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**FACTORS RELATED TO ONLINE SHOPPING  
INTENTION AMONG YOUNG MEN IN KUALA LUMPUR**



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**FACTORS RELATED TO ONLINE SHOPPING INTENTION AMONG YOUNG  
MEN IN KUALA LUMPUR**



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**Thesis Submitted to  
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**Pusat Pengajian Pengurusan  
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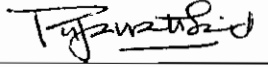
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## ABSTRACT

The purpose of this study is to investigate the relationship of perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm towards online shopping intention among young men in Kuala Lumpur. 384 sets of questionnaire were distributed using convenience sampling method. However, only 310 set of questionnaire were returned back. All questionnaire collected were usable with a response rate of 80.7%. The data collected were analyzed using Statistical Package for Social Science (SPSS) version 23.0. Then, reliability analysis, descriptive analysis and inferential analysis were conducted. Through the reliability analysis, all variables used in this study are reliable with the value of each variable exceeds 0.6 as suggested by previous researcher. Besides, this study found that all the independent variables significantly relationship with online shopping intention among young men in Kuala Lumpur ( $p < 0.01$ ). Through the regression model ( $R = 0.771$ ,  $R^2 = 0.594$ ), it indicated that 59.4% of online shopping intention among young men in Kuala Lumpur was influenced to all the independent variables. Online shopping intention among young men in Kuala Lumpur is influenced mostly by product variety. Next, the influence factors to online shopping intention among young men in Kuala Lumpur were followed by product guarantee, perceived usefulness, perceived ease of use, subjective norm and lastly pricing. In order to further improve this research, future research may conduct a qualitative research and added a number of appropriate variables. Knowledge of the factors influencing the intention to buy online among young men is useful for organizations to prioritize their resources such as investment and time with the most efficient and effective manner.

**Keywords:** shopping intention, technology of acceptance model, product, pricing

## ABSTRAK

Tujuan kajian ini dilakukan untuk menyiasat hubungan antara persepsi atas kemudahan penggunaan, persepsi atas kemanfaatan, pelbagai produk, harga, jaminan produk dan norma subjektif terhadap niat membeli-belah atas talian di kalangan lelaki muda di Kuala Lumpur. 384 set soal selidik telah diedarkan menggunakan kaedah persampelan mudah. Walau bagaimanapun, hanya 310 set soal selidik telah dipulangkan semula. Kesemua soal selidik yang dikumpul boleh digunakan dengan kadar respon sebanyak 80.7%. Data yang diperolehi dianalisis dengan menggunakan Pakej Statistik Sains Sosial (SPSS) versi 23.0. Kemudian, analisis kebolehpercayaan, analisis deskriptif dan analisis inferensi telah dijalankan. Melalui analisis kebolehpercayaan, semua pembolehubah yang digunakan dalam kajian ini adalah boleh dipercayai dengan nilai setiap pembolehubah melebihi 0.6 seperti yang dicadangkan oleh penyelidik terdahulu. Selain itu, hasil kajian mendapati bahawa semua pembolehubah tidak bersandar mempunyai hubungan ketara dengan niat membeli-belah dalam talian di kalangan anak-anak muda di Kuala Lumpur ( $p < 0.01$ ). Melalui model regresi ( $R = 0,771$ ,  $R^2 = 0,594$ ), ia menunjukkan bahawa 59.4% daripada niat membeli-belah atas talian di kalangan lelaki muda di Kuala Lumpur telah dipengaruhi untuk semua pembolehubah tidak bersandar. Niat membeli-belah atas talian di kalangan lelaki muda di Kuala Lumpur dipengaruhi kebanyakannya oleh pelbagai produk. Seterusnya, faktor pengaruh kepada niat membeli-belah atas talian di kalangan lelaki muda di Kuala Lumpur diikuti dengan jaminan produk, persepsi atas kemanfaatan, persepsi atas kemudahan penggunaan, norma subjektif dan akhir sekali harga. Dalam usaha untuk meningkatkan lagi kajian ini, kajian akan datang boleh menjalankan penyelidikan kualitatif dan menambah beberapa pembolehubah yang sesuai. Pengetahuan tentang faktor yang mempengaruhi niat untuk membeli atas talian di kalangan lelaki muda berguna untuk organisasi supaya mereka dapat memberi keutamaan kepada sumber seperti pelaburan dan masa dengan cara yang paling cekap dan berkesan.

**Kata kunci:** niat pembelian, model penerimaan teknologi, produk, harga

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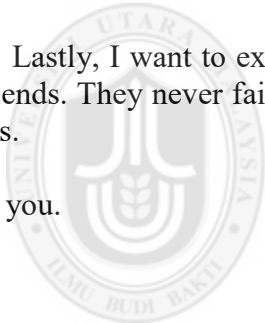
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## LIST OF ABBREVIATIONS

KMO.....	Kaiser-Meyer-Olkin
OSI.....	Online Shopping Intention
P.....	Pricing
PEOU.....	Perceived Ease of Use
PG.....	Product Guarantee
PU.....	Perceived Usefulness
PV.....	Product Variety
SN.....	Subjective Norm
SPSS.....	Statistical Package for Social Science



# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the study

In June 2016, internet users in Malaysia are 21.1 million (“Malaysia Internet Usage and Marketing Report,” 2016). The pattern is increasing because internet users in 2010 were 3.7 million only (“Malaysia Internet Usage and Marketing Report,” 2016). The users use the internet as a communication by text (92.7%), getting information (90.1%), read e-publication (50.1%), online job application (36.8%) and even online shopping and make reservation (35.3%) (“Internet User Survey 2016,” 2016). The most internet users are among young men aged between 20 to 29 years old (“Internet User Survey 2016,” 2016) Information and communications technology was lead by youngsters in most extant academic literature (Lian & Yen, 2014).

Nowadays, online shopping is an option to purchase besides traditional brick and mortar method shopping and it is growing rapidly (Lee, Eze, & Ndubisi, 2011). Consumers can shop smartly through a platform that provided by internet. Malaysian online consumers generally agreed to all the advantages of online shopping such as convenient of delivery services (87.4%), online shopping offered better price (77.1%), time constraint (74.6%) and many more (“Internet User Survey 2016,” 2016). The top three of most preferred online consumers products in Malaysia are clothing, jewellery

and accessories (73.9%), travel arrangement (58.6%) and top-up prepaid phone (48.4%) (“Internet User Survey 2016,” 2016).

This indicates an encouraging development in online shopping. Besides, PwC in its Total Retail Survey 2016 that involved 500 Malaysian consumers in the survey revealed that half of Malaysian online shopping at least once a month and only 7% who never buy online (Eugene, 2016). The revenue of the e-commerce market in Malaysia is US\$894 million in 2016 with user penetration is at 61.7%. The revenue is expected to show an annual growth rate for 2016 until 2021 of 23.7% to US\$2,585 million in 2021 with user penetration hit to 76.8%. The current average revenue per user amounts to US\$63.93 (“e-Commerce - Malaysia,” 2016).

However, Malaysia still not on par with neighbouring countries likes Korea, Taiwan and China. Most Malaysians (54.6%) are still prefer brick and mortar shopping (“Internet User Survey 2016,” 2016). Nevertheless, Malaysian government realized that digital connectivity is a revolution in economic activity because it contributing almost 16% to gross domestic product. Therefore, Malaysian Prime Minister had announced that RM162 million is allocated through Malaysia Digital Economy Corporation to implement program such as e-commerce ecosystem to propel greater e-commerce growth (“The 2017 Budget Speech,” 2016).



In Malaysia, male internet users remained prevalent among internet users (59.4%) compared to female users (40.6%). However, even though the male ahead of number of internet users in Malaysia, but the number who buy online only 28.7% compared to female 44.9% (“Internet User Survey 2016,” 2016). This question prompted the study was conducted. Kuala Lumpur was chosen as the study population because Kuala Lumpur has the highest rate of household broadband penetration which is 99.9% (“Communications and Multimedia: Facts and Figures, 3Q 2016,” 2016). In addition, Kuala Lumpur is Malaysia's capital where it is the central to almost all affairs.

Consumer behaviour is one topic that is regularly reviewed by the researchers and marketers until now. Study about understanding of consumer behaviour is vital because it is one of the antecedent that give a direct effect to the overall results of a business (Kotler & Keller, 2012). In addition, according to Lancaster, Massingham, and Ashford (2002), understanding the behaviour of consumers has become particularly important because of intense competition in the industry around the world.

Nowadays, online marketing is a field that has been studied and applied by researchers repeatedly. Study on online shopping to determine the antecedents that affect the online purchasing and also the motives, values and factors of online purchasing behaviour. Academic researchers are starting to review in detail the behaviour of online customers and the research can be used as a guide to the development of online purchase.

## 1.2 Problem Statement

Global economic slowdown adversely affects many retailers. In order to further revenue, retailers need to find creative alternatives to overcome problems such as increasing shop rents, increasing of other operating cost, declining sales and lack financial resources. Online store is one of the best solutions nowadays. This is because the online store can cut operating costs and improve competitiveness.

There are a lot of potential online consumers because millions of people online any time. In the area of marketing, the customer is the most important because of the customer is the main character. It is necessary to know the factors that cause an individual has the intention to buy online because no face-to face contact is made.

Previous research conducted by Malaysian Communications and Multimedia Commission shown online shopping in Malaysia influenced by many factors such as competitive price (91.9%), efficiency of payment (82.4%), product description and review (82.1%) and many more ("Internet user survey 2016," 2016). Although male internet users are more in Malaysia (59.4%), but online shoppers among them still a little percentage (28.7%) compared to female (44.9%) ("Internet user survey 2016," 2016). Therefore, the researcher inspired to investigate the intention of buying online among young men in Kuala Lumpur and the factors contributing to these intentions.

In addition, Kuala Lumpur was chosen as the study population because Kuala Lumpur has the highest rate of household broadband penetration which is 99.9% (“Communications and Multimedia: Facts and Figures, 3Q 2016,” 2016). Besides, Kuala Lumpur is Malaysia's capital where it is the central to almost all affairs.

Perceived ease of use and perceived usefulness were chosen as the independent variables because both of them are strongly related to the behavioural intention in adapting information system (Davis, 1989). Besides, product variety was chosen as one of the independent variable because the previous researchers proved that the wide range of products leads to increase the purchasing intention of an individual because they have more options and easy to compare the products (Clemes, Gan, & Zhang, 2014; Kahn & Lehmann, 1991; Keeney, 1999; Park, Kim, Funches, & Foxx, 2012; Szymanski & Hise, 2000).

While, pricing is selected as the independent variable because price is usually a factor to customers before deciding to buy (Chiang & Dholakia, 2003). Koyuncu and Bhattacharya (2004) clarified that consumer do not prefer to buy online when absence of a guarantee that protect the quality of a product. Therefore, product guarantee is chosen as one of the independent variable in this study. Lastly, subjective norm is chosen as independent variable because a person's purchase behaviour can be influenced by external factors such as social influence (Ajzen, 1991).

### 1.3 Research Questions

Research questions developed for this study are as follows:

- What is the level of online shopping intention among young men in Kuala Lumpur?
- Is perceived ease of use related to online shopping intention among young men in Kuala Lumpur?
- Is perceived usefulness related to online shopping intention among young men in Kuala Lumpur?
- Is product variety related to online shopping intention among young men in Kuala Lumpur?
- Is pricing related to online shopping intention among young men in Kuala Lumpur?
- Is product guarantee related to online shopping intention among young men in Kuala Lumpur?
- Is subjective norm related to online shopping intention among young men in Kuala Lumpur?
- Is perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm have an effect on online shopping intention among young men in Kuala Lumpur?

## 1.4 Research Objectives

Research objectives developed for this study are as below:

- To identify the level of online shopping intention among young men in Kuala Lumpur.
- Perceived ease of use is related to online shopping intention among young men in Kuala Lumpur.
- Perceived usefulness is related to online shopping intention among young men in Kuala Lumpur.
- Product variety is related to online shopping intention among young men in Kuala Lumpur.
- Pricing is related to online shopping intention among young men in Kuala Lumpur.
- Product guarantee is related to online shopping intention among young men in Kuala Lumpur.
- Subjective norm is related to online shopping intention among young men in Kuala Lumpur.
- Perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm have an effect on online shopping intention among young men in Kuala Lumpur.

## **1.5 Scope and Limitations of the Study**

Self-administered questionnaires were used in this study. The sample of this study is young men in Kuala Lumpur. The literature reviews in this study discussing about the variables that had been chosen in this study. There are perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm. The purpose of this research is to find the factors related to online shopping intention among young men in Kuala Lumpur.

It is necessary to identify the limitation of the study so that future studies can be improved. First, this study only used six independent variables only which are perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective. There are other factors may affect the purchase intention but were not included in this study such as website factors, risk, service quality and etc. Second, the sample is limited to young men aged between 20 to 29 years old in Kuala Lumpur. Therefore, future research may expand the sample to see different results. Lastly, this study was conducted in Kuala Lumpur, Malaysia. The results might change if a survey is expanded to different states in Malaysia.

## **1.6 Organization of the Thesis**

Chapter one described the background of online shopping in Malaysia briefly. There are other five sub-chapters in chapter one which are problem statement, research

questions, research objectives, the scope and limitations and subsequently the organization's thesis.

Literature reviews by previous researchers were discussed in chapter two. Then, the selected independent variables related to online shopping intention among young men in Kuala Lumpur are discussed further. In addition, the theories used are also discussed.

Chapter three explained more clearly the research framework for this study. This chapter also included sub-chapter of hypotheses, design of this research, definition of operation, variables' measurement / instrumentation, collection of data and data analysis' techniques.

Analysis of the data and findings for this study are described in chapter four. This chapter explained in detail the data cleaning, demographics, reliability analysis, descriptive analysis and inferential analysis.

Finally, chapter five had formulated whether the objectives can be achieved or not. Furthermore, the recommendations are proposed to assist researchers who want to improve this study.

## **CHAPTER 2 LITERATURE REVIEW**

### **2.1 Introduction**

The literature reviews of past studies by different researchers in the same topic which was online shopping were discussed in this chapter. It starts with the literature review of online shopping intention as a dependent variable. Then, it continues with literature review on independent variables, which are perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm and their relationship to the online shopping intention among young men in Kuala Lumpur were explained in detail. All these factors are contributed to the study on consumer's online shopping intention.

