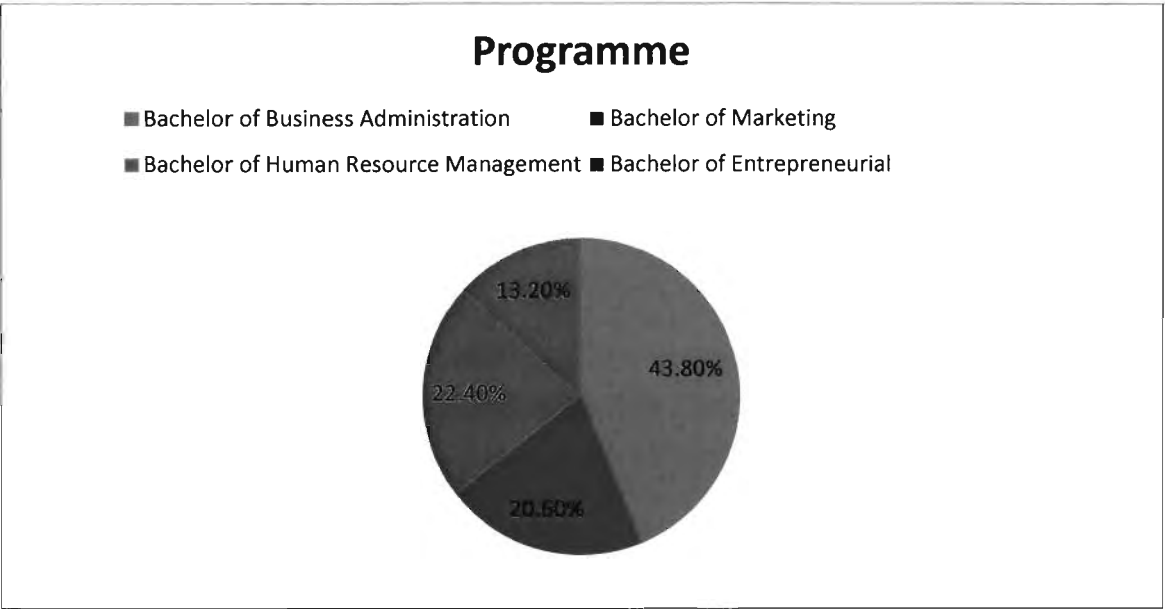


Figure 4.4  
Age

Figure 4.4 shows that the range of age of the undergraduate students in Universiti Utara Malaysia. The chart indicates that the highest respondents were range in 20 – 22 years old with percentage value of 70% (238), the lowest respondents are range of 26 years and above with 2.1% (7). The second highest respondents will be range between 23 -25 years old with percentage value of 23.8% (81) and only 4.1% (14) of respondents with age between 18 – 19 years old.



**Figure 4.5**  
*Programme*

There are four courses offered under School of Business Management for undergraduate programme. There are Bachelor of Business Administration, Bachelor of Marketing, Bachelor of Human Resource Management, and Bachelor of Entrepreneurial. Figure 4.5 above shows that the highest respondents are the those who taking Bachelor of Business Administration with percentage value of 43.8% (149), and the lowest respondents are those students from Bachelor of Entrepreneurial with percentage value of 13.2%(45). The second highest respondents are the students from Bachelor of Human Resource Management with 22.4% (76). Whereas, the respondents from Bachelor of Marketing recorded as 20.6% (70).

