FACTORS INFLUENCING ONLINE PURCHASE

INTENTION AMONGST MALAY FEMALES OF GEN Z IN

CENTRAL MELAKA

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ABSTRACT

Online shopping is growing rapidly around the world and started to replace traditional way of shopping through brick and mortar. The purpose of this study was to provide better picture of factors influencing online purchase intention amongst Malay Females of Gen Z in Central Melaka. The Technology Acceptance Model and Theory of Planned Behaviour were employed in order to develop the conceptual framework. Four factors namely perceived ease of use, perceived usefulness, website design and subjective norms were tested. Data were gathered from 383 respondents by using stratified sampling method. The actual data collected will be analysed using Statistical Package for Social Science (SPSS) version 22. Pearson Correlation and Multiple Regression Analysis were conducted to analyse the data. Findings of this research have discovered that perceived ease of use, perceived usefulness, website design and subjective norms were significantly related to the online purchase intention. Furthermore, perceived ease of use was found to be the most significant factor that influenced intention to purchase online. Findings of this study can be beneficial for online retailer in order to draw further strategy in attracting new customers through online shopping. Implications of the research were discussed in detail.

Keywords: online purchase intention, perceived ease of use, perceived usefulness, website design, subjective norms

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ABSTRAK

Membeli-belah dalam talian telah berkembang pesat di seluruh dunia dan mula menggantikan cara membeli-belah secara tradisional melalui batu-bata dan mortar. Tujuan kajian ini adalah untuk memberi gambaran yang lebih baik tentang faktor-faktor yang mempengaruhi niat pembelian dalam talian di kalangan wanita Melayu Gen Z di Melaka Tengah. Model Penerimaan Teknologi dan Teori Gelagat Terancang digunakan untuk membangunkan rangka kerja konseptual. Empat faktor iaitu tanggapan mudah diguna, tanggapan kebergunaan, reka bentuk laman web dan norma subjektif telah diuji. Data dikumpul dari 383 responden dengan menggunakan kaedah pensampelan berstrata. Data sebenar yang dikumpulkan akan dianalisis menggunakan Pakej Statistik untuk Sains Sosial (SPSS) versi 22. Analisis Korelasi Pearson dan Analisis Regressi Berbilang telah dijalankan untuk menganalisis data tersebut. Penemuan kajian ini telah menemui bahawa tanggapan mudah diguna, tanggapan kebergunaan, reka bentuk laman web dan norma subjektif mempunyai kaitan dengan niat pembelian dalam talian. Selain itu, faktor tanggapan mudah diguna merupakan faktor terpenting yang mempengaruhi niat untuk membeli dalam talian. Selain itu, implikasi penyelidikan telah dibincangkan secara terperinci.

Kata kunci: niat pembelian dalam talian, tanggapan mudah diguna, tanggapan kebergunaan, reka bentuk laman web, norma subjektif
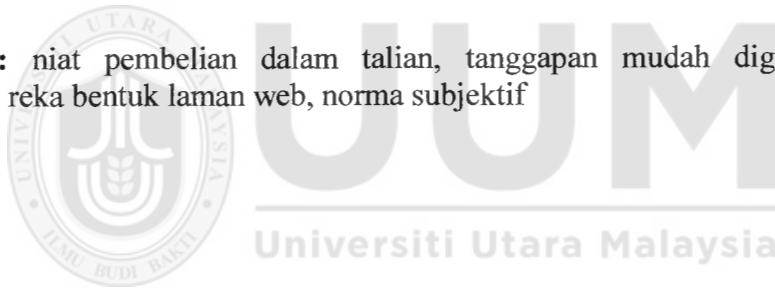
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LIST OF ABBREVIATIONS

OPI	Online Purchase Intention
EOU	Perceived Ease of Use
PU	Perceived Usefulness
WD	Website Design
SN	Subjective Norms
DV	Dependent Variable
IV	Independent Variable
GEN Z	Generation Z
TRA	Theory of Reason Action
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
IT	Information Technology
UITM	Universiti Teknologi MARA
MICOST	Melaka International College of Science and Technology
SMKST	Sekolah Menengah Kebangsaan Seri Tanjong
STSD	Sekolah Menengah Kebangsaan Tinggi St. David
ANOVA	Analysis of Variance
SPSS	Statistical Package for Social Science Software

CHAPTER 1

INTRODUCTION

1.1 Background of the study

Nowadays, the growth of internet usage in Malaysia kept increasing year by year. People keep engaging with internet 24 hours per day. The usage of internet has become very essential to every people and this situation has improved the behaviour of customers in purchasing of their desire products. The phenomenal growth of Internet user is driven by an excitement through its businesses involvement such as E-payment, E-ticketing, E-government as well as E-commerce. Besides being a networking medium by connecting people worldwide without geographical limitations, internet has opened a wide of opportunity to everyone in the world which is become as a transaction medium for consumers at the global market. It is one of an alternative for consumers to purchase through internet since it is quick and convenience than brick and mortar shopping method.

In Malaysia, there are numerous of companies started to expand their businesses from old style of physical stores to virtual online store. For instance, companies started to create their own E-commerce website to encourage more customers to purchase their products or services through internet. According to Nurshafiqa and Izian (2013), online shopping is defined as one of the medium for purchasing desire products and services by using the

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internet that contribute various of benefits to the customers. They can purchase variety of products by just sitting in front of computer and searching the website to purchase the products anytime and anywhere. Moreover, customers can enjoy purchase their desire products 24 hours a day through their computer and never distressing with time limits of shop hours and traffic jams. Based on Internet usage statistics (2017) stated that there was about 4000 million of worldwide internet users from 2000 to 2017 (Refer to Table 1.1). This indicates that the global usage of internet is growing rapidly.

Table 1.1: *World Internet Usage and Population Statistics Dec 31, 2017*

WORLD INTERNET USAGE AND POPULATION STATISTICS				
DEC 31, 2017				
World Region	Population (2018 Est.)	Population % of World	Internet Users 31 Dec 2017	Growth 2000-2018
Asia	4,207,588,157	55.10%	2,023,630,194	1670.00%
Europe	827,650,849	10.80%	704,833,752	570.00%
Latin America/ Caribbean	652,047,996	8.50%	437,001,277	2318.00%
Africa	1,287,914,329	16.90%	453,329,534	9941.00%
North America	363,844,662	4.80%	345,660,847	219.00%
Middle East	254,438,981	3.30%	164,037,259	4893.00%
Oceania/Australia	41,273,454	0.60%	28,439,277	273.00%
World Total	7,634,758,428	100.00%	4,156,932,140	1052.00%

Source: Internet World Stats. (2017).

