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



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**MASTER OF SCIENCE (MANAGEMENT)
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**FACTORS RELATED TO ONLINE SHOPPING INTENTION AMONG YOUNG
MEN IN KUALA LUMPUR**



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**Pusat Pengajian Pengurusan
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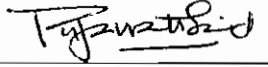
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ABSTRACT

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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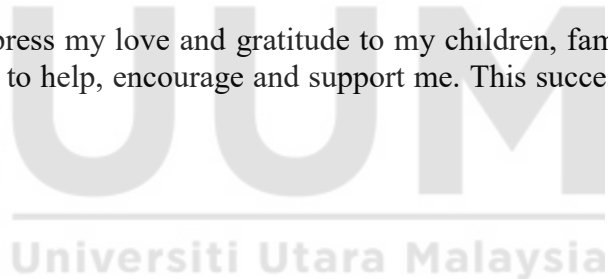
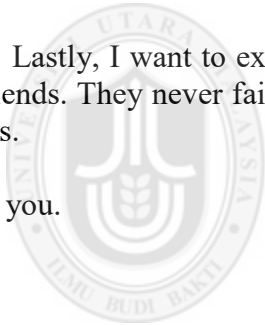


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LIST OF ABBREVIATIONS

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



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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

The contents of
the thesis is for
internal user
only

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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. 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

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

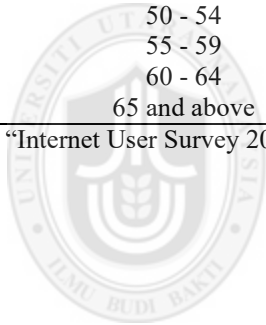
Gender	Percentage
Male	59.4%
Female	40.6%

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

Profile of Online Shoppers by Age

Age	Percentage
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)



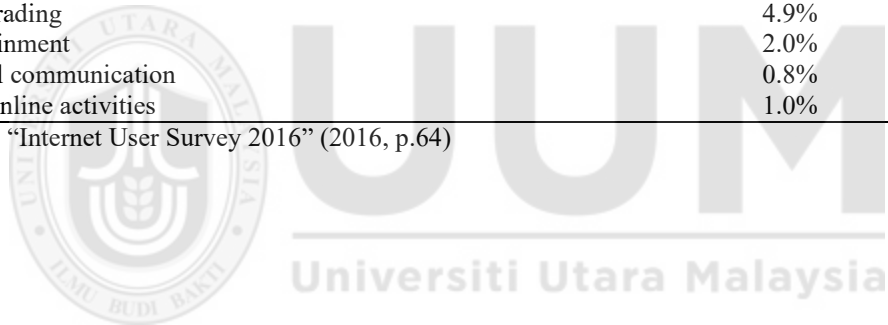
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Appendix C: Percentage of Internet Users by Online Activities

Percentage of Internet Users by Online Activities

Online Activities	Percentage
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)



Appendix D: Percentage of Online Shopping Purpose

Percentage of Online Shopping Purpose

Online Shopping Purpose	Percentage
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

Types of Goods and Services Purchased Online	Percentage
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

Types of Online Shopping Factors	Percentage
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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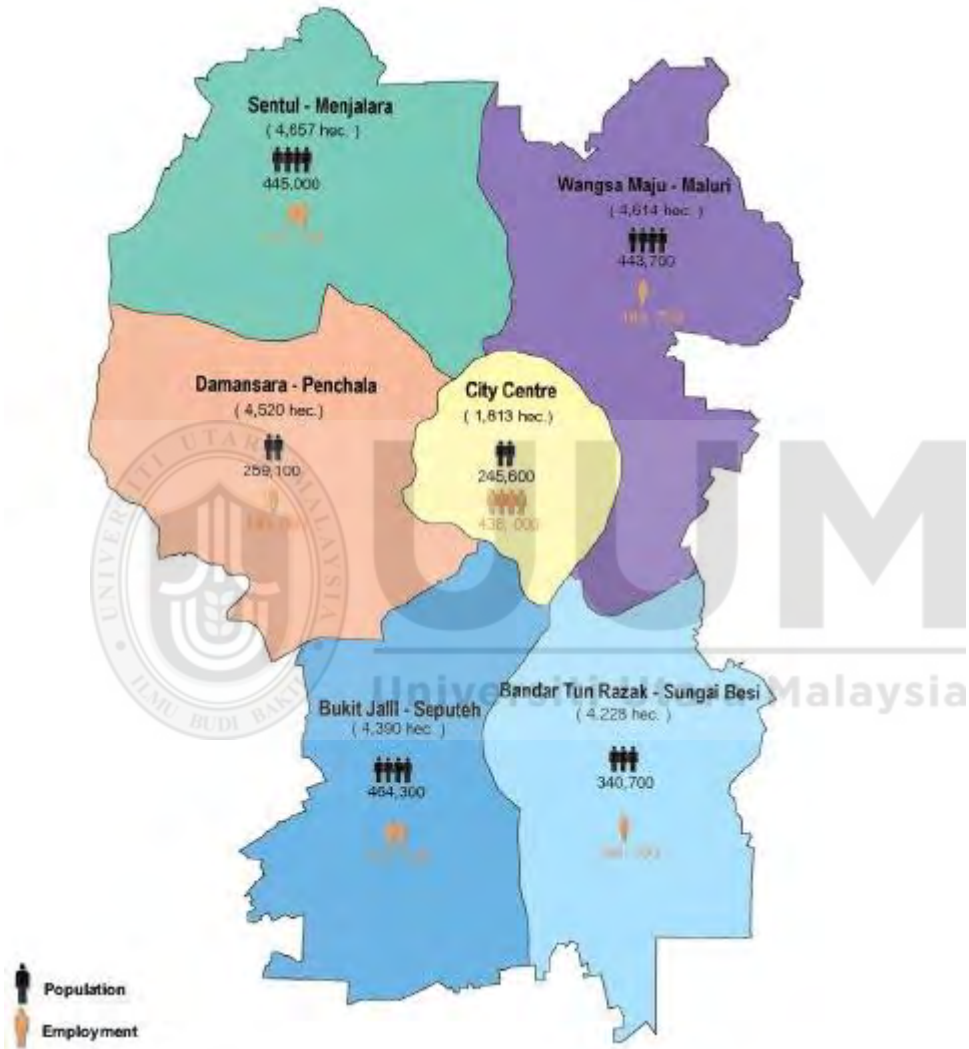
Appendix G: Internet Users by State



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)

Items	Categories	Frequency	%
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

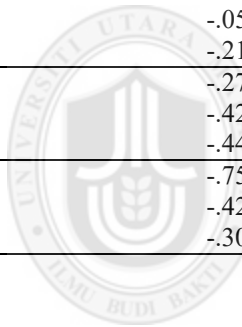
Statistics of Items Score

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



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