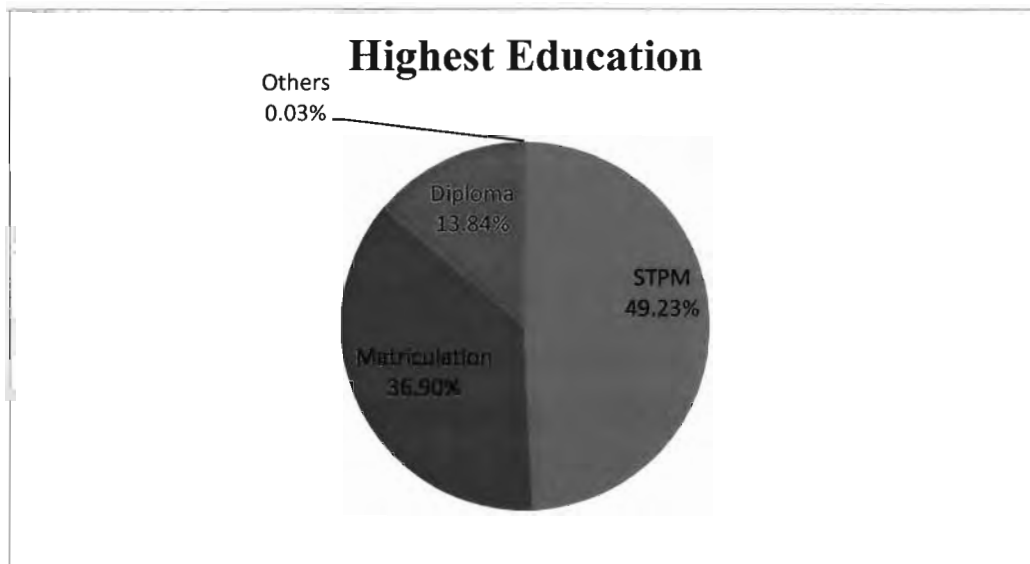
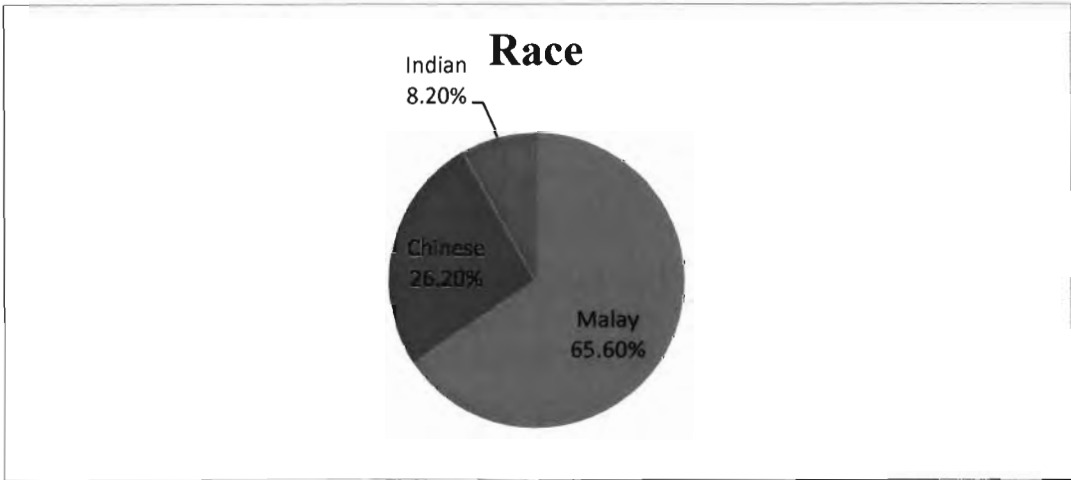


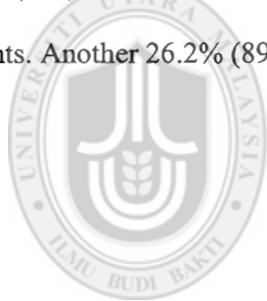
Figure 4.6  
*Highest Education*

Figure 4.6 shows the highest education of the respondents. It shows that the students with STPM(Sijil Tinggi Penilaian Malaysia) are the highest respondents for this study which recorded for 49.23% (167) and the lowest respondents are others with 0.03%(1). Whereas, the second higher of the respondents are from the students of Matriculation with percentage value of 36.90% (125) and the diploma graduated that involved as respondents were only 47 students with percentage of value of 13.84%.