1.2   Problem Statement

Nowadays, the blooming of internet usage amongst Malaysian people turn to be the most importance medium to make transaction as well as purchasing products and this situation has made it relevant to conduct a research on factors that influence online purchase intention. According to Howard and Sheth (1969), online purchase intention is define as a possibility that customer will purchase their desire products or services from a specific website. Furthermore, consumers must first have an intention to purchase online then might give result in actual purchase behaviour. As stated in Laohapensang (2007), studies on determinants of online purchase intent have been done in numerous countries revealing that needs of online presence should be practise increasingly by individual as well as companies in order to move towards with current trends.

Although internet usage has facilitate transactions between online retailers and online shoppers from anywhere at any time with a wide range of product choices and lower cost compared to traditional shopping. However, there is undeniable that the major problems in doing online purchasing are insecurity, lack of customers' protection and trust which are vital elements for a successful online transaction between countries, organizations, as well as individuals. This finding supported by Jun and Noor Ismawati Jaafar (2011), who claim that online security, privacy protection, and trust are the challenges of online shopping. In addition, the Guardian (2014) reported that nearly half of consumers who bought goods online over the past two years had problems with their purchase and they listed deliveries arriving late, goods arriving faulty/damaged or goods not arriving at all

as three of the most common challenges faced in online purchasing. In order to increase online shopping in Malaysia especially for young generations, understanding of factors influencing online purchase intention should be given priority. Thus, the researcher takes this opportunity to study the factors that influence Malay Females of Generation Z's intention to purchase online.

As stated by Gefen (2000), perceived ease of use refers to a standard of exertion in acquiring of new technology that customers need to learn and apply. There are several elements of perceived ease of use (EOU) which includes easy to manage the system and easy to become skilful. In addition, when customer discovered that the web page of online retailer is easier for them to navigate about information of the products and offer simple procedure of payment through online, they will choose online purchasing instead. Meanwhile, if the users discover the website is too complex and inconvenient, customers could switch to other shopping website that more user-friendly. Based on Cha (2011), perceived ease of use has a relationship with intention of customers to purchase through online. Therefore, there is a need to study the factor of perceived ease of use (EOU) towards online purchase intention amongst Malay Females of Gen Z in Central Melaka.

In line with Renny and Siringoringo (2013), perceived usefulness also one of the factor that influence online purchase intention. As stated by Monsuwe, Dellaert, and Ruyter (2004), perceived usefulness is a perception of customers that internet is one of the medium that will improve their ability of purchasing as well as enhancing their

shopping experience. Accessibility and high speed of shopping through internet might be useful for online users who are busy during normal shopping time. If online user perceived internet is very useful to them, they will have more intention to purchase through online. This study intends to examine study the factor of perceived usefulness that influence online purchase intention amongst Malay Females of Gen Z in Central Melaka.

Furthermore, involvement of online customers will increase if customers satisfied with the quality of the seller's website. According to Ganguly *et al.,* (2009), website design deals with aesthetic beauty which includes use of colours, graphics use, image and suitable font size to enhance the look of the website. If the customers had to face problem with the poor interface feature of the online retailers' website this will make internet shoppers left the website without completing their transaction due to that problems. A study by Beldona, Morrison, and O'Leary (2005) stated that, website design is one of the important factor in purchase intention of online customers and standpoint areas of customers with regards to online purchasing. Therefore, it is crucial to investigate the relationship of website design attribute and online purchase intention towards Malay Females of Gen Z in Central Melaka.

Moreover, according to Ajzen (1991), subjective norm can be defined as social pressure perceived by the customers that might influence them to express particular behaviour. In online shopping context, subjective norm is referred to social pressure perceived by the

customer regarding purchase intention from online shops. As stated in Ho and Chen (2014), recent quality research conducted in the context of online purchasing reveals that this social pressure might impact customer's online purchase intention. Thus, the researcher intended to examine factor of subjective norm that influence online purchase intention amongst Malay Females of Gen Z in Central Melaka.

Moreover, these young generations will actually look to their presence online, rather than human interaction and indirectly they will possess advance requirements in internet. Thus, it is crucial to response their requirements to keep possession of them. In Malaysia, especially Generations Z prefer to utilize the internet that related with shopping activities. Thus, the understanding of online purchasing is regarded as a serious matter in order to encourage Malaysian people using internet as a medium for purchasing. Furthermore, the importance of analysing and identifying factors that influence online purchase intention among this generation whether decides to purchase on internet is very essential.

1.3   Research Questions

The research questions that the research study sought to answer include:

1.   What is the relationship between perceived ease of use (EOU) and online purchase intention amongst Malay females of Gen Z in Central Melaka?

2.   What is the relationship between perceived usefulness (PU) and online purchase intention amongst Malay females of Gen Z in Central Melaka?

3.   What is the relationship between website design (WD) and online purchase intention amongst Malay females of Gen Z in Central Melaka?

4.   What is the relationship between subjective norm (SN) and online purchase intention amongst Malay females of Gen Z in Central Melaka?

5.   What is the effect of perceived ease of use (EOU), perceived usefulness (PU), website design (WD) and subjective norm (SN) to online purchase intention amongst Malay females of Gen Z in Central Melaka?

1.4   Research Objectives

There are 5 research objectives that have been formulated in order to answer the research problems includes:

1.   To identify the relationship between perceived ease of use (EOU) and online purchase intention amongst Malay females of Gen Z in Central Melaka.

2.   To identify the relationship between perceived usefulness (PU) and online purchase intention amongst Malay females of Gen Z in Central Melaka.

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3.	To identify the relationship between website design (WD) and online purchase intention amongst Malay females of Gen Z in Central Melaka.

4.	To identify the relationship between subjective norm (SN) and online purchase intention amongst Malay females of Gen Z in Central Melaka.

5.	To identify the effect of perceived ease of use (EOU), perceived usefulness (PU), website design (WD) and subjective norm (SN) to online purchase intention amongst Malay females of Gen Z in Central Melaka.

## 1.5	Scope of the Study

This study is aim to investigate online purchase intention amongst Malay females of Gen Z in Central Melaka. These generations are very digitally savvy and globally connected through virtual world. Because of that, online retailers should have extensive understanding regarding factors that influence online purchase intention of these generations. The variables involved are perceived ease of use, perceived usefulness, website design and subjective norm.