### **2.2 Online Shopping Intention**

Dependent variable of this study is online shopping intention. Customer perception of a certain purchase behaviour is called as an intention (Fishbein & Ajzen, 1977). Besides, intention was also defined as a psychological process in making a decision (Engel, Blackwell, and Miniard, 1990).

Many earlier researchers gave the definition of online shopping intention. Among the definitions of online shopping intention are; a plan of an individual to make an online



purchase (El-Ansary & Roushdy, 2013; Pavlou, 2003; Salisbury, Pearson, Pearson, & Miller, 2001); possibility of consumers to purchase goods online (Sam, Fazli, & Tahir, 2009); and the wishes of customer to make the actual purchase on the internet or compare prices offered by different online retailers (Iqbal, ur Rehman, & Hunjra, 2012).

Many studies have been made of the intention to purchase online for products or services, for example apparel (Xu & Paulins, 2005); air ticket (Guritno & Siringoringo, 2013; Sam et al., 2009); cinema ticket (Lee, Shi, Cheung, Lim, & Sia, 2011); and hotel booking (Sparks & Browning, 2011).

Poddar, Donthu, and Wei (2009) stated that intention to buy online reflect the actual purchase behaviour. This forecast was made by consumer evaluation on certain things such as availability of information and products in the website. Online shopping intention of an individual may be influenced by the history of online shopping, either directly or indirectly (Kim, Lee, & Kim, 2004). It is supported by the study of Leeraphong and Mardjo (2013) that stated the intention of online shopping usually stronger to the customers that already have experience of online shopping and help them to reduce the sense of uncertainty in online shopping.

According to the earlier researcher, there are three steps involved in online buying which are the information sought, the information is transferred and products purchased (Ling, Daud, Piew, Keoy, & Hassan, 2011).

Based on previous meta-analysis conducted by the earlier researcher, there are five main categories in determining the behaviour of online consumer (Gong, Stump, & Maddox, 2013):

1. The characteristics of consumers, such as demographics profile of consumer, motivation, attitude, trust and perceived risk.
2. The characteristics of products, such as types of products and pricing.
3. The characteristics of online retailers and intermediaries, for example, service, security and confidentiality.
4. Influence of environment, for example, market's uncertainty, competition and exposure.
5. Medium's features, for example, information quality, perceived ease of use and perceived usefulness.

To identify the intention of online shopping consumer is a key to understanding why they do or do not purchase online. A stream of research under consumer behaviour online survey contains of control variables affects this intention. Compilation part of the determinants of researchers has examined are: perceived ease of use, perceived usefulness (Gong et al., 2013), product variety, pricing, product guarantee and subjective norm (Clemes et al., 2014).

In this research, the selected definition of online shopping intention is a plan of an individual to make an online purchase (El-Ansary & Roushdy, 2013; Pavlou, 2003; Salisbury et al., 2001).

### **2.3 Perceived Ease of Use**

Customers often use the internet as a way to purchase goods or services. There are several factors related to the customer's intention to buy online. One of the factors is perceived ease of use. The original definition of perceived ease of use by technology acceptance model developer is the extent to which the individual's belief that he would be free of effort when using a particular system (Davis, 1989). Davis (1989) stated that perceived ease of use is strongly related to the behavioural intention in adapting information system.

Perceived ease of use in the context of online shopping also defined as the level of customer's confidence that even with a little effort, online shop website can help them find the information of a product or service (Chiu, Lin, & Tang, 2005); the level at which an individual believes that using a particular system would be simple and easy to understand (Kim, Mirusmonov, & Lee, 2010; Venkatesh & Bala, 2008); the experience or the feeling of users when using technology in the view that it is easy to use (Domina, Lee, & MacGillivray, 2012); and customer expectations that the online retail website is user friendly and easy to operate (Gitau & Nzuki, 2014).

Dimensional ease of use in shopping online is easy to place an order, function, website navigation and access to information (Reibstein, 2002). In this research, the selected definition of perceived ease of use is the level of customer confidence that even with a little effort, online shop website can help them find the information of a product or service (Chiu et al., 2005).

### 2.3.1 Perceived Ease of Use is related to Online Shopping Intention

TAM proposes that person's intention whether he/she wants to use the technology or not can be determined by perceived ease of use (Domina et al., 2012). Perceived ease of use is an important predictor because it is a reflector of computer self efficiency of new adopters of information system (Liao, To, Liu, Kuo, & Chuang, 2011).

The relationship between online sellers and online buyers are connected through the online store's website. The study of Chau (1996) and Pookulangara and Koesler (2011) showed that perceived ease of use had a positive relationship towards intention. It is supported by the study of Gitau and Nzuki (2014) and Gong et al. (2013) found that the intention to use a technology is influenced by perceived ease of use.

Initially, users may feel the website is easy to use but when trying to use, is the opposite. Similarly, a user feels difficult to operate a web site. But having tried it turns out that user expectations incorrectly (Davis, 1989). Intention to online shopping will increase from the good quality design of the website (Lee & Lin, 2005). In contrast,

intention to online shopping will decline if the website unruly or display a web page is complicated and unclear (Pearson, Pearson, & Green, 2007).

According to Strogatz (2001), customer will make the online store as an alternative way to shopping if it is easier for them to shop online. Besides, user-friendly website normally attracted online customers to visit more often (Chiu et al., 2005).

## **2.4 Perceived Usefulness**

In technology of acceptance model, Davis (1989) defined perceived usefulness as the extent to which an individual believes that his or her performance will be improved when using a particular system. The definition of perceived usefulness in the context of online shopping is a subjective probability of customers think that the purchase process goes smoothly with the efficiency of the internet (Koufaris & Hampton-Sosa, 2004); an individual's perception and response to the effectiveness of online shopping websites in helping them while doing online shopping (Lai & Wang, 2012); and individual's belief about the usefulness of the online store website in their purchase experience (Guritno & Siringoringo, 2013).

Similar to perceived ease of use, Davis (1989) stated that the results from empirical test to predict intention and usage showed that usefulness has been significantly correlated with the usage of text editor, two graphics packages and office automation package. User evaluation of the benefits of the system effectiveness and system

efficiency is represented by perceived usefulness (Çelik, 2011). Studies made in Malaysia found that perceived usefulness has a direct impact on the use of information system (Oly Ndubisi & Jantan, 2003). Perceived usefulness of the website is often seen through the efficiency of the website to help users while surfing the web page such as the search engine facility (Kim & Song, 2010). In addition, an individual usually will use something continuously when it is perceived to be useful (Lee et al., 2011).

In this study, the selected definition of perceived usefulness in the context of online shopping is an individual's belief about the usefulness of the online store website in their purchase experience (Guritno & Siringoringo, 2013).

#### 2.4.1 Perceived Usefulness is related to Online Shopping Intention

The usefulness of the online platform can increase consumer's intention to purchase online. Users will tend to engage with the online store's website the same site where they assume it can improve the performance of the purchase in finding a product or service required (Chiu et al., 2005). Therefore, a website should provide full information about a product to ensure that customers are able to make the right decision (Chen, Gillenson, & Sherrell, 2002).

Perceived usefulness has been shown to have a positive influence on shopping online (Bigne-Alcaniz, Ruiz-Mafé, Aldas-Manzano, & Sanz-Blas, 2008; Kim & Song, 2010; Xie, Zhu, Lu, & Xu, 2011). According to Kim and Song (2010), consumers chose

online store that offers useful information and easy to use website. Instead, users would buy at another online store if the site is difficult to use.

However, the study by Juniwati (2014) showed that the perceived usefulness only has a positive influenced on the attitude towards online shopping and has no influenced on the intention to shop online. Hernández, Jiménez and Martín (2011) revealed that the perceived usefulness linked to the behaviour of online shopping in Spain. But, Aghdaie, Piraman and Fathi (2011) stated that the perceived usefulness unrelated to buy online behaviour in Iran. This happens because there might be a difference between the perception of respondents in the developed and developing countries to perceived usefulness on shopping over the internet. Important factors that cause consumers in developed countries online shopping are price, quality and product durability. However, the factor will be different in developing countries (Ahmed, 2012).

## **2.5 Product Variety**

The definition of product variety is a different product categories and the number of goods in certain product groups (Chernev, 2012; Lancaster, 1990); and the wide selection of products offered (Forsythe, Liu, Shannon, & Gardner, 2006; Simonson, 1999). In the context of online shopping, product variety is defined as an online store that offers at the same time the quantity of various variants of items to customers (Randall & Ulrich, 2001).

There are some researchers divided the product variety into two types which are product range supplied by online merchants and rates of changing existing products to new products by a store (Fisher & Ittner, 1999; Martin & Ishii, 2002); and external variety and internal variety (Pil & Holweg, 2004).

Martin and Ishii (2002) explained that a various products are available at this time is also known as a variety of space. Meanwhile, variety of generations is a product created from time to time for the purpose of providing a better market is also known as variety of generations.

In addition, Pil and Holweg (2004) stated that external variety is the options offered to customers while internal variety is created when external variety translated to the demand for production and demand for value chain

Apart from that, Ulrich (1995) stated that the range of products is the production system provides a variety of different products to be marketed. Various products from the customer's viewpoint are if the function of products offered different in several stages.

#### 2.5.1 Product Variety is related to Online Shopping Intention

The review of literature in the past empirical studies found a correlation factor between product variety and online purchase intention (Clemes et al., 2014). Normally, the wide range of products leads to increase the purchasing intention of an individual



because they have more options and easy to compare the products (Clemes et al., 2014; Kahn & Lehmann, 1991; Keeney, 1999; Park et al., 2012; Szymanski & Hise, 2000).

Sin and Tse (2002) found that when contrasted with customers who never shop online; online customers have a more positive intention of the product variety accessible through internet shopping. Based on the findings of Delafrooz, Paim, Haron, Sidin and Khatibi (2009), they suggested that online retailers should offer more convenient, competitive price and wider selection of product in order to increase the number of online shoppers visit their website and lead to actual purchase.

According to Moe (2003), hedonic browsers often more surfing the website that has multiple product categories. While, product-level pages are likely to attract goal-directed buyers as it provide more targeted and relevant information. Furthermore, online shoppers are attracted by the ease of searching products on the internet, the relevant product information available and the variety of products offered. This may due to the relative ease of setting up online shop, thus motivates small-scaled retailers to embrace the internet (Ward & Lee, 2000).

Meanwhile, Bagdoniene and Zemblyte (2009) in their study of Lithuanian customers have found that the main reason they buy online because of the wide range of product offerings. Online merchants also have the advantage of displaying a variety of

products in their online store compared to traditional stores that have limited space (Harn, Khatibi, & Ismail, 2006).

According to Ahn, Ryu and Han (2004), factors that most affect customers in making purchasing decisions are product quality and product variety. Customers often like to visit the site due to good quality and wide selection of products offered. If the expectations are met, customers tend to regard the online retail shop as beneficial and keep on visit it. Furthermore, individuals who are certain with their preferences will prefer more variety of offerings as this will help them make the best choices (Chernev, 2012).

Therefore, offerings a variety of product and offer attractive products are recognized as a vital impact to online shopping (Cho, 2004). It is supported by the study of Hoch, Bradlow, and Wansink (1999) that the quantity of particular items, as well as by the organization of the display, repetition frequency and quality contrasts were affected consumers' view of variety.

Sin and Tse (2002) concluded that there are three reasons why a variety of products is vital to customers in online shopping channel. First, the needs and customer satisfaction can usually be met through a wide range of products provided by online stores. Second, customers can purchase better product quality with a satisfactory price if given a choice of products by online stores through a sophisticated search engine. Third,

as more products are given, the client will ask for more information about the product. In turn, this increases the purchasing decisions and customer satisfaction levels.

However, there are still disadvantages in product variety. According to Chernev (2012), consumers who do not have available ideal direction must first clarify their characteristic preferences to make the best choice. Process to make choices and decisions tends to be more complicated when choosing from larger assortments as it involves a greater number of options with different attribute levels. As a result, defer of choice and weaker preferences for the selected option are more likely to happen when choosing from a larger assortment. Besides, Evanschitzky, Iyer, Hesse, and Ahlert (2004) said that consumers may deal more with a goal-oriented search instead of browsing through variety of selections.

Moreover, Shang, Chen, and Shen (2005) found that intrinsic motivations such as perceived enjoyment are the main reason customers buy through internet. The effects of extrinsic motivations such as competitive price, a variety of products, convenience and easy to find a product information are insignificant. Apart from that, consumers with high choice uncertainty may experience difficulty making decision with wider options. Choice uncertainty refers to the consumers' insecurity in deciding among various alternatives available to be selected (Chang, 2011).

## 2.6 Pricing

The concept of price has been recognized by many researchers earlier in the concept of buying and selling either traditional or online. The definition of pricing is the perceptual representation of the customer or the subjective perception of objective price of the product (Chiang & Dholakia, 2003); the amount of money to be paid by consumer if he/she wants to exchange the ownership of the product or service (Churchill & Peter, 1998; Dillon & Reif, 2004); an objective properties without the need for physical inspection (Jung, Cho, & Lee, 2014); and what has been given up or sacrificed by customer to purchase a product or service (Monroe & Chapman, 1987; Zeithaml, 1988).

Li and Green (2011) had classified the price to the monetary and non-monetary. The monetary of price means prices are usually connected with the term money. Meanwhile, non-monetary means the price refers to the time and effort shoppers looking for information about a product.

Furthermore, the user decision to purchase the desired product or alternative products usually associated with extrinsic influences which is price (Veale & Quester, 2009). According to Brassington and Pettitt (2006), price can be explained as a mean of comparing the product and services, judging product quality and judging relative value for money. To the same extent, price is also used by the consumers as a predictor of

quality when consumers have limited or less knowledge about the product offering (Veale & Quester, 2009).

In this study, the definition used for pricing is the amount of money to be paid by consumer if he/she wants to exchange the ownership of the product or service (Churchill & Peter, 1998; Dillon & Reif, 2004).