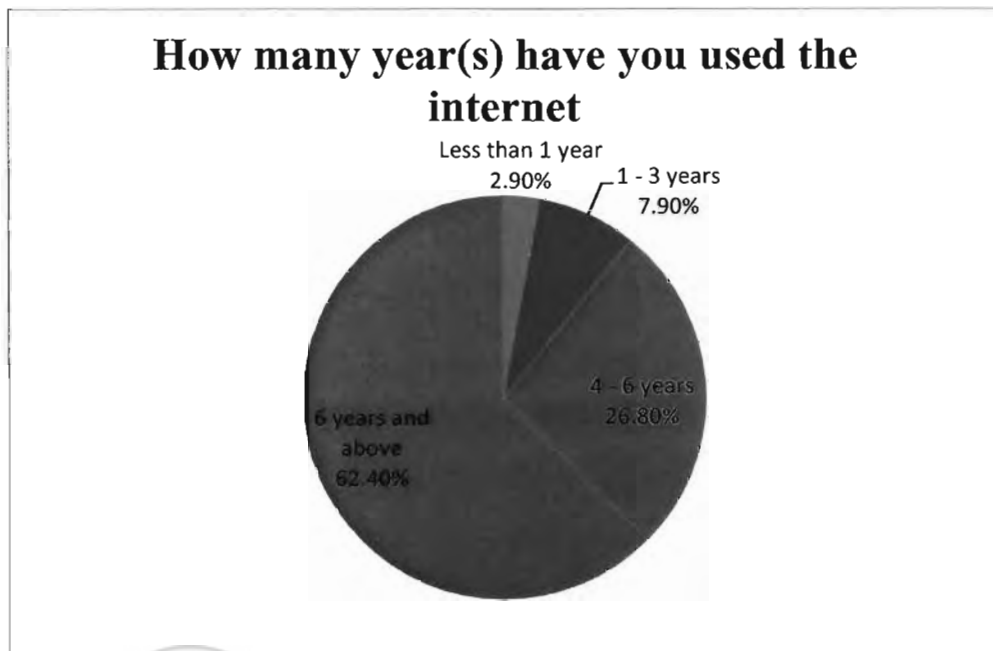


**Figure 4.7**  
*Race*

Figure 4.7 shows that the respondents of Malay students are the majority with 65.6% (223). Whereas, the lowest percentage of 8.2% of the respondents are the Indian students. Another 26.2% (89) are the Chinese students.



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**Figure 4.8**  
*Experience using internet*

Figure 4.8 above shows the frequency of the internet used among these students. There are less than one year, one to three year, four to six years or six years and above. Most of these respondents have been an internet user six years ago. This can be proving when 62.4 % (212) of the respondents have an experience in using internet before. Followed by the experience of internet user between four to six years ago with percentage of 26.8% (91) and only 7.9% (27) of the respondents are starting using internet 3 years ago. Another 2.9 %( 10) of the respondents, using the internet less than one year.



Figure 4.9  
*Often Online Shopping*

Figure 4.9 above shows the frequency of students do the online shopping. The highest percentage are 61.8% (210) respondents who online purchasing once a month and followed by 25.9% (88) respondents, who did online purchasing two to four times a month and 8.5% (29) of the respondent done their purchasing through the internet. Another 3.8% (13) were doing online shopping more than seven times a month.