## 1.6	Significance of the Study

The finding of this study is to guide online retailers in identifying factors that drive Generation Z to use internet as a medium in purchasing products and services. Online

retailers are able to gain useful information and better understanding regarding online customers' response and at the same time develop innovative online marketing strategy. This online marketing strategy is very useful in order to enhance business profitability of online retailers. Moreover, this study also helps the online retailers to build their competitive advantage towards potential competitors. As we know, there are large number of internet users who intended to purchase products or services through online. Hence, this study allows them to have clearer knowledge to develop efficient and effective strategies. As a result, online retailers are able to meet customer's expectation and enhance their loyalty.

1.7   Organization of the Thesis

The study is arranged into five chapters. In chapter 1, comprises of background of the study, problem statement, research questions and objectives, scope of the study, significance of the study, and the thesis coordination. For chapter 2 discusses about literature reviews and theories of some related research of previous studies. In chapter 3 which highlights the methodology which describes the methods and techniques of research framework, hypotheses, research design, operational definition, measurement of variables/instrumentation, data collection, sampling, data collection procedure and techniques of data analysis.

Furthermore, chapter 4 presents analyses of data and findings of the research. It presents complete results and analyses of the study in the form of figures, table or content so the key data is highlighted. The collected data and processed response to the research question state in chapter 1. Finally, chapter 5 is to demonstrate the potential for merging theory and practice. It is discussed and summarized of the key findings according to the research objectives, some limitation faced by the researchers, implication of the study, conclusion as well as recommendation for further research.

CHAPTER 2

LITERATURE REVIEW

2.1   Introduction

This chapter looks at past studies regarding online purchasing with an intention of determining how different factors will influence intention to purchase online amongst Malay females of Gen Z in Central Melaka. The discussions comprise the interpretation of variables, inspection of relationship between the independent variables and dependent variable, underpinning theory and summary for this chapter. The purpose of reviewing the literature is to identify data sources that previous researchers have used before and at the same time contribute to the field by moving research forward. In this chapter, it reviews literature on dependent variable (Online Purchase Intention) and independent variables (Perceived Ease of Use (EOU), Perceived Usefulness (PU), Website Design (WD) and Subjective norm (SN).

2.2   Online Purchase Intention (OPI)

According to Zwass (1998), purchase intention can be defined as commitment to carry out certain his/her behaviour in the future. Moreover, Howard and Sheth (1969) define intention to purchase online is the possibility that customer will purchase their desire products or services from a specific website. As stated by Bai *et al.,* (2008) online

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purchasing intention is defined as a customer's willingness to make a particular purchasing of product or services through the internet. Apart from that, online purchase intention also regarding determination of customer to search, select and purchase desire products as well as to make online transaction through the internet (Pavlou, 2003). Moreover, online purchase intention reflect of customer's desire to purchase through internet. It is believed that customers probably prefer to purchase from virtual store when the website provide satisfactory tools, including complete catalogues of products or services, pricing comparison sheet, online payment system, buying cart and searching function as well (Chen *et al.,* 2010). In addition, Ling, Chai and Piew (2010) claimed that, online purchase intention explains about willingness of online shoppers to pursue with an online transaction. Furthermore, intention of customers to purchase through online will determine their purpose to handle a purchasing action all over the virtual store.

2.3 Perceived Ease of Use (EOU)

Perceived ease of use (EOU) is one of the independent variable that will be examined in this study. The element regarding perceived ease of use (EOU) includes the process in using the system that will contribute to skilful of the users. As stated by Selamat *et al.,* (2009), consumers always accepted if the technology is easier to utilize rather than using complex technology for online shopping activities. In addition, Reibstein (2002) claimed that, dimensions of perceived ease of use in online shopping should include simplicity in

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ordering the products, easy to retrieve information of the products and user-friendly website. Based on Chui *et al.,* (2005), customers will consistently visit website that user-friendly and at the same time display an accessible user interface. As claimed by Lee and Lin (2005), a quality of web design is very essential that might expand satisfaction of customer which can increase their intention to continuously purchase through online. Meanwhile if the users discover the website is too complex and inconvenient, customers could switch to other shopping website that more user-friendly. Based on Gefen (2000), perceived ease of use defines as a standard of exertion in acquiring of new technology that customers need to learn and apply. In addition, it is easy to comprehend by the users and able to access the website expertly. It is regarding elements of the technological (Buton-Jones & Hubona, 2005).

2.3.1 Relationship of Perceived Ease of Use and Online Purchase Intention

Based on Davis *et al.,* (1989), perceived ease of use influence directly towards online purchase intention among online users. The usage of easier technology in online purchasing such as easy to navigate the webpages, understand products information, easy to compare products and prices are the elements of ease of use, so it will increase intention of customers to purchase through online. Furthermore, perceived ease of use may positively influence perception of online shoppers regarding the convenience in online shopping and their intention to purchase through internet. Based on Honarbakhsh, Hooi, Kavianpour, and Shadkam (2013), perceived ease of use has a relationship towards

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intention of customers to purchase through virtual world. When customer discovered that the web page of online retailer is easier for them to navigate about information of the products and offer simple procedure of payment through online, they will choose online purchasing instead. Furthermore, the structure websites is becoming more complicated due to the increasing of web based technologies. Customers will visit more often to the website if the related web page for purchasing is appropriates as well as properly display. This might increase their intention to purchase through online (Wallace & Barkhi, 2007). Based on Ha and Stoel (2008), perceived ease of use is an importance factor in determining online purchase intention. When customers find the website is not difficult to utilize, it will encourage more customers to choose online purchasing.

2.4   Perceived Usefulness (PU)

Perceived usefulness is another independent variable that will be examined in this study. Based on Ahmad and Barkhi (2011), perceived usefulness refers to customer's perspective by utilizing particular system would smooth the process of purchasing and enhance their task. In addition, an individual tends to continued usage if they found that the process is easy and useful for them. Furthermore, Koufaris, (2002); Taylor and Todd, (1995) claimed that, perceived usefulness is about understanding of online users regarding whether online purchasing is efficient or not in completing task. Based on Monsuwe, Dellaert and Ruyter (2004), perceived usefulness explain on how successful online purchasing in helping consumers completing their task whilst perceived ease of

use represent simplicity in utilizing internet as a medium to purchase through virtual store. According to Khalifa and Limayem (2003) stated that the main benefits of online purchasing includes easy to access, very high speed, useful information as well as convenient purchases. Accessibility and high speed of shopping through internet might be useful for online users who are busy during normal shopping time. In addition, as stated in Burke (1997), perceived usefulness is one of requirement in mass market technology acceptance. It is rely on expectation of customers in how technology can enhance their daily lives (Peterson *et al.,* 1997). Moreover, according to Venkatesh, Morris, Davis, and Davis (2003), perceived usefulness is one of the important element that obtain from the Technology Acceptance Model (TAM) which is suggest that due to reinforcement value of end result, this perceived usefulness will definitely affect acceptance of user.