#### 2.6.1 Pricing is related to Online Shopping Intention

Price is usually a factor to customers before deciding to buy (Chiang & Dholakia, 2003). Reibstein (2002) in his study reported that customers often seek price information from a variety of vendors for the same product before make a decision to buy the goods from the vendor that offering the lowest price. Vijayasarathy and Jones (2000) found that the lower price of goods affect the intention of online shopping customers positively.

As the prices offered by online stores are lower, this is a cause of US consumers buy online (Ahuja, Gupta, & Raman, 2003). Meanwhile, items sold online in the US is less between 9% to 16% compared to traditional stores (Brynjolfsson & Smith, 2000).

According to Reibstein (2002), in online shopping, price-conscious customers will be attracted to products that offer the lowest price when making purchases online. Reibstein (2002) describes three reasons why the online price is cheaper than in traditional stores. First, online stores have lower direct costs such as no need to pay store

rent. Second, as an online business without borders, so the competition of price between online merchants happens. Therefore, price offered in online store more competitive. Third, indirectly, an online business eliminates the monopoly or advantage to a retailer. According to Rowley (2004), the price of the goods to be the dominant reason why customers purchase goods online. In fact, previous studies also indicated that the main concern in online shopping intention is the price of the goods (Ahuja et al., 2003; Delafrooz et al., 2009; Kimiloglu, 2004; Kung, Monroe, & Cox, 2002; Wee & Ramachandra, 2000).

According to Goldsmith and Goldsmith (2002), the easiest way to attract customers to purchase online is by offering lower prices than offline prices. Besides that, online shopper can take advantages from the competitive pricing in the online environment (Shang et al., 2005). This is due to the new online retailers will use the price as the focal competitive weapon to attract the online shopper or prospective customer to purchase their products or services (Keegan & Schlegelmilch, 2001).

It is easier for online shoppers to make a purchase decision when the information is provided in e-commerce. According to Arnold and Reynolds (2003), hedonic online shoppers tend to exhibit more sensitive to the price information and suggest that price attributes is the vital part in predicting the hedonic online browsing. This is supported by Chiang and Dholakia (2003) who claimed that 85% of online shoppers will look for price

information before they make purchase. Furthermore, Su and Huang (2011) stated that prices have been the cause for the online purchase intention to undergraduate students.

Due to the online customers can not feel and touch features of the products sold, therefore, a major reason they still choose to buy such goods online because of the price (Jung et al., 2014). Moreover, customers are very concerned about the price before they buy a particular product as the product is unavailable for examination in the online environment (Lynch Jr & Ariely, 2000).

Based on Park et al. (2012), online customer will only buy the products they want without thinking about the price and without bargain compared to customers who are more price-conscious when buying from traditional stores. A study by Brynjolfsson and Smith (2000) also suggested that factor to purchase an item or service is not solely dependent on the price especially in the CD and book industry. Besides, when consumers purchase online, trust and security, delivery time, shopping enjoyment, brand and quality orientation can be the factors that influence the consumer online purchase decision instead of the low price of the product (Kwek, Tan, & Lau, 2015; Lodorfos, Trosterud, & Whitworth, 2006).

## **2.7 Product Guarantee**

Important factors that could be used in marketing initiatives is a product guarantee (Lee & Lin, 2005). Product guarantee for the first time defined by Hart (1988) as a

declarative remedies which are used by companies to explain the manner in which business is conducted to compensate customers if the goods purchased is doomed to failure. Since then, most of the scholars began to make different definition to the product guarantee. Hogleve and Dwayne (2009) stated that product guarantee is a clear commitment in providing a level of service and quality to meet customer demand. Compensation will be granted if the product fails to meet the standard.

In this research, the definition of product guarantee used is a manufacturer's warranty for a product or service. It may also be legally binding between the buyer and the manufacturer (or seller). Guarantees may be explicitly or implicitly (Murthy, 2007).

There are three categories of guarantee that have been identified, namely money back guarantee, extended maintenance contracts and extended warranty (Akaah & Korgaonkar, 1988). Customers feel that money back guarantee able to reduce the risk in online shopping (Akaah & Korgaonkar, 1988; Tan, 1999). Therefore, customers will feel safer to buy online because they can get their money back if there is dissatisfaction with the goods or services purchased. In e-commerce, users can use the extended maintenance and warranty contract. The intention to buy can be influenced by the after-sales service (Kidane & Sharma, 2016).



### 2.7.1 Product Guarantee is related to Online Shopping Intention

Koyuncu and Bhattacharya (2004) clarified that consumer do not prefer to buy online when absence of a guarantee that protect the quality of a product. Intention of student college to buy clothing online have found that the seller's return policy is very important online because it affects the willingness of college students to buy apparel online (Xu & Paulins, 2005).

With the return policy, this can reduce buyer's remorse. In addition, the return policy showed an increase in the quality of services in an online store. Consequently, this can increase a person's intention to shopping online. The needs of consumers who create obstacles in trust vary within the scope of different shopping outlets. The study of cultural cross by Changchit, Garofolo and Gonzalez (2009) between Angelo and Hispanic showed that the most important safety factor is the data encryption and returns policy. The results showed that to obtain the trust of customers, online shop website need high technology to ensure the security of customer information. Besides, customer confidence to buy online can be constructed with a return policy (Kidane & Sharma, 2016).

Customers would avoid from online purchases if previous purchases they do not receive their orders within the guaranteed time of online retailers (Koyuncu & Bhattacharya, 2004). Product guarantee can be considered as a hint of quality, price and so on. Consumer can used it to assess the quality and reduce risk. Product guarantee will

affect the behaviour and confidence of customers and thus increase intention to purchase. Companies can achieve an effective service failure and recovery management using a product guarantee. Product guarantee has a positive impact on quality control, staff management and improve performance.

## **2.8 Subjective Norm**

Definition of subjective norm by Ajzen and Fishbein (1980) is an impression of whether a person does or does not do a behaviour in the social weight. Subjective norm refers to an individual's perception that the people who are important to him think that he should or should not perform the behaviour. These important peoples are family members, friends, neighbours and others. However, there are different opinion stated that it is the faith of reference group either would accept or reject the recommendation of the behaviour, at the same time inspire a person to accept or reject the reference group (Choi & Geistfeld, 2004). Meanwhile, definition of subjective norm in the context of online shopping intention is the level of trust the buyer to an individual that may be important that encourage to take part in online shopping (Vijayasarathy, 2004).

### **2.8.1 Subjective Norm is related to Online Shopping Intention**

Subjective norms to be one of the reasons that influence customers to buy online (Pavlou & Fygenon, 2006). In addition, according to Li, Hess, and Valacich (2008), subjective norm significantly affect customer confidence in the organizational

information system. Normally, the influence of family members and/or friends cause someone decides to buy online or not (Foucault & Scheufele, 2002). Besides, Khalil and Michael (2008) also said that people close to the individuals such as family members and colleagues often affects them to purchase online.

According to George (2011), the results of his study showed that individual's satisfaction to online shopping increased with social interaction. This proves that online shoppers are more satisfied with online merchants that offer integrated social experience during their shopping, rather than focused on shopping activities alone. Intention to online shopping from an online store influenced by friends who talk about that online store (Laroche, Yang, McDougall, & Bergeron, 2005).

A person's purchase behaviour can be influenced by external factors such as social influence (Ajzen, 1991). Many studies show that before making the actual purchase, subjective norms mediate the intention of the purchase (Zhou, 2011).

Jamil and Mat (2011) stated that subjective norms contributed to a great influence in the intention to purchase online, but almost no effect in influencing the real intention. It shows only a slight influence of family, friends and the media during the actual purchase. Subjective norms become the second most influential factor in influencing the intention to shop (Laohapensang, 2009). He, Lu and Zhou (2008) also agreed that the

intention to buy online happens when there is a recommendation from a third party subjective norm.

However, Supanat (2012) stated that the subjective norm only contribute to a small influence to buy via e-commerce compared to other factors. The effect of subjective norm on intention shopping much less important (Al-Maghrabi, Dennis, Halliday, & BinAli, 2011). Ajzen (1991) stated that there is no direct relationship between subjective norms and consumer behaviour because someone will be decided on something through own consideration.

## **2.9 Underpinning Theory**

### **2.9.1 Theory of Reasoned Action**

Based on Ajzen and Fishbein (1980) and Fishbein and Ajzen (1975), theory of reasoned action explained that the attitude is influenced by beliefs. Meanwhile, the intention is influenced by the attitude. Next, the behaviour is influenced by intention. A person's specific behaviour is reflected of the attitude toward the behaviour and it is resolved through behavioural convictions; a convictions are obtain from the psychological evaluation of results related to the behaviour and the quality of the relationship between results and behaviour; while the evaluation reports either a good or bad reaction to the object, person, thing or event (Chen, Ching, & Tsou, 2007).

Theory of reasoned action has been widely used in most studies to explain the behaviour of a person. Theory of reasoned action propose that intention to the behaviour, behaviour to the attitudes and further attitude to the subjective norm. The feeling to do or not to do something is reflected in the behaviour of attitude. Subjective norm is described as the perception of the influence of other people who are important to him/her, like family members, friends and the media. Subjective norm is closely related to the intention. This is because people usually act based on their perception of what others think they should do. In the early stages of the implementation of innovation, subjective norm became more influential because consumers have limited experience. Therefore, they are more susceptible to people who have tried and experienced (Taylor & Todd, 1995). Online sellers can influence the purchasing behaviour of online shoppers during the stage of attitudinal development (Yu & Wu, 2007).

### 2.9.2 Theory of Planned Behaviour

Theory of planned behaviour explained that the intention of the individual to do or not do certain things will determine the actual behaviour of the individuals. The intention of purchasing online is that the user wishes to build a business relationship with doing transaction with an online vendor (Ling et al., 2011).

With regards to the part of social impact, as indicated by the theory of planned behaviour, determinants of behavioural intention, attitude and component of the behaviour can be seen through subjective norm (Taylor & Todd, 1995).

The power of subjective norm outlined in the theory of planned behaviour. It explains that an individual in a society can be influenced by other groups (Li, Dong, & Chen, 2012). Subjective norm has two types, which are peer influence (such as family and friends); and external influence (such as mass media and social media) (Tan, Yan, & Urquhart, 2007). The ability, resources and opportunities are the three elements that determine the control behaviour (Cheng & Huang, 2013). When an individual has three elements, they will see themselves as more in control. In turn, this will increase the intention of their behaviour. Attitude consists of both positive and negative views and remarks with respect to individuals, objects and occasions (Fishbein & Ajzen, 1977).

### 2.9.3 Theory of Acceptance Model

Theory of acceptance model was derived from the theory of reasoned action (Fishbein & Ajzen, 1977). Theory of reasoned action is a general theory of human behaviour while theory of acceptance model is a specific theory to the use of information system. Variables of perceived ease of use and product variety has been adapted from the theory of acceptance model by Davis (1989). This is a model of the influential research in the field of information system. This model has been adapted from understanding the

use of computer-based technology in the workplace to the theoretical basis for the use of e-commerce as it has proven suitable to be used (Chen, Gillenson, & Sherrell, 2002).

Both utilitarian and hedonic parts of theory of acceptance model considered as determinants of consumer attitudes towards the use of new technology. In understanding the determinants of consumer attitudes, the attitude should be strong, immediate and positive intention in using new technology or system (Bobbitt & Dabholkar, 2001).

Davis (1989) affirmed that perceived ease of use represents the beliefs that led to the acceptance of the use of information system. Attitude is the evaluation of user to attractiveness of using a specific information system application. While, the probability that an individual using the application of information system measured by intention (Ajzen & Fishbein, 1980).

Davis (1989) ran empirical test has been run to predict intention and use; and the results shown that theory of acceptance model managed to predict the use of a word processing package. In the report states that perceived ease of use has been significantly correlated with the use of text editor, two graphics packages and office automation package.

The variable of perceived usefulness has been shown in many empirical studies that it consistently has a high impact on a person's behaviour intention in adapting new

technology products (Davis, Bagozzi, & Warshaw, 1989). Perceived usefulness and perceived ease of use closely linked to each other.

#### 2.9.4 Marketing Mix

Product is the most important thing in starting a business whether online or offline. The product is the first variable in the marketing mix (Kotler & Keller, 2012). Product mix also known as product variety refers to the number of product lines offered by the retailers to the customer. To meet customer requirements, retailers should ensure that they provide wide variety of goods to customers. There are four dimensions in the product mix which are width, length, depth and consistency. A company usually starts with width, length and depth of product mix; and at the same time have a high level of consistency.

Moreover, in the marketing mix strategy, product guarantee is one of the reasons for product decisions other than function, appearance, quality and etc. Manufacturers often use the guarantee as a marketing tool to attract customers to purchase their products. Product guarantee gives customers the assurance that the purchased goods have a good quality. It is also used to improve the reputation of a brand and serve as a competitive differentiator for the consumer.

Another important component of the marketing mix is price (Kotler & Keller, 2012). Price is one factor that stimulates the user to make a purchase. Price is also a



communicator for negotiations and is a competitive weapon. The price is competitive weapon to a retailer. Normally, retailer and buyers will be connected to negotiate on price. Therefore, indirectly, the price is a medium of communication between seller and buyer. Price is often used by buyers to compare products, assess whether the quality of a product according to the price and assess the relative value of the costs. Price is one of the major influences consumers in purchasing (Brassington & Pettitt, 2005).

## **2.10 Summary**

This chapter provides a context for both variables (dependent variable and independent variables) by reviewing previous literature. Theory of acceptance model was used due to wide acknowledgement by many previous studies, proved to have a strong and high reliability and validity. Therefore, the independent variables in this study were taken from theory of acceptance model which are perceived ease of use and product variety. Four extra independent variables were developed namely product variety, pricing, product guarantee and subjective norm.