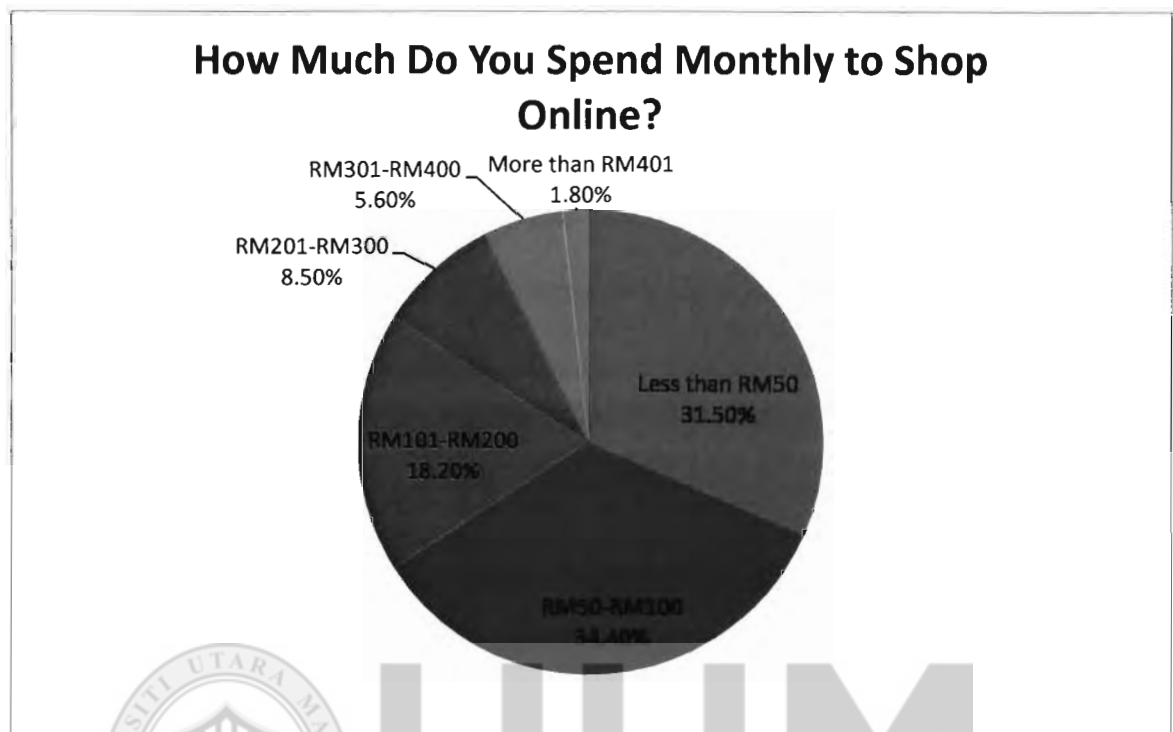


Figure 4.10  
*Monthly spending on online shopping*

Figure 4.10 above shows how much the respondents spend their money when they involving in e commerce transaction. Most of the respondents are spending between RM50.00 to RM 100.00 with the highest percentage of value of 34.4% and the lowest spending is more than RM401 with 1.8%.

Table 4.2

*Demographic statistic (N=340)*

	Classification	Frequency	Percentage (%)
<b>Gender</b>	Male	74	21.8
	Female	266	78.2
<b>Semester</b>	1	12	3.5
	2	102	30
	3	11	3.2
	4	129	37.9
	5	18	5.3
	6	64	18.8
	7	2	0.6
	8	2	0.6
<b>Year of Study</b>	First Year	109	32.1
	Second Year	141	41.5
	Third Year	80	23.5
	Fourth Year	10	2.9
<b>Age</b>	18 – 19 years old	14	4.1
	20 – 22 years old	238	70
	23 -25 years old	81	23.8
	26 years above	7	2.1
<b>Programme</b>	BBA	149	43.8
	Bach. of Marketing	70	20.6
	Bach. Of HRM	76	22.4
	Bach. Of Entrepreneurial	45	13.2
<b>Highest Education</b>	STPM	167	49.1
	Matriculation	125	36.8
	Diploma	47	13.8
	Others	1	8.2
<b>Race</b>	Malay	223	65.6
	Chinese	89	26.2
	Indian	28	8.2

<b>Year(s) used internet</b>	Less than one year	10	2.9
	1 – 3 years	27	7.9
	4 – 6 years	91	26.8
	6 years and above	212	62.4
<b>Often buying online</b>	One time a month	210	61.8
	2 – 4 times a month	88	25.9
	5 – 7 times a month	29	8.5
	>7 times a month	13	3.8
<b>How much spend</b>	Less than RM50	107	31.5
	RM50 – RM100	117	34.4
	RM101 – RM200	62	18.2
	RM201 – RM300	29	8.5
	RM301 – RM400	19	5.6
	More than RM401	6	1.8

#### 4.3 Descriptive Statistic

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. As you can see the table below shows the result of mean standard deviation for the variables using in this study.

Table 4.3  
*Descriptive Statistics*

	N	Mean	Standard Deviation
Onlineshop Behavior	340	3.9685	0.66704
EaseofUse	340	3.9051	0.67072
Usefulness	340	3.9152	0.62236
BrandOrientation	340	4.0127	0.68041
WebsiteDesign	340	4.1265	0.61061

Table 4.3 shows the mean for website design is 4.1265 and this variable has recorded as the highest mean whereas the lowest mean is ease of use with

3.9051. Brand orientation has the highest standard deviation with 0.68041; however the lowest standard deviation in this study is website design with 0.61061.

**4.4 Reliability Analysis**

In this study, the reliability analyses were conducted through the questionnaires because the independent variables and dependent variable in the question will determine by their Cronbach’s Alpha in order to check the internal of consistency.