2.4.1 Relationship of Perceived Usefulness and Online Purchase Intention

According to Shadkam, Kavianpour, Honarbakhsh, and Hooi (2013) mentioned that, perceived usefulness has influence intention to purchase through online. If online user perceived internet is very useful to them, they will have more intention to purchase through online. In addition, a support study by Kim and Song (2010) recommended that online users will search through merchandise conveniently for purchase their desire products and expected to receive useful information. Otherwise, online users might move to other online retailer that provides similar products on sale (Kim & Song, 2010). Based on Xie *et al.,* (2011) also claimed that, perceived usefulness will influence purchase

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intention among online users. The benefit of using the technology is the factor why they are intend to shop through online. They will keep using the technology which they think is very useful in completing task and this may lead increase their intention to purchase through internet. Additionally, online customers feel that online shopping is useful for them when it can fulfil their needs immediately and offer many choices of products alternative; so customers will have intention to purchase through internet frequently. Furthermore, there are various researcher have explained that perceived usefulness might influence customer's intention to purchase through online (Kim, Ferrin, & Rao, 2009; Pavlou, 2003). Moreover, based on Horton *et al.,* (2002) claimed that perceived usefulness would give a positive influence towards intention of users in online purchasing. It is a customer's perspective of purchasing through internet would increase their efficiency and this might lead of increasing their intention to purchase through online.

2.5   Website Design (WD)

Website design is another independent variable that will be examined in this study. According to Beldona, Morrison and O'Leary (2005), website design is an important element in online purchase intention and act as a medium between online shoppers and online retailers to connect. As stated in Ganguly *et al.,* (2009), the website design deals with aesthetic beauty which includes use of colours, graphics use, image and suitable font size to enhance the look of the website. In addition, based on Ranganathan and Grandon

(2002), web page design described as the technique how the information of the product is being displayed. According to Almwalad and Putit (2012), there are several elements relating to the website design of online shop which are easy to use and attractive. In addition, Salhi (2012) demonstrate that the degree of indicators regarding web page characteristic should include security and trustworthiness. Moreover, interactive information system on the online shop web page is one of the importance elements in order to observe perception and satisfaction of customers concerning the standard of the service provided and at the same time helping the shop to deliver beneficial information to their target customers (Gonzalez, 2010).

Based on Wauters (2011), in keeping with the value of the web page standard, previous studies has revealed that customers do not prefer difficult and complex website design which create negative experience to the online customers and will make them stopped from purchase through online. Concerning this, Chen and Wells (1999) pointed out a number of positive elements to examine in designing a quality of website design which are entertainment, informativeness and good organization. Hence, Moon and Kim (2001) proved that designing a good website design of their store is the most importance of online business to be successful. If the content and function of the website is well-developed, ultimately will increase online purchase intention and satisfaction of online customer. Furthermore, the designs of website in terms of graphics and colours represent an important part in pleasing and foster online customers when they are involved in online purchasing activities.

2.5.1 Relationship of Website Design and Online Purchase Intention

According to Bai, Law and Wen (2008), has claimed that the standard of website design has a relationship towards the intention of customers in their online purchasing activities. Furthermore, as stated by Ranganathan and Ganapathy (2002), when customer is contented about the website, the participation of customers in online purchasing might be increase. Apart of that, customers will absolutely visit the website that provide convenient to them. Website design which include quick and easy transaction, no time wasting, fulfil the requirements of online customers, personalization of the website, and customers perceive comfortable are the criteria of quality website design that customers need when reviewing the website (Mohd Shoki, Ng Sze Yan, Norhayati, Kamaruzaman, & Khalid, 2014). In addition, as stated in Chen, Hsu and Lin (2010), have discovered the component of website such as information design, navigation design and visual design might increase purchase intention among customers. In the meanwhile, Iqbal, Rehman and Hunjra (2012) investigated that standard of the web page had impact on online purchase intention of online customers. Moreover, based on Cyr (2008) emphasized that website design has a relationship on online purchase intention among customers.

2.6 Subjective Norm (SN)

In e-commerce context, subjective norm is referred to social pressure perceived by the customer regarding purchase intention from online shops. The online users might think

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that people who are important to them such as family and colleagues may affect an individual. Based on Al-Debei *et al.,* (2013), an individual is willing to act particular behaviours to receive acceptance within the group of influence. Furthermore, as stated by Bhattacherjee (2000), subjective norms are determine by interpersonal influence such as word-of-mouth from family members and colleagues as well as influences from external environmental including reports of mass media and people that experience online purchasing. Other than that, based on Venkatesh and Morris (2000), subjective norm defines as the level of belief that individuals who are most dominant to them would think that they ought to or ought to not perform certain behaviour. In addition, an individual can be influenced by someone around who is close to him or her in order to complete or not particular deal through internet. As stated in Ajzan and Driver (1980), subjective norm is associated with the pressure imposed by other people such as colleague, peers, and neighbour who carry out such action and behaviour of interest either directly or indirectly influence other's intention to purchase through online.

2.6.1 Relationship of Subjective Norm and Online Purchase Intention

As stated in Ho and Chen (2014), recent quality research conducted in the context of online purchasing reveals that subjective norm might influence intention of online customers. Based on Khalil and Michael (2008), stated that family and friends have relationship towards individuals intention to purchase online. In addition, Supanat (2012) also discovered that subjective norm has relationship towards intention to purchase

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online. Moreover, George (2011) has conducted a research regarding social pressure might influence customer online purchase intention. This situation proves that, online customers influence by who offer social experience to them. Moreover, Foucault and Scheufele (2005) claimed that there is a relationship among chatting with colleague regarding online shopping and purchase intention. As stated by Talal, Charles and Sue (2011), subjective norm has influence online purchase intention where perceptions of customers of the reliance of other customers regarding online purchase intention.