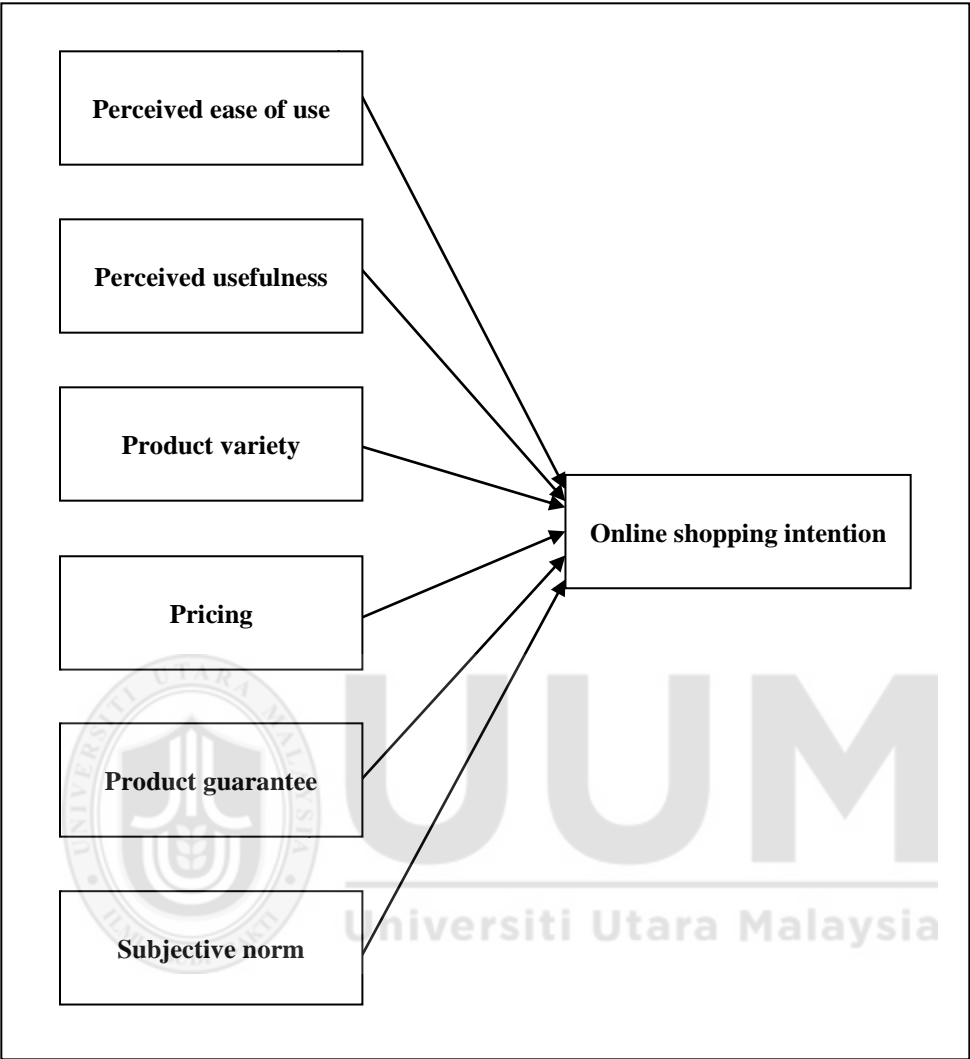
## **CHAPTER 3 METHODOLOGY**

### **3.1 Introduction**

This chapter illustrates the research methodology used for collecting and analyzing the data into a systematic way. Section 3.1 is illustrated the research framework, while hypotheses/propositions development in section 3.2. In this chapter, it included how the research is carried out in terms of research design (section 3.4), operational definition (section 3.5), measurement of variables/instrumentation (section 3.6) data collection (section 3.7) and techniques of data analysis (section 3.8). The objective of this chapter is to ensure that the appropriate research procedure are follow in order to help the reader to better understand and evaluate the result of the research. Section 3.9 is a summary of the chapter three.

### **3.2 Research Framework**

Research framework is the basis for the study. Through the literature review earlier, six independent variables with formulated hypotheses are developed to form the research framework (see Figure 3.1). These independent variables are perceived ease of use, product usefulness, product variety, pricing, product guarantee and subjective norm. While, online shopping intention is a dependent variable.



**Figure 3.1**  
*Research Framework*

### 3.3 Hypotheses / Propositions Development

Hypothesis is an educated guess that a researcher makes based on information available (Mukesh, Salim, & Ramayah, 2013). For the purpose of this study, the hypotheses that developed to answer the research questions are as follows:

- H<sub>1</sub>: Perceived ease of use is related to online shopping intention among young men in Kuala Lumpur.
- H<sub>2</sub>: Perceived usefulness is related to online shopping intention among young men in Kuala Lumpur.
- H<sub>3</sub>: Product variety is related to online shopping intention among young men in Kuala Lumpur.
- H<sub>4</sub>: Pricing is related to online shopping intention among young men in Kuala Lumpur.
- H<sub>5</sub>: Product guarantee is related to online shopping intention among young men in Kuala Lumpur.
- H<sub>6</sub>: Subjective norm is related to online shopping intention among young men in Kuala Lumpur.
- H<sub>7</sub>: Perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm have an effect on online shopping intention among young men in Kuala Lumpur.

### 3.4 Research Design

This study used quantitative approach. The quantitative study was chosen because of lower cost and more time-saving because it uses a representative sample to represent the interests of the population. Individual is used as the analysis' unit. The data collection used is survey through questionnaires. A structured questionnaires were given to 384 respondents which are young men aged between 20 to 29 years old in Kuala Lumpur. Then, the data obtained is analyzed using SPSS to be converted into information that is useful to study the correlation between the independent variables and dependent variables.

This study used cross-sectional descriptive approach to gather information for analysis purpose. Descriptive study used to describe the characteristics of the phenomenon as a person. Therefore, the results obtained are useful to make generalizations of online shopping intention among young men in Kuala Lumpur.

### 3.5 Operational Definition

Operational definitions of each variable are presented as in Table 3.1:

**Table 3.1**  
*Operational Definition of Variables*

<b>Variable</b>	<b>Definition</b>	<b>Source</b>
Online shopping intention	A plan of an individual to make an online purchase.	El-Ansary and Roushdy, (2013); Pavlou (2003); Salisbury et. al (2001)

**Table 3.1** (Continued)

<b>Variable</b>	<b>Definition</b>	<b>Source</b>
Perceived ease of use	The level of customer confidence that even with a little effort, online shop website can help them find the information of a product or service.	Chui et al. (2005)
Perceived usefulness	Individual's belief about the usefulness of the online store website in their purchase experience.	Renny and Siringoringo (2013)
Product variety	An online store that offers at the same time the quantity of various variants of items to customers.	Ulrich and Randall (2001)
Pricing	The amount of money to be paid by consumer if he/she wants to exchange the ownership of the product or service	Dillon and Reif (2004); Ghurchill and Peter (1988)
Product guarantee	Guarantee for a product or service by the manufacturer. It may also be legally binding between the buyer and the manufacturer (or seller). Guarantees may be explicitly or implicitly	Murthy (2007)
Subjective norm	The level of trust the buyer to an individual that may be important that encourage to take part in online shopping	Vijayasaraty (2004)

### 3.6 Measurement of Variables / Instrumentation

This study was consisting of two variables which are dependent and independent variables. Dependant variable is online shopping intention while independent variables are perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm. Items used originally from English. However, the researcher decided to do bilingual questionnaire to help respondents who are not fluent in English to understand the questions. Therefore, these items were translated into Malay language by researcher and at the same time maintaining the English version.

Table 3.2 presents a measurement of variables of the study. Measures of online shopping intention (OSI), perceived ease of use (PEOU) and perceived usefulness (PU)

were borrowed from Hernández et al. (2011) while measures of product variety (PV), pricing (P), product guarantee (PG) and subjective norm (SN) were borrowed from Clemes et al. (2014).

**Table 3.2**  
*Measurement of Variables*

<b>Variable Names</b>	<b>No of Items</b>	<b>Measured Items</b>	<b>Sources</b>
Online shopping intention (OSI)	3	I will probably buy a product on the internet soon (OSI1). The internet will probably be the medium I use to do my shopping in the future (OSI2). I intend to use the internet to buy a product soon (OSI3).	Hernández et al. (2011)
Perceived ease of use (PEOU)	3	Learning to use the internet to buy a product would be easy for me, even for the first time (PEOU1). Using the internet to buy a product would be easy to do for me (PEOU2). The internet would be easy to be use to do my shopping (PEOU3).	Hernández et al. (2011)
Perceived usefulness (PU)	3	Using the internet to acquire a product would allow me to shop more efficiently (PU1). Using the internet to acquire a product would allow me to do my shopping more quickly (PU2). Using the internet to acquire a product would be useful to do my shopping (PU3).	Hernández et al. (2011)
Product variety (PV)	3	Internet shopping offers a wide variety of products (PV1). I always purchase the types of products I want from the internet (PV2). I can buy the products that are not available in retail shops through the internet (PV3).	Clemes et al. (2014)
Pricing (P)	4	Online shopping allows me to save money as I do not need to pay transportation costs (P1). Online shopping allows me to buy the same, or similar products, at cheaper prices than traditional retailing stores (P2). Online shopping offers better value for my money compared to traditional retail shopping (P3). I think the internet offers lower prices compared to retail stores (P4).	Clemes et al. (2014)

**Table 3.2** (Continued)

<b>Variable Names</b>	<b>No of Items</b>	<b>Measured Items</b>	<b>Sources</b>
Product guarantee (PG)	3	The quantity and quality of the products I receive from internet retailers are exactly the same as I order (PG1). Internet retailers honour their product guarantees (PG2). The products I ordered are delivered to me within the time promised by the internet retailers (PG3).	Clemes et al. (2014)
Subjective norm (SN)	3	The media influenced my decision to make purchases through the internet (SN1). Marketing communication influenced my decision to make purchases through the internet (SN2). Family/friends encourage me to make purchases through the internet (SN3).	Clemes et al. (2014)

### 3.6.1 Scale of Measurement

Respondents have to answer Part B until Part H of questionnaire by selecting between number one (1) to number five (5) based on Likert scale measurement. Five-points Likert scale shown in Table 3.3

**Table 3.3**  
*Five-points Likert Scale*

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1	2	3	4	5



### 3.7 Data Collection

Data collection can be made through primary and secondary data. The primary data in this study is questionnaires survey. 384 copies of questionnaires survey were distributed to young men aged 20 to 29 years old in Kuala Lumpur in this research. Data collected was used to investigate the relationship of independent variables and dependent variable.

Secondary data is economical and easier to be obtained as compared to primary data. Therefore, the researcher gathered updated and relevant information regarding to the research topic. The researcher conducted initial research by reviewing journals that are related to the research topic. Then, hypotheses were formulated based on the previous studies that have been reviewed. However, these hypotheses are later to be tested after the collection of questionnaires survey.

#### 3.7.1 Population

The researcher divided Kuala Lumpur's districts into six zones according to the six strategic zones by Kuala Lumpur City Hall ("Kuala Lumpur Structure Plan 2020," 2004) (see Table 3.4). Therefore, the researcher distributed the questionnaires to each district proportionately to the total population in Table 3.4. The sampling method used is convenience sampling method. Therefore, the selected acquaintances will get another respondent to fill up the questionnaires.

**Table 3.4**  
*Population in Kuala Lumpur*

<b>Districts</b>	<b>Number of Populations</b>	<b>Number of Distributed Questionnaires</b>
The City Centre	245,600	$384 / (2,198,400 / 245,600) = 43$
Wangsa Maju - Maluri	443,700	$384 / (2,198,400 / 443,700) = 77$
Sentul - Menjalara	445,000	$384 / (2,198,400 / 445,000) = 78$
Damansara - Penchala	259,100	$384 / (2,198,400 / 259,100) = 45$
Bukit Jalil - Seputeh	464,300	$384 / (2,198,400 / 464,300) = 81$
Bandar Tun Razak - Sungai Besi	340,700	$384 / (2,198,400 / 340,700) = 60$
<b>Total</b>	<b>2,198,400</b>	<b>384</b>

### 3.7.2 Sampling

According to the Department of Statistics, Malaysia, the population for male in Kuala Lumpur in 2016 is estimated 920,000 peoples (“Federal Territory of Kuala Lumpur,” 2017); therefore from the Krejcie and Morgan Table (Krejcie & Morgan, 1970), the respondents are 384. The targeted respondents for this study consist of young men aged between 20 to 29 years old in Kuala Lumpur. The sampling method used is convenience sampling method.

### 3.7.3 Data Collection Procedures

Primary data collection method in this study is a self-administered questionnaire. The respondents need to answer all the questions given in the questionnaire to avoid being rejected. The questionnaires are distributed to the target respondents which are young men aged between 20 to 29 years old in Kuala Lumpur. In addition, 384 of hardcopy questionnaire is distributed to the respondents to obtain the primary data for

analysis. Next, all of the data collected entered manually into SPSS to be recorded for use in analyzing Cronbach's alpha, Pearson correlation and ANOVA.

#### 3.7.4 Pre-test

The researcher conducted a pilot test before distributing the real questionnaires to the respondent. The purpose of pilot test is to make sure the respondent understand well all the questions given in the questionnaires. Therefore, the researcher distributed the questionnaires to approximately 10% from the sample size which is 30 respondents. The respondents must meet the criteria which are man; age must in a range 20 to 29 years old and lived in Kuala Lumpur. However, the respondents for the pilot test must be excluded from the real questionnaire distribution. After the data was collected, the researcher conducted the Cronbach's alpha analysis to check the reliability of the items.

### 3.8 Techniques of Data Analysis

The collections of data from questionnaires were analyzed by using SPSS. Reliability analysis, descriptive analysis and inferential analysis were conducted. First, reliability analysis is conducted on the data collected to find the value of Cronbach's alpha for every selected variable. Second, descriptive analysis will be conducted to get the value of mean, standard deviation, minimum variables, maximum variables, kurtosis and skewness and grand mean for each selected item and/or variable.

Third, in order to check the effect of perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm to online shopping intention among young men in Kuala Lumpur, the researcher conducted inferential analysis. Inferential analyses in this study are Pearson correlation analysis, multiple regression analysis and hypotheses testing.

**Table 3.5**  
*Techniques of Data Analysis*

<b>Type of Analysis</b>	<b>The Analysis Conducted</b>
Demographic analysis	Frequency Percentage
Reliability analysis	Cronbach's alpha coefficient
Descriptive analysis	Mean Standard deviation Grand mean
Inferential analysis	Pearson correlation coefficient Multi regression analysis

### 3.8.1 Data Coding

Data coding were conducted to assign a code to each options for every questions. Generally, a number will be assigned to the responses. Usually a fixed field codes will be used. It is a fixed number will be used for all respondents and the data that appear in that column will be the same (Malhotra, 2008). The coding in this research can be seen in Table 3.2.