Table 4.4  
*Reliability Analysis*

Variables	Cronbach’s Alpha	N of Items
Online Shopping Behaviour	0.911	10
Ease of Use	0.838	4
Usefulness	0.859	6
Brand Orientation	0.754	3
Website Design	0.851	6

According to Bougie and Sekaran(2003), if the reliability coefficient is more than 0.60 then, it considered as the average and if the reliability coefficient is 0.70 and above, it shows that the data has a high reliability standard. Table 4.4 above shows the results of each variable after been analyzed. The reliability test on dependent variable of online shopping behavior is consists with 10 items and the Cronbach’s Alpha is 0.911. Thus, this result is acceptable as it is considered as high reliability.

Whereas, there are four independent variables; ease of use, usefulness, brand orientation and website design. For independent variable of ease of use, it consists with four items and the Cronbach's Alpha is 0.838. Usefulness consists with six items and the Cronbach's Alpha is 0.859. The Cronbach's Alpha for brand orientation is 0.754 and it consists with three items and the last variables with Cronbach's Alpha of 0.851 and consists with six items is the variable of website design. All of the variables have more than 0.7 of Cronbach's Alpha meanings that all of the independent variables are acceptable in this study.

#### 4.5 Correlation Result Analysis

Table 4.5  
Correlation Analysis

	Online shopping behavior	Ease of Use	Usefulness	Brand Orientation	Website Design
Online shopping Behavior	1				
Ease of Use	0.588	1			
Usefulness	0.628	0.732	1		
Brand Orientation	0.496	0.454	0.563	1	
Website Design	0.557	0.590	0.646	0.621	1

Based on the table 4.5, it shows that all the independent variables have a positive relationship with the dependent variable. The correlation of ease of use with the online shopping behavior is positive as the value = 0.588. The correlation of usefulness with online shopping behavior is positive as the value = 0.628. The correlation of brand orientation with online shopping behavior is

positive as the value = 0.496 and the correlation of website design with the online shopping behavior is positive as the value = 0.557. Regarding this analysis, usefulness is the most significance towards online shopping behavior as the value it has is the highest compared to others independent variables.

#### 4.6 Results of Multiple Regression Analysis

In order to evaluate the effect of independent variables on dependent variable, multiple regression analysis has to be conducted. In this study, the independent variables suggests by the researcher are ease of use, usefulness, brand orientation, and website design and the dependent variable is online shopping behavior.

Table 4.6  
Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682 <sup>a</sup>	.466	.459	.49044

Table 4.6 shows that the regression results revealed the R square value of 0.466. This indicates that 46.6% of variance that explained the DV (online shopping behavior) was accounted for by the independent variable (ease of use, perceived usefulness, brand orientation and website design) where the F value = 73.020 at  $p < 0.05$ . Based on the ANOVA table, all the independents variables show significant relationship with the online purchase intention.

Table 4.7  
ANOVA

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	70.255	4	17.564	73.020	.000 <sup>b</sup>
	Residual	80.578	335	.241		
	Total	150.833	339			

a. Dependent Variable: Mean\_OnlineShopbehavior

b. Predictors: (Constant), Mean\_WebsiteDesign, Mean\_EaseofUse, Mean\_BrandOrientation, Mean\_Usefulness

Table 4.8  
Coefficients

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.659	.200		3.293	.001
	EaseofUse	.224	.060	.225	3.749	.000
	Usefulness	.307	.070	.286	4.372	.000
	BrandOrientation	.134	.052	.136	2.573	.011
	WebsiteDesign	.169	.064	.155	2.634	.009

a. Dependent Variable: Mean\_OnlineShoppingbehavior

Based on Coefficients analysis, the beta value for ease of use is  $\beta = 0.225$ ;  $p < 0.05$ . While beta value for perceived usefulness  $\beta = 0.286$ ;  $p < 0.05$ . The beta value for brand orientation is  $\beta = 0.052$ ;  $p < 0.05$  and the beta value for website design  $\beta = 0.155$ ;  $p < 0.05$ . This analysis revealed that all of these independent variables are significant with the dependent variables.

Thus, the most important factor that has a strong relationship the dependent variable is usefulness since the beta value for perceived usefulness is the highest compared to other independent variable. The second important factor is ease of use and the third important factor is website design. Finally, brand orientation is the fourth important factor that has a relationship between online shopping behaviors.