2.7   Generation Z

According to Feiertag and Berge (2008), Gen Z or Generation Z who is known as "Digital Natives", "Me Generation" and Generation N" were born in 1995 to 2009. This generation were born into a very challenging era, instability of world political and terrorism issues. In addition, they are also the first generation who discovers the digital technologies such as overloading of information and social networking sites on the internet (Turner, 2015). Furthermore, growth of behavioural characteristic among Generation Z is influence by their various environment as well as factors of their surroundings. Other than that, they have been grown up throughout very high media-savvy and technological environment which had made them the first generation of internet savvy and extra expert in technology compared to previous generations. Based on Turner (2015); Feiertag and Berge (2008); Wiedmer (2015), this Generation Z also called as iGeneration, Gen Tech, Digital Natives, Gen Next and Post Gen. Moreover,

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although Generation Z is particularly concern by their parents to their inexhaustible exposure towards internet compared to the real interaction but their perception of technology is not something that would do any harm to them. They would ever see this technology is one of the tools that could deliver all the information more quickly. In addition, as described by Oblinger and Oblinger, (2005), the internet is their close friend and it is like an oxygen for them and they cannot imagine if live without it.

Oblinger and Oblinger, (2005) has calls these Generation Z as "post millenars" because of their birth times, whilst other perspective highlighted that people should examine them in terms of their behaviour. In addition, the names of these Generations Z are come from the way how they utilize the media itself for example "Facebook Generation", "Instagram Generation" and Igeneration. Based on Bassiouni and Hackley (2014); Fister-Gale (2015), these generations are highly educated, technologically savvy as well as creative and innovative person. As stated by Bernstein (2015), they are the first generation who born into a digital era that live online and virtually which occupied with their ideal brands. Furthermore, Generation Z are more attached to the technology and perceive it a tool for them (Van den Bergh & Behrer, 2016). Based on Schlossberg (2016), these generation tends to act differently compared to their preceded and can lead to changes in consumer behaviour. According to Wood (2013), there are four trends that might describe Generation Z as consumers. Firstly, they are captivated in new technologies. Secondly, their enthusiasm to feel safe. Thirdly, they prefer something that is easy to use and finally they wish to avoid realities. In addition, Merriman, (2015) denoted that their high reliance

on the internet has made them acquire a lot of information without difficulties. Moreover, even though they are very bad in real interaction, they are thoroughly deal more than one task at the same time with dependency on social media (Cowan, 2014). They might read their favourite books while enjoying music through their ipod and at the same time updating their status in social media.

2.8 Underpinning Theory

2.8.1 Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) was introduced by Davis which to explain regarding acceptance of information Technology (IT). In addition, TAM is one of the method that can be used to examine the purchase intentions among online customers and it has a great theoretical and practical applications. Moreover, it is an adjustment from the idea of Theory of Reason Action (TRA) which used to ascertain computer acceptance among users. It is evaluated by the intention and influence of attitude, perceived usefulness, and perceived ease of use regarding the intention to use. Moreover, based on Davis, Bagozzi and Warshaw (1989), TAM comprise of two specific perspectives which includes perceived usefulness and perceived ease of use that play as a primary relevance for computer acceptance behaviour. Furthermore, according to Saga and Zmud (1994), a person utilize particular technology that deliver beneficial, convenient, and more importantly they enjoying use that technology. As stated in Vijayasarathy (2003), a

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number of components in TAM are suitable for describing adoption of certain technology where the usage is compulsory towards its user in most cases. In short, both perceived usefulness and perceived ease of use are suitable as a dominant predictor.

2.8.2   Theory of Planned Behavior (TPB)

According to Ajzen (1985, 1991), attitude towards behaviour, subjective norm and perceived behavioural controls are the importance element of intention to carry out certain behaviour. It is an intention of individual to perform certain behaviour. Furthermore, based on Ajzen and Maden (1985) initiate that attitude concerning the behaviour and subjective norm play a major impact towards the behavioural motivation on an individual. In addition, the importance of behavioural control is refers to perception of individual regarding easy or difficulty performs the interest behaviour. Based on Theory of Planned Behavior, behaviour is an intersection with intentions and perceived control behavioural. In addition, it is an important contribution to prediction of behaviour if the perception and intention conduct behaviour. According to Ajzen (1991), individual's intention in performing certain behaviour is the main factor in this theory. In addition, it is more likely refer to the performance if their intention is stronger to engage in certain behaviour. Furthermore, Theory of Planned Behaviour (TPB) related to accomplishment of a person in particular behaviour which determine by individual's intention to carry out certain behaviour. Based on Azjen (1985), an attitude regarding certain behaviour is an assessment of carrying out particular behaviour.

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2.9   Summary

This chapter reviewed the related journals and previous research which to develop a better understanding of the current study. Besides that, it is also included numbers of studies that used the measures and designs which similar to this study in the literature review. By summarizing the factors that influencing online purchase intention amongst Malay Females of Gen Z, the relationship of the dependent variable with each independent variable are clearly defined.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter illustrates the research methodologies that used for collecting and examining the data into efficient way which was used to clarify the hypotheses and research questions. This chapter included of research framework, hypotheses development, research design, operational definition of the variables, sampling technique, constructs measurement of variables/instrumentation, data collection methods, data processing as well as techniques of data analysis.

3.2 Research Framework

A conceptual research framework is used to guide the research in order to give illustration of theoretical constructs with the variables in the research.

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Independent Variables (IV)

Perceived Ease of Use (EOU)

Perceived Usefulness (PU)

Website Design (WD)

Subjective Norm (SN)

Dependent Variable (DV)