### 3.8.2 Cleaning of Data

Data cleaning is the process where it makes the researchers to carry out consistency checks. It can help researcher to identify the data if they are outside the range from one (1) to five (5). In this study, SSPSS can help to identify the out-of-range value for all variables. The suitability of factor analysis to test the overall magnitude of the correlation matrix was performed using Bartlett's Sphericity test (Hair, Anderson, Tatham, & Black, 1998).

**Table 3.6**  
*Factor Analysis Criterion*

Type	Criterion
Kaiser's criterion	Eigenvalue of 1.0 or more are retained
Principle component analysis	Output value
KMO – Kaiser-Meyer-Olkin measure	Recommended value above 0.6
Bartlett sphericity test	P < 0.5 is considered appropriate

### 3.8.3 Reliability Analysis

Reliability analysis was conducted to see the reliable of each item. Therefore, Cronbach's alpha reliability analysis was used to evaluate each item in this study. Table 3.5 shown the rule of thumb of Cronbach's alpha coefficient size (Malhotra, 2008).

**Table 3.7**  
*Rule of Thumb of Cronbach's Alpha Coefficient Size*

Alpha Coefficient Range	Strength of Association
<0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good

**Table 3.7** (Continued)

<b>Alpha Coefficient Range</b>	<b>Strength of Association</b>
>0.9	Excellent

#### 3.8.4 Descriptive Analysis

Descriptive analysis provides information about the population being studied. In this study, the researcher used frequency distribution, mean, standard deviation, grand mean, skewness and kurtosis to interpret data.

The respondents' answers were analyzed accordingly to gain the precise statistical information. As for the Part A of demographics, the researcher used frequency analysis and percentage to interpret the data collected. Meanwhile, the researcher used mean, standard deviation, grand mean, skewness and kurtosis to analyze the collection of data in Part B until Part H of the questionnaire. The researcher has chosen this descriptive analysis because it makes it easier to interpret the collection of data.

#### 3.8.4 Inferential Analysis

Pearson's correlation analysis and multiple regression analyzes were conducted using SPSS. Value of Pearson's correlation coefficient,  $r$ , is used to examine the relationship between variables where the value lies within -1.0 to +1.0. According to Coakes, Steed, & Ong, (2010), the negative (-) or the positive (+) sign just to show the

direction of the relationship only. Meanwhile, the value of two-tailed significant level used to test the null hypothesis.

As for this study, the analysis test is done at 1% significance level. The  $H_0$  is rejected if  $p < 0.01$ . To determine whether the independent variables associated with the dependent variable, multiple regression analysis was conducted. This analysis can estimate the coefficient of the equation for a linear relationship.

The equation of the multiple regression analysis is generally as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n$$

where,

Y = dependent variable

a = constant

$\beta_1$  = coefficient associated with the independent variables

$X_1$  = independent variables

### 3.9 Summary

This chapter discussed the research methodology used to conduct the research project. In this research, the target respondents were young men aged 20 to 29 years old in Kuala Lumpur. Besides, survey approach was adopted and questionnaires were distributed through online. SPSS version 23.0 was used for data analysis. In the next chapter, statistical analysis will be discussed based on the data collected.

## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **4.1 Introduction**

This chapter discuss about the analysis and findings of the data collection. There are nine sections in this chapter. Introduction of this chapter described in section 4.1. Pre-test discussed in Section 4.2. Section 4.3 explained of data cleaning to avoid an error of data collection. Section 4.4 is about analysis of demographic profile of respondents. The findings of Cronbach's alpha values of every variable were shown in section 4.5. Next, the descriptive analysis is shown in section 4.6. Section 4.7 discusses about inferential analysis and lastly, section 4.8 is the summary of this chapter four.

#### **4.2 Pre-test**

Cronbach's alpha values in Table 4.1 for all variables is greater than 0.6 as suggested by Malhotra (2007). Therefore, all variables are accepted. The aim of this pre-test was to ensure that each item in a variable may be applicable and appropriate to the study. If Cronbach's alpha value is less than 0.6, the questions used in the questionnaire should be revised again before distributed to the actual respondents.



**Table 4.1**  
*Reliability Analysis of Previous Study and Pilot Test*

<b>ID</b>	<b>Number of Items</b>	<b>Previous Study Cronbach's Alpha</b>	<b>Pilot Test Cronbach's Alpha</b>
OSI	3	0.860	0.937
PEOU	3	0.889	0.909
PU	3	0.854	0.754
PV	3	0.725	0.853
P	4	0.716	0.864
PG	3	0.601	0.746
SN	3	0.781	0.772

### 4.3 Cleaning of Data

Before analyzing and interpreting the data, the researcher does the data cleaning process. The data cleaning process demands careful consideration, as it will significantly affect the final statistical results.

The cleaning process of data in this study was performed using SPSS. The purpose of data cleaning to ensure that all data is entered manually by the researcher are correct and no error that would interfere with data analysis. This study used a scale of one (1) to five (5), the researcher should ensure that the minimum and maximum values of data not less than one (1) and not more than five (5) (as in Table 4.2)

Table 4.3 shown that all the variables was significant because the values of all variables were  $p < 0.000$  for Bartlett sphericity test. In addition, Table 4.3 also shown that the values for each variables of the Kaiser-Meyer-Olkin (KMO) were greater than 0.6 except for subjective norm. However, the value of Kaiser-Meyer-Olkin (KMO) for subjective norm is still considered as acceptable as 0.6 when the value is rounded. In

addition, through Kaiser-Meyer-Olkin (KMO), it is known that all variables suitable to apply exploratory factor analysis (Tabachnick & Fidell, 1996).

**Table 4.2**  
*Cleaning of Data*

Item of Variable	Minimum Statistic	Maximum Statistic
OSI1	1.00	5.00
OSI2	1.00	5.00
OSI3	1.00	5.00
PEOU1	1.00	5.00
PEOU2	1.00	5.00
PEOU3	1.00	5.00
PU1	1.00	5.00
PU2	1.00	5.00
PU3	1.00	5.00
PV1	1.00	5.00
PV2	1.00	5.00
PV3	1.00	5.00
P1	1.00	5.00
P2	1.00	5.00
P3	2.00	5.00
P4	1.00	5.00
PG1	1.00	5.00
PG2	1.00	5.00
PG3	1.00	5.00
SN1	1.00	5.00
SN2	1.00	5.00
SN3	1.00	5.00

**Table 4.3**  
*Factor Analysis Results*

Variable Items	Principle Component Analysis
OSI1	.854
OSI2	.891
OSI3	.881
KMO	.724
Bartlett sphericity test	$\chi^2 (3) = 394.954, p < .000$
PEOU1	.854
PEOU2	.899
PEOU3	.835
KMO	.699
Bartlett sphericity test	$\chi^2 (3) = 357.858, p < .000$

**Table 4.3** (Continued)

Variable Items	Principle Component Analysis
PU1	.816
PU2	.856
PU3	.820
KMO	.694
Bartlett sphericity test	$\chi^2 (3) = 251.080, p < .000$
PV1	.816
PV2	.778
PV3	.792
KMO	.673
Bartlett sphericity test	$\chi^2 (3) = 170.181, p < .000$
P1	.742
P2	.856
P3	.773
P4	.842
KMO	.792
Bartlett sphericity test	$\chi^2 (4) = 426.798, p < .000$
PG1	.788
PG2	.853
PG3	.813
KMO	.679
Bartlett sphericity test	$\chi^2 (3) = 223.733, p < .000$
SN1	.811
SN2	.866
SN3	.612
KMO	.574
Bartlett sphericity test	$\chi^2 (3) = 162.551, p < .000$

#### 4.4 Demographics Analysis

Demographics features of the respondents were gathered from the first questions of the questionnaire and exhibited in the tables below.

**Table 4.4**  
*Descriptive Statistics for Demographic Profile*

Items	Categories	Frequency	%
Marital status	Single	193	62.3
	Married	108	34.8
	Widowed/Divorced	9	2.9
<b>Total</b>		<b>310</b>	<b>100.0</b>

**Table 4.4** (Continued)

<b>Items</b>	<b>Categories</b>	<b>Frequency</b>	<b>%</b>
Highest educational level	Secondary education	22	7.1
	Post-secondary education	6	1.9
	Tertiary	282	91.0
	<b>Total</b>	<b>310</b>	<b>100.0</b>
Ethnicity	Malay	226	72.9
	Chinese	48	15.5
	Indian	33	10.6
	Others	3	1.0
	<b>Total</b>	<b>310</b>	<b>100.0</b>
Age	20.00	4	1.3
	22.00	11	3.5
	23.00	9	2.9
	24.00	37	11.9
	25.00	16	5.2
	26.00	27	8.7
	27.00	64	20.6
	28.00	39	12.6
	29.00	103	33.2
	<b>Total</b>	<b>310</b>	<b>100.0</b>
Income	Dependent	24	7.7
	Below RM1,000	6	1.9
	RM1,000 - RM3,000	81	26.1
	RM3,001 - RM5,000	181	58.4
	Above RM5,0001	18	5.8
	<b>Total</b>	<b>310</b>	<b>100.0</b>
Residential area	The City Centre	43	13.9
	Wangsa Maju - Maluri	80	25.8
	Sentul - Menjalara	53	17.1
	Damansara - Penchala	33	10.6
	Bukit Jalil - Seputeh	54	17.4
	Bandar Tun Razak –Sungai Besi	47	15.2
	<b>Total</b>	<b>310</b>	<b>100.0</b>

Table 4.4 presented the descriptive statistics for demographic profile. The number of single respondents were composes the majority of the respondents' marital status. A single respondent was 62.3%, while 34.8% married and only 2.9% of the respondents are widowed/divorced.

Almost the respondents of the survey have a tertiary educational level (91.0%); 7.1% have secondary education and only 1.9% have post-secondary education.

The Malays dominate the ethnicity of the respondents which is 72.9%. 15.5% are Chinese. Besides, 10.6% of the respondents are Indian while only 1.0% are Others ethnicity.

Age of respondents was dominated of 29 years old with the total rate is 33.2%. 1.3% are 20 years old, 3.5% and 2.9% of the respondents are 22 years old and 23 years old respectively, 11.9% of the respondents are 24 years old, 5.2% are 25 years old, 8.7% are 26 years old, 20.6% are 27 years old and 12.6% are 28 years old. Age data of respondents show no respondent aged 21 years old.

Over half of the respondents (58.4%) consists of the low income range RM3,001 - RM5,000. This result was expected because the respondents were dominated by the educated one. 7.7% are dependent with no steady income. 1.9% have below RM1,000 income. The remaining 26.1% and 5.8% received a salary of RM1,000 - RM3,000 and above RM5,0001 respectively.

Six districts were identified in Kuala Lumpur state used to gather information about the residential areas of the respondents. 13.9% of the respondents lived in the City Centre area, 25.8% of the respondents lived in Wangsa Maju - Maluri area and 17.1% of the respondents lived in Sentul - Menjalara area. While remaining 10.6%, 17.4% and

15.2% of the respondents lived in Damansara - Penchala area, Bukit Jalil - Seputeh area and Bandar Tun Razak – Sungai Besi area respectively.

#### 4.5 Reliability Analysis

**Table 4.5**  
*Reliability Analysis of Pilot Test and Actual Data Set*

ID	Number of Items	Pilot Test Cronbach's Alpha	Actual Data Cronbach's Alpha
OSI	3	0.937	0.845
PEOU	3	0.909	0.827
PU	3	0.754	0.772
PV	3	0.853	0.708
P	4	0.864	0.812
PG	3	0.746	0.750
SN	3	0.772	0.637

Cronbach's alpha values for each of the variables specified in Table 4.5. The reliability of the variables can be measured using the Cronbach's alpha value. Cronbach's alpha value is in the range of zero (0) to one (1). Cronbach's alphas of all variables in this study are acceptable (see Table 4.5).

#### 4.6 Descriptive Analysis

**Table 4.6**  
*Descriptive Statistics for Variable Items*

Items	Mean	Std. Deviation	Ranking
OSI1	3.7581	1.10728	3
OSI2	3.8645	.98911	2
OSI3	<b>3.9581</b>	.99262	1
PEOU1	<b>3.8387</b>	1.03645	1
PEOU2	3.8194	.95172	2
PEOU3	3.6065	.98202	3

**Table 4.6** (Continued)

Items	Mean	Std. Deviation	Ranking
PU1	3.7903	.94744	3
PU2	3.7968	.83258	2
PU3	<b>3.8194</b>	.92061	1
PV1	<b>4.0419</b>	.87477	1
PV2	3.6290	.91789	3
PV3	3.9452	.92093	2
P1	<b>3.8452</b>	1.01855	1
P2	3.8097	.90266	3
P3	3.8129	.82664	2
P4	3.7419	.85019	4
PG1	3.5484	.86045	2
PG2	3.4516	.77329	3
PG3	<b>3.7323</b>	.79801	1
SN1	3.6806	.88750	2
SN2	<b>3.7839</b>	.82147	1
SN3	3.6161	.96428	3

**Table 4.7**  
*Descriptive Statistics for Variable*

Variables	Grand Mean	Std. Deviation
Online shopping intention	3.8602	.90097
Perceived ease of use	3.7548	.85360
Perceived usefulness	3.8022	.74723
Product variety	3.8720	.71981
Pricing	3.8024	.72202
Product guarantee	3.5774	.66255
Subjective norm	3.6935	.67975

Table 4.6 shown that the highest mean score of online shopping intention items is OSI3, which is 3.9581. OSI2 and OSI1 were placed in the second and third ranked of mean score which are 3.8645 and 3.7581 respectively. The grand mean of online shopping intention is 3.8602 (see Table 4.7). It shows that the level of online shopping intention among young men in Kuala Lumpur is good.

Meanwhile, for perceived ease of use items, PEOU1 has the highest mean score which is 3.8387. PEOU2 is the second ranked of mean score which is 3.8194 and PEOU3 is the third ranked of mean score which is 3.6065. The grand mean of perceived ease of use as shown in Table 4.7 is 3.7548.