**H1: There is positive relationship between ease of use and online purchase intention.**

This hypothesis indicates that there are positive correlation between ease of use and online purchase intention. Based on the table 4.5, the relationship between online shopping intention and ease of use is analyzed as  $t = 3.749$  and  $p = 0.000$ ;  $p < 0.05$ . Thus, this shows that ease of use will increase the online shopping behavior.

**H2: There is positive relationship between usefulness and online purchase intention**

This hypothesis indicates that there are positive correlation between perceived of usefulness and online purchase intention. Based on the table 4.5, the relationship between online shopping intention and perceived usefulness is analyzed as  $t = 4.372$  and  $p = 0.000$ ;  $p < 0.05$ . As a result, it shows that perceived usefulness will increase the online shopping behavior.



**H3: There is positive relationship between brand orientation and online purchase intention**

This hypothesis indicates that there are positive correlation between perceived of usefulness and online purchase intention. Based on the table 4.5, the relationship of this hypothesis analyzed as  $t = 2.573$  and  $p = 0.000$ ;  $p < 0.05$ . Thus, if there is any new brand or the existing brand are been added value, this will encourage the consumers to do online shopping.

**H4: There is positive relationship between website design and online purchase intention**

This hypothesis indicates that there are positive correlation between website design and online purchase intention. Based on the table 4.5, the relationship of this hypothesis analyzed as  $t = 2.634$  and  $p = 0.000$ ;  $p < 0.05$ . Thus, if there is improvement or the website design are unique, and then the consumers are more likely to do the online shopping

#### 4.7 Hypotheses summary

Table 4.9

*Hypotheses summary*

Hypothesis	Result
H1 : There is relationship between ease of use and online shopping behavior	Supported
H2 : There is relationship between usefulness and online shopping behaviour	Supported
H3 : There is relationship between brand orientation and online shopping behaviour	Supported
H4 : There is relationship between website design and online shopping behaviour	Supported

## **CHAPTER 5**

### **CONCLUSION**

#### **5.0 Introduction**

This chapter will summarize this study and also will discuss the suggestion and recommendation for the future study regarding the analysis which had been done in chapter four. The researcher also will conclude this study at the end of this chapter.

#### **5.2 Discussion**

The reason for this research is to explore and elaborate what are the connection and relationship among the variables. In this chapter, it will provide the overview of the study results. The researcher has suggests four independent variables which are ease of use, usefulness, brand orientation and website design. On the other hand, the dependent variable is online shopping behavior. It shows that those independent variables suggests by the researcher have a positive relationship with the dependent variable.

The first hypothesis is there is relationship between ease of use and online shopping behavior and the result shows the first hypothesis is accepted. These students find that buying and shopping through internet are very convenience. The students nowadays are seeking to save time and most of them love privacy when they do the shopping compare to an outdoor shopping.

It is fun and outgoing if do the outdoor activity but there are certain problem and troubles that these students may face when they involve in an outdoor shopping for example sometimes the salesperson will follow the customer around the shop when the customer are deciding to buy an items. However, this situation will put the customer feel uncomfortable. However, that is one of the duty that the salesperson must do to avoid any theft. In this scenario, sometimes the act from salesperson will disturb the intention of the customer.

Thus, online shopping will encourage more interest in the customer. This is because they have more time to think and decide without any disturbance and also they can do some research to find the feedback from other user of the items and product they wants to buy. According to Putro and Haryanto(2015) suggests that the control of the online buyer facility on online shopping goal be influenced by the electronic purchase system, which is tension free and easy to access. Convenient access to product information could facilitate and help shoppers' making an online purchases decision (Loshe & Spiller, 1999). A study conducted by Al-Azzam and Mahmoud (2014) found that ease of use has appositve correlation with online shopping behavior.

The second hypothesis that suggests in this study is there is relationship between usefulness with online shopping behavior. Based on the result in chapter four, perceived usefulness has a strong relationship with online shopping behavior. Students find that online shopping is very useful. This is because through website students can compare the product that he or she wants to buy

with another product before buy it. The detailed and information of the product are also can be search with faster.