Online Purchase Intention (OPI)
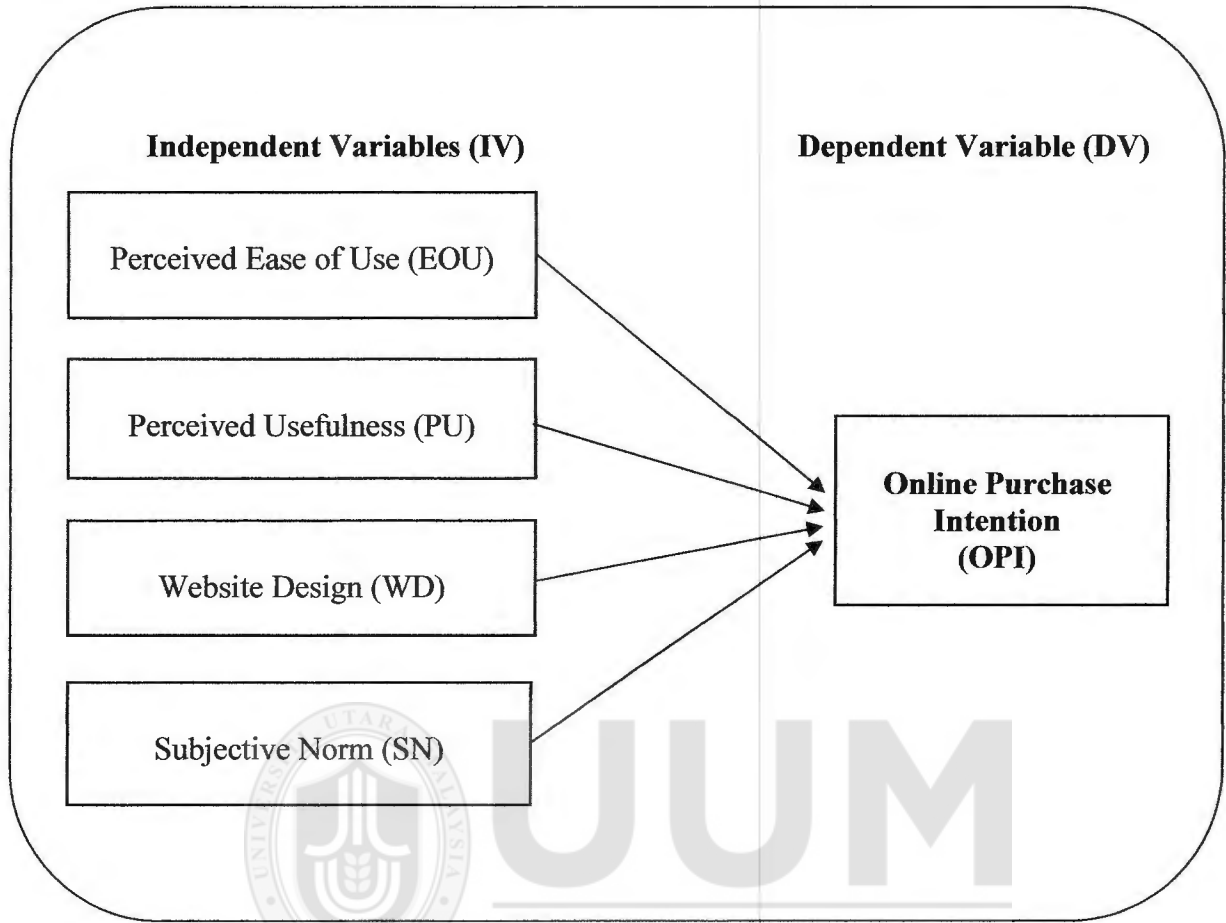
Figure 3.1: *The Conceptual Research Model*

According to Figure 3.1 above, the conceptual research model has been developed for this study which consists of four independent variables and one dependent variable. The four independent variables are perceived ease of use (EOU), perceived usefulness (PU), website design (WD) and subjective norm (SN) while the dependent variable is online purchase intention (OPI).

3.3 Hypotheses Development

Hypotheses are developed and tested based on research question and there are five main hypotheses as follows:

Ha1: There is a relationship between Perceived Ease of Use (EOU) and Online Purchase Intention amongst Malay females of Gen Z in Central Melaka.

Ha2: There is a relationship between Perceived Usefulness (PU) and Online Purchase Intention amongst Malay females of Gen Z in Central Melaka.

Ha3: There is a relationship between Website Design (WD) and Online Purchase Intention amongst Malay females of Gen Z in Central Melaka.

Ha4: There is a relationship between Subjective Norm (SN) and Online Purchase Intention amongst Malay females of Gen Z in Central Melaka.

Ha5: There is an effect of Perceived Ease of Use (EOU), Perceived Usefulness (PU), Website Design (WD) and Subjective Norm (SN) to Online Purchase Intention amongst Malay females of Gen Z in Central Melaka.

3.4   Research Design

This study aims to explore the factors influencing online purchase intention amongst Malay females of Gen Z in Central Melaka. Therefore, the explanatory design is suitable because it is the chance for researcher to explore how different variables are connected to each other. This research wanted to explain the relationship between Perceived Ease of Use (EOU), Perceived Usefulness (PU), Website Design (WD), and Subjective Norm (SN) towards Online Purchase Intention (OPI). In addition, to manage this explanatory research, a literature review is conducted to provide conceptual background. Furthermore, this study is quantitative research where the data used to evaluate and conclude from the test. The survey is used to get feedback from respondents to look at the variables contribute to online purchase intention of the Generation Z and collection of information displayed in the tables and statistics in the next chapter. The questionnaires is designed in order to distribute to the target respondent. Before being distributed to the target respondents, the questionnaires must be pre-tested. Then, collected data from the respondents will be imported into SPSS software version 22.

3.5   Operational Definition

Table 3.1: *Definition of Variables*

Variable	Operational Definition
Online Purchase Intention (OPI)	Determination of customer to search, select and purchase desire products as well as to make online transaction through the internet (Pavlou, 2003).
Perceived Ease of Use (EOU)	Perceived ease of use defines as a standard of exertion in acquiring of new technology that customers need to learn and apply (Gefen, 2000).
Perceived Usefulness (PU)	Perceived usefulness refers to the level of customer's trust that by using online purchasing will improve their transaction performance (Chiu *et al.*, 2009).
Website Design (WD)	Website design has been described as the technique in which the content is displayed in the website (Ranganathan and Grandon, 2002).
Subjective Norm (SN)	Subjective norm is associated with the pressure imposed by other people such as colleague, peers, and neighbour who carry out such action and behaviour of interest either directly or indirectly influence other's intention to purchase through online (Ajzan & Driver, 1980).

3.6   Measurement of Variables / Instrumentation

In this research, a fully structured questionnaire will be used as an instrument. The questionnaires can be divided into three parts. For *Part A* consists questions of social-demographic. The target respondents need to fill up their demographic information which consists of four questions (age group, marital status, academic qualification and

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profession). Then for *Part B* of the questionnaire contained questions of general information regarding customer's online purchase intention in order to comprehend online experience of respondents. Finally for *Part C,* which aimed to gather responses of the respondents on the key constructs of the research framework, which includes of Perceived Ease of Use (EOU), Perceived Usefulness (PU), Website Design (WD) and Subjective Norm (SN). Furthermore, all the measurement scales were measured using Likert scale, where 1= Strongly Disagree (SD), 2 = Disagree (D), 3 = Neutral (N), 4 = Agree (A) and 5 = Strongly Agree (SA).