Besides, for perceived usefulness items, PU3 scored the highest mean score among all of PU items which is 3.8194. In addition, the second highest mean score goes to PU2 of 3.7968. Furthermore, PU3 is the third ranked item that has the mean score of 3.7903. The grand mean of perceived usefulness as shown in Table 4.7 is 3.8022.

Next, for product variety items, PV1 has the highest mean score among all which is 4.0419. The second highest mean score goes to PV3 of 3.9452. The item PV2 is ranked as the third highest mean score that is 3.6290. Furthermore, the grand mean of product variety is 3.8720 (see Table 4.7).

Besides, for pricing items, P1 received the highest mean score among all which is 3.8452. Next, the second highest mean score goes to P3 of 3.8129. Subsequently, the item P2 is ranked as the third highest mean score of 3.8097. Lastly, the P4 has the lowest mean score of 3.7419. Table 4.7 shown the grand mean of pricing is 3.8024.

For product guarantee items, PG3 ranked in number one with mean score is 3.7323. PG1 ranked in number two with mean score is 3.3484 and lastly, PG2 ranked in



number three with mean score is 3.4516. The grand mean of product guarantee is 3.5774 as shown in Table 4.7.

The last item of subjective norm, SN1 has the highest mean which is 3.7839. The item SN1 is the second ranked mean score which is 3.6806 and SN3 is the third ranked mean score which is 3.6161. The grand mean of subjective norm as shown in Table 4.7 is 3.6935.

## 4.7 Inferential Analysis

### 4.7.1 Correlation Analysis

**Table 4.8**  
*Pearson Correlation Coefficient Matrix*

	OSI	PEOU	PU	PV	P	PG	SN
<b>OSI</b>	1	.645**	.646**	.712**	.544**	.370**	.445**
<b>Sig. (2-tailed)</b>		.000	.000	.000	.000	.000	.000
<b>N</b>	310	310	310	310	310	310	310
<b>PEOU</b>	.645**	1	.716**	.727**	.543**	.456**	.402**
<b>Sig. (2-tailed)</b>	.000		.000	.000	.000	.000	.000
<b>N</b>	310	310	310	310	310	310	310
<b>PU</b>	.646**	.716	1	.782**	.597**	.655**	.583**
<b>Sig. (2-tailed)</b>	.000	.000		.000	.000	.000	.000
<b>N</b>	310	310	310	310	310	310	310
<b>PV</b>	.712**	.727**	.782**	1	.662**	.632**	.533**
<b>Sig. (2-tailed)</b>	.000	.000	.000		.000	.000	.000
<b>N</b>	310	310	310	310	310	310	310
<b>P</b>	.544**	.543**	.597**	.662**	1	.627**	.632**
<b>Sig. (2-tailed)</b>	.000	.000	.000	.000		.000	.000
<b>N</b>	310	310	310	310	310	310	310
<b>PG</b>	.370**	.456**	.655**	.632**	.627**	1	.702**
<b>Sig. (2-tailed)</b>	.000	.000	.000	.000	.000		.000
<b>N</b>	310	310	310	310	310	310	310
<b>SN</b>	.445**	.402**	.583**	.533**	.632**	.702**	1
<b>Sig. (2-tailed)</b>	.000	.000	.000	.000	.000	.000	
<b>N</b>	310	310	310	310	310	310	310

**Note:** \*\* Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation is used to see whether independent variables are related to online shopping intention among young men in Kuala Lumpur or not. The value of correlation should not exceed 0.8 (Hair, Wolfinbarger, & Money, 2011). If seen from Table 4.8, all values of the independent variables do not exceed 0.8.

The significant relationship between perceived ease of use and online shopping intention among young men in Kuala Lumpur ( $r = 0.645$ ,  $p < 0.01$ ) (see Table 4.8). Therefore,  $H_1$  is accepted. Thus, there is positive influence of perceived ease of use and online shopping intention among young men in Kuala Lumpur.

Table 4.8 showed that the significant relationship between perceived usefulness and online shopping intention ( $r = 0.646$ ,  $p < 0.01$ ). Therefore,  $H_2$  is accepted. Thus, perceived usefulness is related to online shopping intention among young men in Kuala Lumpur.

The significant relationship between product variety and online shopping intention ( $r = 0.712$ ,  $p < 0.01$ ) (see Table 4.8). Therefore,  $H_3$  is accepted. Hence, product variety is related to online shopping intention among young men in Kuala Lumpur.

The significant relationship between pricing and online shopping intention ( $r = 0.544$ ,  $p < 0.01$ ) (see Table 4.8). Therefore,  $H_4$  is accepted. It indicates that pricing is related to online shopping intention among young men in Kuala Lumpur.

Table 4.8 showed the significant relationship between product guarantee and online shopping intention among young men in Kuala Lumpur is ( $r = 0.370, p < 0.01$ ). Therefore,  $H_5$  is accepted. Thus, product guarantee is related to online shopping intention among young men in Kuala Lumpur.

Subjective norm has a significant relationship with online shopping intention among young men in Kuala Lumpur ( $r = 0.445, p < 0.01$ ) (see Table 4.8). Therefore,  $H_6$  is accepted. Hence, subjective norm is related to online shopping intention among young men in Kuala Lumpur.

#### 4.7.2 Regression Analysis

**Table 4.9**  
*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.771	.594	.586	.57970

Table 4.9 shown that all the independent variables are related to online shopping intention among young men in Kuala Lumpur ( $R = 0.771$ ). Moreover, the coefficient of determination (R square) that used to examine the regression model is equal to 0.594. Therefore,  $H_7$  which is the effect of perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm on online shopping intention among young men in Kuala Lumpur is  $R^2 = 0.594$ . This indicated that 59.4% of online shopping intention among young men in Kuala Lumpur was related to all the independent

variables which are perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm. Meanwhile, 40.6% of the variation in online shopping intention among young men in Kuala Lumpur will be explained by other factors. This suggests that in addition to perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm, there are also other factors that will influence online shopping intention among young men in Kuala Lumpur.

**Table 4.10**  
*ANOVA*

<b>Model</b>	<b>df</b>	<b>F</b>	<b>Sig.</b>
Regression	6	73.900	.000
Residual	303		

Table 4.10 shown ANOVA analysis to check the regression model good fit for the data or vice versa. All the independent variables which are perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm are related to the online shopping intention among young men in Kuala Lumpur. Based on the information in Table 4.10, the regression model was good fit for the data and statistically significant,  $F(6, 303) = 73.900, p < 0.01$ .

**Table 4.11**  
*Coefficients*

<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
	<b>OSI</b>	<b>Std. Error</b>	<b>Beta</b>		
(Constant)	.195	.212		.919	.359
PEOU	.194	.061	.184	3.179	.002
PU	.243	.082	.201	2.964	.003
PV	.578	.086	.461	6.688	.000
P	.151	.069	.121	2.183	.030

**Table 4.11** (Continued)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	OSI	Std. Error	Beta		
PG	-.443	.080	-.325	-5.505	.000
SN	.212	.074	.160	2.880	.004

The beta value in Table 4.11 revealed the position of the independent variables influence on online shopping intention among young men in Kuala Lumpur. Product variety has the highest beta value which is 0.461. Therefore, online shopping intention among young men in Kuala Lumpur is influenced mostly by product variety. Next, the influence factors to online shopping intention were followed by product guarantee ( $\beta = 0.325$ ), perceived usefulness ( $\beta = 0.201$ ), perceived ease of use ( $\beta = 0.184$ ), subjective norm ( $\beta = 0.212$ ) and lastly pricing ( $\beta = 0.121$ ).

Linear equation is formed based on Table 4.11:

$$\text{OSI} = 0.195 + 0.194 (\text{PEOU}) + 0.243 (\text{PU}) + 0.578 (\text{PV}) + 0.151 (\text{P}) - 0.443 (\text{PG}) + 0.212 (\text{SN})$$

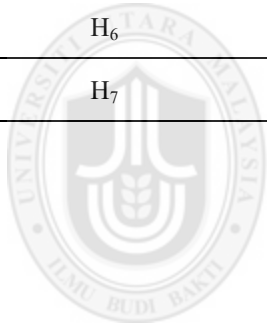
#### 4.8 Summary

Analysis of the data for this study was discussed in this chapter. Data collected through the self administered questionnaires were carried out. The response rate was 80.7%. Data analysis was performed using SPSS. Through the analysis that has been

done, all the independent variables are significantly related to online shopping intention among young men in Kula Lumpur. Therefore, all the six hypotheses, H<sub>1</sub> to H<sub>6</sub>, were accepted as in Table 4.12. The regression model is equal to 0.594.

**Table 4.12**  
*Summary of Hypotheses*

<b>Hypotheses</b>	<b>Results</b>	<b>Remark</b>
H <sub>1</sub>	r = 0.645 (p < 0.01)	Accepted
H <sub>2</sub>	r = 0.646 (p < 0.01)	Accepted
H <sub>3</sub>	r = 0.712 (p < 0.01)	Accepted
H <sub>4</sub>	r = 0.544 (p < 0.01)	Accepted
H <sub>5</sub>	r = 0.370 (p < 0.01)	Accepted
H <sub>6</sub>	r = 0.445 (p < 0.01)	Accepted
H <sub>7</sub>	R <sup>2</sup> = 0.594 (p < 0.01)	Accepted



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## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

The headline of conclusion and recommendation become the final chapter for this study. This chapter is divided into five sections. As usual, introduction to chapter five is in section 5.1. Second, section 5.2 is the recapitulation of the study. Third, section 5.3 is the recommendation for future study. Lastly, the conclusion of this thesis is in section 5.4.

#### **5.2 Recapitulation of the Study**

This study aimed to examine the factors related to online shopping intention among young men in Kuala Lumpur. This study was conducted to see the effect perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm on online shopping intention among young men in Kuala Lumpur. The study also aimed to establish a relationship between the factors mentioned above and intention to purchase or repurchase on the platform of shopping online among young men in Kuala Lumpur.

A descriptive study design was used for this study. A convenience sampling method was used to sample population of 384 young men in Kuala Lumpur.

Questionnaire was used as a data collection technique. Out of the 384 questionnaires distributed, only 310 returned. This gave the response rate of 80.7%. Data were analyzed using SPSS and the results were presented in the form of a percentage, mean, standard deviation, grand mean, skewness and kurtosis. Regressions were carried out on the six factors under investigation and the findings recorded.

The grand mean score for online shopping intention among young men in Kuala Lumpur is 3.8602. It shows that the level of online shopping intention among young men in Kuala Lumpur is good. In other word, young men in Kuala Lumpur have intention to purchase online in future. Intention to buy online reflect the actual purchase behaviour (Poddar et al., 2009). Therefore, online retailers should give full attention to the variables that make them to buy online in order to make a right strategy to attract them to shop online.

In this study, perceived ease of use directly related to online shopping intention among young men in Kuala Lumpur ( $r = 0.645$ ,  $p < 0.01$ ). It was supported by the findings by Chau (1996) and Pookulangara and Koesler (2011) that showed perceived ease of use had a positive relationship towards intention. Generally, consumers choose online shopping because of convenience and they attempt to minimize their effort. Therefore, online retailers should ensure that their website is users friendly. Besides, the features such as search button to short cut search for desired product, to compare



products and prices, and wish list button will make consumers attitude to shop online will be positive.

From the result it could be concluded that perceived usefulness has significant relationship with online purchase intention among young men in Kuala Lumpur and H<sub>2</sub> is accepted ( $r = 0.646$ ,  $p < 0.01$ ). Perceived usefulness has been shown to have a positive influence on shopping online (Bigne-Alcaniz et al., 2008; Kim & Song, 2010; Xie et al., 2011). Perceived usefulness is the vital element impacting behavioural intention. Consumer think that the more useful the online shopping, the more they intend to use it. Thus, online retailers should make their store useful by offering a wide range of products in the online shop, so that potential consumer will frequently visit their store.

The study's result validates H<sub>3</sub>, which is product variety is related to online shopping intention among young men in Kuala Lumpur ( $r = 0.712$ ,  $0.544$ ). The wide range of products leads to increase the purchasing intention of an individual because they have more options and easy to compare the products (Clemes et al., 2014; Kahn & Lehmann, 1991; Keeney, 1999; Park et al., 2012; Szymanski & Hise, 2000). Product variety has become the biggest factor in influencing online shopping intention among young men in Kuala Lumpur. Therefore, online sellers must ensure that the online store has many types of products as well as different brands to make it easier for customers to make a choice. In addition, online retailers can continuously update the new product to attract more consumers to visit their online store. According to Lee (2009), online

retailers that provided a wide variety of products can help meet the needs of online customers and prevent their return to shop at traditional stores.

Online shopping intention among young men in Kuala Lumpur was influenced by pricing. This validates H<sub>4</sub>, which was there is significant relationship of pricing and online shopping intention among young men in Kuala Lumpur ( $r = 0.544$ ,  $p < 0.01$ ). In fact, previous studies also indicated that the main concern in online shopping intention is the price of the goods (Ahuja et al., 2003; Delafrooz et al., 2009; Kimiloglu, 2004; Kung et al., 2002; Wee & Ramachandra, 2000). Even pricing the least influential factor to online shopping among young men in Kuala Lumpur but consumers still consider the pricing in order to shop online. It was supported by Reibstein (2002) that online consumers generally are comparing a price for the same product from different online retailers before they make a decision. Besides, consumers normally will happier if online retailers offer free delivery.

From the research, product guarantee has positively influence towards online shopping intention among young men in Kuala Lumpur as found in H<sub>5</sub> ( $r = 0.370$ ,  $p < 0.01$ ). The finding by Koyuncu and Bhattacharya (2004) clarified that consumer do not prefer to buy online when absence of a guarantee that protect the quality of a product. Therefore, online retailers should provide return policy or exchange, for example within 14 days. In Malaysia, return policy already implemented by large and well known online retailers. Indirectly, customer are convenience to shop online even they do not hold and

feel the exact product because they know they are protected by the return policy if the product not meet their satisfaction. Besides, online retailers should ensure the product deliver to consumers within the guaranteed time.