Compared to outdoor shopping, the students will waste time to find the product they want. They may move from one shop to another shop to survey the price, the quality and many more features that they need to be considered before buy it. Furthermore, the performance of these students in searching and purchasing items via internet will improve. Cheng & Yee (2014) founds that online purchase behavior among university students significantly influenced by perceived usefulness. Rahman (2013) suggested that the effectiveness of online shopping can be improved by enhancing Malaysian consumer's perceived usefulness. Al-Azzam and Mahmoud (2014) also found that perceived usefulness has a positive correlation between online shopping behaviors.

The third hypothesis is there is relationship between brand orientation and online shopping behavior. This hypothesis is also supported in this study. Students nowadays are very easily influenced by the brand of products. Friends can be a group that influences these students to have an interest and intent to buy the product. This is why strong brand in the market competition is the main goal of many organizations because it allows the creation of a wide range of benefits to organizations including reduced risk, greater profits, and cooperation with other parties as well as the opportunity for brand extension.

As for online retailer, they need to put a lot of effort to compete with other company because brand is considered as to maintain the competitiveness of

the existence of offers given because the brand is usually associated with a particular image that can create certain associations in the minds of consumers.

The fourth hypothesis in this study is there is relationship between website design and online shopping behavior and this hypothesis is supported. The design of the website is also play the important role to attract the consumers. A good quality web design might increase customer satisfaction which leads to a higher online purchase intention (Lee & Lin, 2005). Usually, after the customers gain enough information about the product, they will do the comparison of their products and services that they choose. The consumers will look for other people feedback such as product review or any comments of the current user. Thus, well organized website structure and the attractive design are important things to persuade consumers to be interested in buying product and service.

It shows that the features of the websites are very important to gain attention from the consumer and the online retailer need to have an effort to provide the good quality web design of their company and organization to maximize consumer's satisfaction. In contrast, if users perceive that a website is difficult to use, or the display of the website is complicated and ambiguous, they will show a lower online purchase intention. Students nowadays are from generation Y where information technology is part of their routine life. In this era, every student has their own smartphone and they can search the about the product through their smartphone. If they find trouble in the website features, it can cause them to leave the page and search another product. Thus, online retailers need to put a lot of effort regarding the website design because if they

don't improve their website page they might lose the consumers. As a conclusion, all the independent variables in this study are significance with the dependent variable.

In summary, there four variables shall be given priority by e-commerce service provider in developing online shopping website. The perceived usefulness is identified as the most important factors in influencing online shopping behavior among student. In line with result, the companies in e-commerce business shall give highest priority in designing website by ensuring the website features have a proper design such as contents, structure, interaction and presentation. Instead, the brand orientation is identified as less important in influencing online shopping behavior. Therefore, the e-commerce operator shall focus on offering the quality of product and services instead of branding. The e-commerce service provider may use different strategy such as product niche or cost leadership strategy in providing better service to customer.

## **5.1 Limitation**

Every study has their limitation and so as in this study. One of the limitations in this study is the time limit. The other factors are the sample size of this study, because in this study the researcher are focusing only on the undergraduate students from the specific school. The research framework should be added more independent variables or mediating factor to strengthen this study.

Time and budget constraint is one of the limitations of this study. This study need to be completed and submitted within three months which have been set by the authority of the postgraduate management. The questionnaires has

been distributes towards these undergraduates students only 350 and 10 of the questionnaires are missing and some of them are incomplete.

### **5.3 Suggestion for Future Research**

In this study, the researcher focuses only on undergraduate students of Universiti Utara Malaysia and from the specific school which is School of Business Management (SBM). Thus, in the future study, the sample should be wider. The scope may cover the university students in the northern area of Malaysia peninsular. Other than that, this study should be added another variables to obtain the precise results and findings. Hence, in the future research, the variables chosen need to have a highly significant relationship with the dependent variable.

### **5.4 Conclusion**

As a conclusion, ease of use, perceived usefulness, brand orientation and website design have a significant relationship with online shopping behavior. The result of this study reveals that the perceived usefulness identified as strong predictor in influencing online shopping behavior. Furthermore, all variables identified in this study have shown positive correlation towards online shopping. Online shopping has become trending among generation Y especially university students and they feel its very convenience and timely. Especially, internet has become necessity for this generation. With having understandable on the online shopping behavior of these students, this will help online seller to have a better understanding on their target market.



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