3.6.1   Research Items of Variable

In this questionnaire, the questions are adapted from prior research studies. Below are the construct and measurement items:

Table 3.2: *Origin and Measurement of Construct*

Variables	Items	References
Online Purchase Intention (OPI) 4 Items	1. I would like to purchase products through online store frequently.	Moon and Kim, (2001)
	2. I would like to use the internet as a medium for purchasing.	
	3. I would like to purchase products through internet to gain experience of online purchasing.	
	4. I will keep purchase products through internet in the future.	

Perceived Ease of Use (EOU) 5 Items	1. It would be easy to purchase products through online store by learning to operate the internet.	Davis (1989) and Gefen *et al.*, (2003)
	2. It would be clear and understandable when interact with internet to buy a product.	
	3. It would be easy to purchase products by using internet.	
	4. It is easy to interact with the internet to purchase products.	
	5. By purchasing a product through internet, it would be easy to become skilful.	
Perceived Usefulness (PU) 5 Items	1. Using internet for searching and purchasing products would improve my performance.	Davis (1989) and Gefen *et al.*, (2003)
	2. It is easier to search and purchase products by using the internet.	
	3. The internet will possibly increase effectiveness when purchasing products.	
	4. It is more quickly to purchase products by using the internet.	
	5. By using the internet, it will enhance my productivity when purchasing products.	
Website Design (WD) 4 Items	1. I would prefer to purchase through online shop if the website appearance are well-organized.	Adnan (2014)
	2. I would prefer to purchase from online stores only if the process of purchasing is user friendly.	
	3. I would prefer to purchase from online shop if the content of the website is easy to understand and provide relevant information.	
	4. I would prefer to purchase from online shop only if the ordering and payment process are free of error.	
Subjective Norm (SN) 2 Items	1. People who are influence my behaviour would think that I should purchase products through online store.	Taylor and Todd (1995)
	2. My family would think that I should purchase products through online store.	

3.6.2 Scale of Measurement

There are three major parts of research instrument in this study. Part A is about demographic profile that consists of four questions which to identify the respondent's personal information. The questions are designed with nominal scale and ratio scale of measurement. Nominal scale is used to measure marital status, academic qualification and profession while ratio scale is used to measure the age range. Meanwhile in part B of the questionnaire contained questions of general information regarding customer's online purchase intention. The questions are designed with combination of nominal scale and ratio scale. Nominal scale is used to measure the respondent's general information in question one, three and five while ratio scale is used in question two and four. Finally, in part C is about respondent's opinion on factors influencing online purchase intention amongst Malay females of Gen Z in Central Melaka. The questions are designed with interval scale. Items for variables includes Perceived Ease of Use (EOU), Perceived Usefulness (PU), Website Design (WD), Subjective Norm (SN) and Online Purchase Intention in internet shopping activities are measure by using five-point Likert Scale ranged from strongly disagree to strongly agree, refer to Table 3.3.

Table 3.3: *Summary of Likert Scale Used to Measure Variable*

Variables	Likert Scale
Independent Variables: Perceived Ease of Use (EOU) Perceived Usefulness (PU) Website Design (WD) Subjective Norm (SN) Dependent Variable: Online Purchase Intention (OPI)	1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

3.7 Data Collection

3.7.1 Population

Population is targeted to the entire group of people that can be focus for the researcher to investigate. As for this study, it is focusing on Generation Z in Central Melaka who age fall between 13-22 years old. The population of this Generation Z is about 250,700.

3.7.2 Sampling Size

Table of population is adopted from Krejcie and Morgan (1970) is used in this study. The population of Generation Z are 250,700, where the sample size is 382. This method is fast and less expensive to obtain respondents' feedbacks

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3.7.3   Sampling Technique

In this study, probability sampling was implemented. As stated by Stuart (1984), probability sampling is referred to every component in the population has a possibility to be selected. In addition, every person is selected by chance and random that drawn from the population. As for this study, stratified random sampling or known as proportional sampling has been adopted where the sample are initially grouped into different classification as show in Table 3.4 below:

Table 3.4: *Distribution of Sample*

Age	Percentage
13-14	20%
15-16	20%
17-18	20%
19-20	20%
21-22	20%

3.7.4   Data Collection Procedures

As for this study, primary data was adopted as it provides the latest and relevant information needed to address current research problem. The source of primary data was acquired from the survey questionnaires. In this study, 390 copies of questionnaires were self-distributed to the target respondents. It is specifically targeted on Malay Females of Generation Z in Central Melaka. Furthermore, researcher targeted to disseminate the questionnaires to school and university students in Central Melaka. The questionnaires

will be distributed to randomly select of Gen Z in Universiti Teknologi MARA (UITM, Bandaraya Melaka), Melaka International College of Science and Technology (MiCoST), Sekolah Menengah Kebangsaan Tinggi St. David Melaka (STSD) and Sekolah Menengah Kebangsaan Seri Tanjong Melaka (SMKST). There are several criterions that respondents need to fulfil in order to accomplish the objectives. These criterions includes all respondents must be Malaysian nationality, currently as Generation Z (age ranging from 13-22 years old) and finally all respondents must be Malay Females. Although collection of primary data is costly and time consuming compared to secondary data, it can provides reliable and relevant opinion from current respondents.

3.7.5 Pilot-test

Based on Malhotra (2007), pilot testing is the method that gives chances to the researcher to revise back the data that has been collected, exact data will be collected and finally the collection of data run smoothly. In addition, researchers can obtain a lot of data from the respondents and discover the level of lucidity of the questions as well as to recognize any problems that occurs which need attention (Neuman, 1997; Borg & Gall, 1979). Besides that, pilot testing is conducted in order to detect errors and mistakes. In addition, researcher will receive feedback from the respondents to verify the questions whether it's understood. Moreover, it is one of the step that to identify the acceptability of the questions that has been asked and their enthusiasm to participate in answering the questionnaires. In this study, 30 samples of questionnaires were carried out for pre-test

before the actual questionnaires were distributed to the target respondent. The result of pilot test are shown in the table below (refer table 3.5).