Based on the research findings, subjective norm comes to number five as a significant factor that influences online shopping intention among young men in Kuala Lumpur ( $r = 0.455$ ,  $p < 0.01$ ). In addition, according to Li et al. (2008), subjective norm significantly affect customer confidence in the organizational information system. Therefore, family and friends tend to influence customers' online purchase intention. Thus, online merchants should make sure that each of their online customers receives the best service and experience so that they can pass positive testimonials to others. In addition, online retailers can use 'friend refer friend' system where if their existing consumers introduce new consumer to purchase, they entitled a discount for every first time purchase made. Besides the importance of family and friends, media also can influence consumers' online shopping intention. Therefore, online retailers can promote their online store through television, radio, newspaper or billboard in order to attract more peoples to purchase their product or service. Appoint a celebrity as a spokesperson to their product or service also can be one of the methods to attract potential customers.

Through this study,  $H_7$  is accepted where the effect of perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm on online shopping intention among young men in Kuala Lumpur is  $R^2 = 0.594$ . This

indicated that 59.4% of online shopping intention among young men in Kuala Lumpur was related to all the independent variables which are perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm. Meanwhile, 40.6% of the variation in online shopping intention among young men in Kuala Lumpur will be explained by other factors. The most influence factor to online shopping intention among young male in Kuala Lumpur is product variety. Then, online shopping intention among young male in Kuala Lumpur were influenced accordingly by product guarantee, perceived usefulness, perceived ease of use, subjective norm and lastly pricing. All the results shows all independent variables are positively influence towards online shopping intention among men in Kuala Lumpur.

### **5.3 Recommendations**

Future researcher could conduct a qualitative research and can be added a number of variables that are appropriate to the study for better understanding of online shopping in Malaysia. Besides, future research can use probability sampling method because the differences between sample results and population equivalent values could be computed. Probability sampling is better than non-probability sampling method even though it is more costly. In addition, the researcher could obtain more accurate results since all the targeted respondents in a big area are sampled. Besides, future research can add more appropriate variables that may influence online shopping intention among young men in Kuala Lumpur such as perceived risk, information quality and others.

Besides, the stunning growth rate of e-commerce and its benefits in terms of communication, distribution and trading is forcing companies in Malaysia to have an Internet presence on the Web without knowing the real impact of this new media in their business. It is a waste if we already know men dominated the internet users in Malaysia but they still spend less in online shopping. Knowledge of the factors influencing the intention to buy online among young men is useful for organizations to prioritize their resources in terms of manpower, investment, time and allocation, with the most efficient and effective manner. For instance, product variety is the most influential factor to online shopping intention among young men in Kuala Lumpur. Therefore, online retailers should aware in order to attract young men to shop online, they should offer a wide range of products line available on their online website. Besides, they should continuously update the new products that are available and related product information on the website. Due to the broad range of products, the product information should be organized in a more systematic way in order to attract more buyers. Although pricing is not the main concern of the online shoppers, the online retailers can use different pricing strategy to attract more customers.

All the factors that related to online shopping intention among young men in Kuala Lumpur are under company's control. In order to increase perceived usefulness, companies must ensure that they provide enough product variety for the consumer, save time in ordering the product on the Internet, provide cheaper prices in terms of discounts, loyalty programs or free samples of new products, provide product information in details

to consumers and finally create an enjoyable two-way communication with consumers who log-on to the company Web site.

#### **5.4 Conclusion**

In conclusion, this study achieved all the objectives. All independent variables have significant relationship with online shopping intention among young men in Kuala Lumpur which are perceived ease of use ( $r = 0.645$ ,  $p < 0.01$ ), perceived usefulness ( $r = 0.646$ ,  $p < 0.01$ ), product variety ( $r = 0.712$ ,  $p < 0.01$ ), pricing ( $r = 0.544$ ,  $p < 0.01$ ), product guarantee ( $r = 0.370$ ,  $p < 0.01$ ) and subjective norm ( $r = 0.445$ ,  $p < 0.01$ ). The regression model is equal to 0.594. It means 59.4% of online shopping intention among young men in Kuala Lumpur was related to perceived ease of use, perceived usefulness, product variety, pricing, product guarantee and subjective norm.

To sum up, product variety ( $\beta = 0.416$ ) has the strongest influence towards online shopping intention among young men in Kuala Lumpur. Besides, product guarantee ( $\beta = 0.325$ ) in a second place of influencing online shopping intention among young men in Kuala Lumpur and followed by perceived usefulness ( $\beta = 0.201$ ), perceived ease of use ( $\beta = 0.184$ ), subjective norm ( $\beta = 0.160$ ) and lastly pricing ( $\beta = 0.121$ ). Understanding a consumer's need in each factor would help companies to tailor their resources, ultimately increasing consumer purchase intention among young men.

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## Appendix A: Questionnaires



### UNIVERSITI UTARA MALAYSIA

Dear Respondents,

I am Master's student of Universiti Utara Malaysia and conducting a survey among young men aged between 20-29 years old in Kuala Lumpur regarding online shopping intention to fulfil the Master's partial requirement of the university.

I understand that your time is valuable. However, your participation in this survey, which will require only about 10-15 minutes of your time, is vital to the success of this study.

All information provided in this questionnaire will be confidential for the present study purposes. No information pertaining to individuals will be divulged to any third person or organization. In sum, the information obtained in this study will be used purely for academic purposes only.

Should you have any queries regarding this research please do not hesitate to contact me at [zuhairah\\_katmin@yahoo.com](mailto:zuhairah_katmin@yahoo.com). Thank you very much for your cooperation in responding to the questionnaire. Your participation in this study is greatly appreciated.

Sincerely,  
Zuhairah bte Katmin  
MSc Candidate

**Bahagian A: Maklumat Demografi**  
**Section A: Demographic Information**

**Sila tanda (✓) pada ruangan yang sesuai atau isi pada tempat kosong, yang mana bersesuaian.**

**Please check (✓) in the appropriate box or fill in the blank, where appropriate.**

1. Taraf perkahwinan (*Marital status*):
  - Bujang (*Single*)
  - Berkahwin (*Married*)
  - Janda/duda/bercerai (*Widowed/Divorced*)
  
2. Tahap pendidikan tertinggi (*Highest educational level*):
  - Sekolah rendah (*Primary education*)
  - Sekolah menengah (*Secondary education*)
  - Sekolah pasca menengah (*Post-secondary education*)
  - Pengajian tinggi (*Tertiary*)
  
3. Kaum (*Ethnicity*):
  - Melayu (*Malay*)
  - Cina (*Chinese*)
  - India (*Indian*)
  - Lain-lain, sila nyatakan (*Others, please specify*):  
\_\_\_\_\_
  
4. Umur (*Age*):

<input type="checkbox"/> 20 tahun ( <i>years old</i> )	<input type="checkbox"/> 25 tahun ( <i>years old</i> )
<input type="checkbox"/> 21 tahun ( <i>years old</i> )	<input type="checkbox"/> 26 tahun ( <i>years old</i> )
<input type="checkbox"/> 22 tahun ( <i>years old</i> )	<input type="checkbox"/> 27 tahun ( <i>years old</i> )
<input type="checkbox"/> 23 tahun ( <i>years old</i> )	<input type="checkbox"/> 28 tahun ( <i>years old</i> )
<input type="checkbox"/> 24 tahun ( <i>years old</i> )	<input type="checkbox"/> 29 tahun ( <i>years old</i> )
  
5. Pendapatan (*Income*):
  - Ditanggung (*Dependents*)
  - RM1,000 ke bawah (*Below RM1,000*)
  - RM1,000 - RM3,000 (*RM1,000 – RM3,000*)
  - RM3,001 – RM5,000 (*RM3,001 – RM5,000*)
  - RM5,001 ke atas (*Above RM5,001*)
  
6. Kawasan tempat tinggal (*Residential area*):

<input type="checkbox"/> Pusat Bandar Raya ( <i>The City Center</i> )	<input type="checkbox"/> Damansara - Penchala
<input type="checkbox"/> Wangsa Maju - Maluri	<input type="checkbox"/> Bukit Jalil - Seputeh
<input type="checkbox"/> Sentul - Menjalara	<input type="checkbox"/> Bandar Tun Razak - Sungai Besi

**SOAL SELIDIK NIAT MEMBELI-BELAH DALAM TALIAN  
(SURVEY OF ONLINE SHOPPING INTENTION)**

**Bahagian B: Niat membeli belah secara atas talian**

**Section B: Online shopping intention**

Fikirkan tentang niat anda untuk membeli-belah secara atas talian. Sejauh manakah anda bersetuju atau tidak bersetuju dengan setiap kenyataan di bawah yang menggambarkan niat anda untuk membeli-belah secara atas talian? **Bulatkan** jawapan anda berpandukan skala di bawah.

*(Think about your intention to shop online. To what extent you agree or disagree whether each statement below describes your intention to shop online? Circle your answer using the scale below).*

Sangat tidak setuju (Strongly disagree)	Tidak setuju (Disagree)	Berkecuali (Neither agree nor disagree)	Setuju (Agree)	Sangat setuju (Strongly agree)
1	2	3	4	5

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| <b>1</b> Saya mungkin akan membeli produk di internet tidak lama lagi.<br><i>(I will probably buy a product on the internet soon).</i>  | 1 | 2 | 3 | 4 | 5 |
| <b>2</b> Internet mungkin akan menjadi medium yang saya gunakan untuk membeli-belah saya pada masa akan datang.<br><i>(The internet will probably be the medium I use to do my shopping in the future).</i> | 1 | 2 | 3 | 4 | 5 |
| <b>3</b> Saya bercadang untuk menggunakan internet untuk membeli produk yang tidak lama lagi.<br><i>(I intend to use the internet to buy a product soon).</i>   | 1 | 2 | 3 | 4 | 5 |

**Bahagian C: Persepsi atas kemudahan penggunaan**

**Section C: Perceived ease of use (PEOU)**

Fikirkan tentang persepsi anda atas kemudahan penggunaan internet untuk membeli-belah secara atas talian. Sejauh mana anda bersetuju atau tidak bersetuju dengan setiap kenyataan di bawah yang menggambarkan persepsi anda atas kemudahan penggunaan internet untuk membeli-belah secara atas talian? **Bulatkan** jawapan anda berpandukan skala di atas.

*(Think about the your perceived ease of use of the internet to shop online. To what extent you agree or disagree whether each statement below describes your perceived ease of use of the internet to shop online? Circle your answer using the scale above).*

- |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| 1 | Belajar menggunakan internet untuk membeli sesuatu produk adalah mudah bagi saya, walaupun untuk kali pertama.<br><i>(Learning to use the internet to buy a product would be easy for me, even for the first time).</i> | 1 | 2 | 3 | 4 | 5 |
| 2 | Menggunakan internet untuk membeli sesuatu produk adalah mudah untuk saya.<br><i>(Using the internet to buy a product would be easy to do for me).</i>  | 1 | 2 | 3 | 4 | 5 |
| 3 | Internet adalah mudah digunakan untuk saya membeli-belah.<br><i>(The internet would be easy to be use to do my shopping).</i>   | 1 | 2 | 3 | 4 | 5 |

**Bahagian D: Persepsi atas kemanfaatan**  
**Section D: Perceived usefulness (PU)**

Fikirkan tentang persepsi anda atas kemanfaatan internet untuk membeli-belah secara atas talian. Sejauh mana anda bersetuju atau tidak bersetuju sama ada setiap kenyataan di bawah yang menggambarkan persepsi anda atas kemanfaatan internet untuk membeli-belah secara atas talian? **Bulatkan** jawapan anda berpandukan skala di atas.  
*(Think about your perceived usefulness of the internet to shop online. To what extent you agree or disagree whether each statement below describes your perceived usefulness of the internet to shop online? Circle your answer using the scale above).*

- |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| 1 | Menggunakan internet untuk mendapatkan sesuatu produk membolehkan saya untuk membeli-belah dengan lebih cekap.<br><i>(Using the internet to acquire a product would allow me to shop more efficiently).</i>       | 1 | 2 | 3 | 4 | 5 |
| 2 | Menggunakan internet untuk mendapatkan sesuatu produk membolehkan saya untuk membeli-belah dengan lebih cepat.<br><i>(Using the internet to acquire a product would allow me to do my shopping more quickly).</i> | 1 | 2 | 3 | 4 | 5 |
| 3 | Menggunakan internet untuk mendapatkan sesuatu produk adalah berguna untuk saya membeli-belah.<br><i>(Using the internet to acquire a product would be useful to do my shopping).</i>                             | 1 | 2 | 3 | 4 | 5 |

**Bahagian E: Pelbagai produk**  
**Section E: Product variety**

Fikirkan tentang pelbagai produk yang boleh didapati secara atas talian. Sejauh mana anda bersetuju atau tidak bersetuju sama ada setiap kenyataan di bawah yang menggambarkan pelbagai produk yang boleh didapati secara atas talian? **Bulatkan** jawapan anda berpandukan skala di atas.

(Think about a variety of products available online. To what extent you agree or disagree whether each statement below describes a variety of products available online? **Circle** your answer using the scale above).

- |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| 1 | Membeli-belah dengan Internet menawarkan pelbagai produk.<br>( <i>Internet shopping offers a wide variety of products</i> ).  | 1 | 2 | 3 | 4 | 5 |
| 2 | Saya selalu membeli jenis produk yang saya mahu dari internet.<br>( <i>I always purchase the types of products I want from the internet</i> ).                                    | 1 | 2 | 3 | 4 | 5 |
| 3 | Saya boleh membeli produk yang tidak terdapat di kedai runcit melalui internet.<br>( <i>I can buy the products that are not available in retail shops through the internet</i> ). | 1 | 2 | 3 | 4 | 5 |

**Bahagian F: Harga**  
**Section F: Pricing**

Fikirkan tentang harga produk yang boleh didapati secara atas talian. Sejauh mana anda bersetuju atau tidak bersetuju sama ada setiap kenyataan di bawah yang menggambarkan harga produk yang boleh didapati secara atas talian? **Bulatkan** jawapan anda berpandukan skala di atas.

(Think about a pricing of products available online. To what extent you agree or disagree whether each statement below describes a pricing of products available online? **Circle** your answer using the scale above).

- |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| 1 | Membeli-belah secara atas talian membolehkan saya untuk menjimatkan wang kerana saya tidak perlu membayar kos pengangkutan.<br>( <i>Online shopping allows me to save money as I do not need to pay transportation costs</i> ).   | 1 | 2 | 3 | 4 | 5 |
| 2 | Membeli-belah secara atas talian membolehkan saya untuk membeli produk yang sama, atau yang serupa, pada harga yang lebih murah daripada kedai runcit tradisional.<br>( <i>Online shopping allows me to buy the same, or similar products, at cheaper prices than traditional retailing stores</i> ). | 1 | 2 | 3 | 4 | 5 |
| 3 | Membeli-belah secara atas talian menawarkan nilai yang lebih baik untuk wang saya berbanding membeli-belah secara tradisional.<br>( <i>Online shopping offers better value for my money compared to traditional shopping</i> ).   | 1 | 2 | 3 | 4 | 5 |
| 4 | Saya rasa imenawarkan harga yang lebih rendah berbanding dengan kedai runcit.<br>( <i>I think the internet offers lower prices compared to retail stores</i> ).   | 1 | 2 | 3 | 4 | 5 |

**Bahagian G: Jaminan produk**  
**Section G: Product guarantee**

Fikirkan tentang jaminan produk sekiranya dibeli secara atas talian. Sejauh mana anda bersetuju atau tidak bersetuju sama ada setiap kenyataan di bawah yang menggambarkan jaminan produk sekiranya dibeli secara atas talian? **Bulatkan** jawapan anda berpandukan skala di atas.

*(Think about product guarantee if purchased online. To what extent you agree or disagree whether each statement below describes product guarantee if purchased online? Circle your answer using the scale above).*

- |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| 1 | Kuantiti dan kualiti produk yang saya terima daripada peruncit internet adalah sama dengan yang saya pesan.<br><i>(The quantity and quality of the products I receive from internet retailers are the same as I order).</i> | 1 | 2 | 3 | 4 | 5 |
| 2 | Peruncit internet menghormati jaminan produk mereka.<br><i>(Internet retailers honour their product guarantees).</i>  | 1 | 2 | 3 | 4 | 5 |
| 3 | Produk yang saya pesan dihantar kepada saya dalam tempoh masa yang dijanjikan oleh peruncit internet.<br><i>(The products I ordered are delivered to me within the time promised by the internet retailers).</i>            | 1 | 2 | 3 | 4 | 5 |

**Bahagian H: Norma subjektif**  
**Section H: Subjective norm**

Fikirkan tentang norma subjektif dalam membeli-belah secara atas talian. Sejauh mana anda bersetuju atau tidak bersetuju sama ada setiap kenyataan di bawah yang menggambarkan norma subjektif dalam membeli-belah secara atas talian? **Bulatkan** jawapan anda berpandukan skala di atas.

*(Think about subjective norms in shopping online. To what extent you agree or disagree whether each statement below describes norm in shopping online? Circle your answer using the scale above).*

- |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| 1 | Media yang mempengaruhi keputusan saya untuk membuat pembelian melalui internet.<br><i>(The media influenced my decision to make purchases through the internet).</i>                         | 1 | 2 | 3 | 4 | 5 |
| 2 | Komunikasi pemasaran mempengaruhi keputusan saya untuk membuat pembelian melalui internet.<br><i>(Marketing communication influenced my decision to make purchases through the internet).</i> | 1 | 2 | 3 | 4 | 5 |
| 3 | Keluarga/rakan menggalakkan saya untuk membuat pembelian  | 1 | 2 | 3 | 4 | 5 |

melalui internet.

*(Family/friends encourage me to make purchases through the internet).*

**KAJISELIDIK TAMAT (*END OF QUESTIONNAIRE*)**

**TERIMA KASIH (*THANK YOU*)**



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## Appendix B: Profile of Online Shoppers

### *Profile of Online Shoppers by Gender*

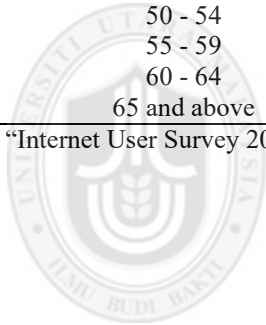
<b>Gender</b>	<b>Percentage</b>
Male	59.4%
Female	40.6%

Source: "Internet User Survey 2016" (2016, p.61)

### *Profile of Online Shoppers by Age*

<b>Age</b>	<b>Percentage</b>
Below 15	0.9%
15 - 19	14.6%
20 - 24	22.0%
25 - 29	16.2%
30 - 34	14.0%
35 - 39	10.6%
40 - 44	7.6%
45 - 49	5.7%
50 - 54	4.8%
55 - 59	1.8%
60 - 64	1.2%
65 and above	0.6%

Source: "Internet User Survey 2016" (2016, p.62)



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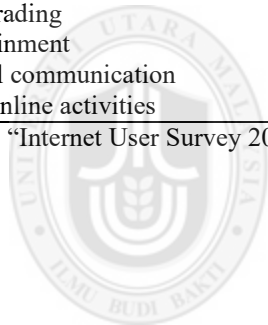


## Appendix C: Percentage of Internet Users by Online Activities

*Percentage of Internet Users by Online Activities*

<b>Online Activities</b>	<b>Percentage</b>
Communication by text	92.7%
Getting information	90.1%
Visit social networking sites	80.0%
Streaming video/Watch TV	70.9%
Study	67.5%
Listen to music	64.2%
Government services	59.0%
Download free music/video	57.4%
Read e-publication	50.1%
Play computer games	43.7%
Internet telephony	39.1%
Online job application	36.8%
Internet banking	36.2%
Shopping/reservation	35.3%
Maintain blogs/homepages	20.0%
Selling goods/services	18.9%
Stock trading	4.9%
Entertainment	2.0%
General communication	0.8%
Other online activities	1.0%

Source: "Internet User Survey 2016" (2016, p.64)



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## Appendix D: Percentage of Online Shopping Purpose

### *Percentage of Online Shopping Purpose*

<b>Online Shopping Purpose</b>	<b>Percentage</b>
Convenient delivery service	87.4%
Better price	77.1%
Time constraint	74.6%
More variety	74.3%
Do not have to worry about location	70.7%
Shops/ Products review by others	59.6%
Easy tracking of spending	58.6%
Do not like to go to shops	32.3%
Others	3.5%

Source: "Internet User Survey 2016" (2016, p.70)



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## Appendix E: Percentage of Types of Goods and Services Purchased Online

### *Percentage of Types of Goods and Services Purchased Online*

<b>Types of Goods and Services Purchased Online</b>	<b>Percentage</b>
Clothing, jewellery and accessories	73.9%
Travel arrangement	58.6%
Top-up prepaid phone	48.4%
Food and beverage	41.4%
Other entertainment products (concerts, tickets)	31.6%
Housewares	31.4%
Computer software and hardware	29.2%
Music and videos (downloaded)	29.0%
Publications (not downloaded)	24.8%
Gifts	24.4%
Sports equipment	21.5%
Toys and games	20.7%
e-publication	17.1%
Groceries	10.6%
Music and videos (not downloaded)	10.5%
Others	6.7%
Health and beauty	4.4%
Automotive accessories	1.3%

Source: "Internet User Survey 2016" (2016, p.70-71)



## Appendix F: Percentage of Types of Online Shopping Factors

### *Percentage of Types of Online Shopping Factors*

<b>Types of Online Shopping Factors</b>	<b>Percentage</b>
Competitive price	91.9%
Efficiency of payment	82.4%
Product description and review	82.1%
Special promotions	81.1%
Shipping cost	80.6%
Retailer reputation	79.2%
Others	3.4%
Others	3.4%
None	0.2%

Source: "Internet User Survey 2016" (2016, p.71)



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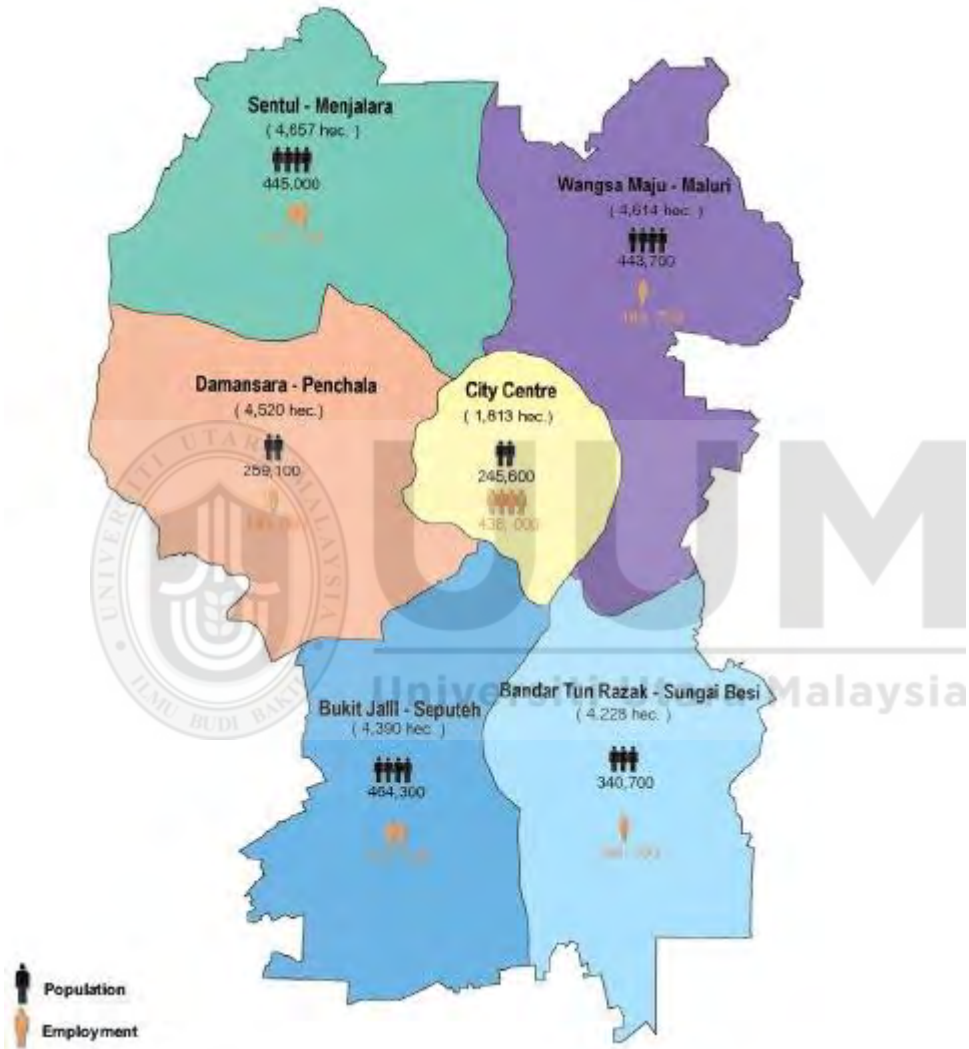
## Appendix G: Internet Users by State



*Internet Users by State*

Source: "Communications and Multimedia: Facts and Figures, 3Q 2016" (2016, p.1)

## Appendix H: Population in Kuala Lumpur



Source: "Kuala Lumpur Structure Plan 2020" (2004)

## Appendix I: Descriptive Statistics for Demographic Profile (Pilot Test)

*Descriptive Statistics for Demographic Profile (Pilot Test)*

<b>Items</b>	<b>Categories</b>	<b>Frequency</b>	<b>%</b>
Marital status	Single	13	43.3
	Married	16	53.3
	Widowed/Divorced	1	3.3
Highest educational level	Secondary education	3	10.0
	Post-secondary Education	2	6.7
	Tertiary	25	83.3
Ethnicity	Malay	23	76.7
	Chinese	6	20.0
	Indian	1	3.3
Age	20.00	1	3.3
	23.00	2	6.7
	24.00	1	3.3
	25.00	2	6.7
	26.00	1	3.3
	27.00	1	3.3
	28.00	2	6.7
	29.00	20	66.7
Income	Dependent	1	3.3
	Below RM1,000	1	3.3
	RM1,000 - RM3,000	15	50.0
	RM3,001 - RM5,000	10	33.3
	Above RM5,0001	3	10.0
Residential area	Pusat Bandar Raya	8	26.7
	WangsaMaju - Maluri	6	20.0
	Sentul - Menjalara	2	6.7
	Damansara - Penchala	3	10.0
	Bukit Jalil - Seputeh	3	10.0
	Bandar TunRazak - Sungai Besi	8	26.7

## Appendix J: Statistics of Items Score

*Statistics of Items Score*

Item	Frequency				
	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
OSI1	17	13	95	88	97
OSI2	7	20	73	118	92
OSI3	7	17	66	112	108
PEOU1	5	31	72	103	99
PEOU2	5	24	71	132	78
PEOU3	2	31	129	73	75
PU1	2	24	94	107	83
PU2	2	20	73	159	56
PU3	4	19	83	127	77
PV1	2	13	61	128	106
PV2	9	13	116	118	54
PV3	4	16	68	127	95
P1	7	28	62	122	91
P2	5	13	92	126	74
P3	0	12	104	124	70
P4	2	15	105	127	61
PG1	2	34	102	136	36
PG2	6	17	137	131	19
PG3	4	9	100	150	47
SN1	9	15	88	152	46
SN2	5	4	103	139	59
SN3	5	32	100	113	60



## Appendix K: Skewness and Kurtosis Statistics for Variable Items

*Skewness and Kurtosis Statistics for Variable Items*

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
OSI1	-.676	.138	-.021	.276
OSI2	-.695	.138	.097	.276
OSI3	-.815	.138	.263	.276
PEOU1	-.568	.138	-.471	.276
PEOU2	-.629	.138	.038	.276
PEOU3	.051	.138	-.898	.276
PU1	-.305	.138	-.644	.276
PU2	-.552	.138	.252	.276
PU3	-.510	.138	-.052	.276
PV1	-.695	.138	.118	.276
PV2	-.436	.138	.376	.276
PV3	-.692	.138	.190	.276
P1	-.721	.138	-.035	.276
P2	-.492	.138	.148	.276
P3	-.055	.138	-.809	.276
P4	-.211	.138	-.274	.276
PG1	-.274	.138	-.293	.276
PG2	-.429	.138	.837	.276
PG3	-.442	.138	.672	.276
SN1	-.754	.138	.929	.276
SN2	-.427	.138	.659	.276
SN3	-.300	.138	-.398	.276