Table 3.5: *Result of Pilot Test*

No	Construct	Cronbach's Alpha	No. of Items
1	Online Purchase Intention	0.705	4
2	Perceived Ease of Use	0.764	5
3	Perceived Usefulness	0.812	5
4	Website Design	0.762	4
5	Subjective Norm	0.851	2

Table 3.5 above shows the results of a pilot test of the questionnaire. The Cronbach's Alpha for Perceived Usefulness and Subjective Norm have values of 0.80 to 0.90 which means the strength of association is very good. Meanwhile, the Cronbach's Alpha for Online Purchase Intention, Perceive Ease of Use and Website Design have values of 0.7 to 0.8 which means the strength of association is good.

3.8   Techniques of Data Analysis

As for this study, in order to process, summarize and analyse the collection of data that gathered from the survey questionnaire, the Statistical Packages for Social Science (SPSS) software version 22 is used. Both descriptive analysis and inferential analysis are used. Furthermore, to address the research questions and solve the research problems, the result were examined and interpreted.

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3.8.1   Data Coding

Data coding means designate meaningful label to each option for every questions before data can be tabulated. Normally, a number will be assigned to the responses and a fix field code will be used. Based on Malhotra (2007), this fixed number will be used for all respondents and the data that appear will be the same. For example in this study, number such as 1, 2 and 3 are assigned to secondary school, certificate/diploma and bachelor respectively.

3.8.2   Cleaning of Data

Data cleaning involves examining data for illogical and inconsistency entries. It is a process of consistency checks by researchers that helps to identify those data that are out of range or extreme value. Before accomplish the data analysis, those inconsistencies data must be detected. In this study, Statistical Package for Social Science (SPSS) version 22 is used to recognize the out of range value for all variables.

3.8.3   Reliability Analysis

Based on Sekaran (2003), reliability is a standard of measuring accuracy of the measurement instrument. The correlation among items can be determined by using Cronbach's Alpha. If the coefficient value is higher, that means the results are reliable. Meanwhile, if the coefficient value is 0.6 or less means it is poor or unsatisfactory

internal consistency reliability. In the table 3.6 below, the Cronbach's Alpha Coefficient based on the Rules of Thumb are shown.

Table 3.6: *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
> 0.9	Excellent

Source: Malhotra (2007)

3.8.4 Descriptive Analysis

In this study, descriptive analysis is used to make an analysis of the demographic data. It is one of the most common method used by the researcher to summarize a set of data. In additions, frequency analysis was used in both Part A and Part B of the survey questionnaires. Frequencies are generally obtained from nominal variables such as marital status, academic qualification, and profession. Furthermore, it is also obtained from the ordinal variables such as age and frequency of intention to purchase item from website. As for Part A and Part B of the questionnaire, frequency analysis and percentage count were used to evaluate the data collected. Meanwhile, mean test and grand mean were used to analyze the data that had been collected in the Part C of the questionnaire.

3.8.5 Inferential Analysis

Based on Burn and Bush (2006) stated that, inferential analysis is using a statistical test in order to create conclusion based on the population's characteristic from information provided by the sample. Moreover, researcher often uses inferential analysis to determine the relationship between an intervention and strength of that relationship. In this study, to conduct the analysis of Pearson's Correlation Coefficient Analysis and Multiple Regression Analysis, Statistical Package for the Social Science (SPSS) version 22 was used.

3.8.5.1 Pearson's Correlation Coefficient

Pearson's correlation analysis was used to determine the relationship between Online Purchase Intention and four independent variables which are Perceived Ease of Use (EOU), Perceived Usefulness (PU), Website Design (WD) and Subjective Norm (SN) on hypotheses with 0.05 significance level. The higher the correlation coefficient, the stronger the level association is between the variables.

3.8.5.2 Multiple Regression Analysis

Multiple regression analysis is used to analyse the association that effects of two or more independent variables with the dependent variables. As for this study, the adjusted R square will be tested as the result of the Perceived Ease of Use (EOU), Perceived Usefulness (PU), Website Design (WD) and Subjective Norm (SN) towards Generation

Z's online purchase intention amongst Malay Females in Central Melaka. The below equation used to show the relationship of all variables with online purchase intention:

Online Purchase Intention = a + b1 (Perceived Ease of Use) + b2 (Perceived Usefulness) + b3 (Website Design) + b4 (Subjective Norm)

3.9 Summary

This chapter is basically about research methodologies used in this study. It is begins with the research design method which emphases on the methodology and procedure used for data gathering and data analysis. Then, operational definition was explained in details. Besides that, research framework and hypotheses development were also discussed. Furthermore, data collection methods and research instrument used in this study were explained. The Statistical Package for the Social Science (SPSS) software version 22 was used to analyse the data.

CHAPTER 4

RESULTS AND DISCUSSION

4.1   Introduction

This chapter highlight and discuss on the result of this study which are acquired from questionnaires. The data is analysed using Statistical Packages for Social Science (SPSS) software version 22. It includes demographic analysis, descriptive statistical analysis, scale measurement, correlation, regression analysis and summary.

4.2   Data Processing

4.2.1   Data Cleaning

Table 4.1: *Distribution of Questionnaire*

Distribution	Quantity
Distributed	390
Collected	385
Usable	383

In this study, 390 sets of survey questionnaires were distributed to the target sample but only 385 sets were collected by the researcher. Among the 385 sets of questionnaires, only 383 sets are usable which the respondents answered completely. Another 2 sets are unusable because 1 set of questionnaires is not answer completely while another 1 set is empty without any answer. Among the 383 sets of questionnaires, all of them have visited an online shopping website.

4.2.2　Data Coding

Data coding refers to a process which collected data from questionnaires results are categorized to facilitate analysis. Meaningful code has been assigned to each option for every questions before data can be tabulated. Table 4.2 below shown the coding for every part in questionnaires.

Table 4.2: *Variables Coding*

Part A: Demographic Profile		
Variable	**Value**	**Items**
Age	1	13 - 14
	2	15 - 16
	3	17 – 18
	4	19 – 20
	5	21 - 22
Status	1	Single
	2	Married
	3	Others
Education	1	Secondary School
	2	Certificate/Diploma
	3	Bachelor
	4	Others
Profession	1	Student
	2	Employee
	3	Business owner
	4	Others

Part B: General Information

Value	Items
	Do you have any intention to visit online shopping website?
1	Yes
0	No
	In the last 3 months, how many times have you intend to purchase products from any website?
1	None
2	1-3 times
3	4-6 times
4	7-9 times
5	10 times or more
	What type of products you intend to purchase through online? (You may choose more than one option)
0 = no 1 = yes	Flight tickets
0 = no 1 = yes	Movie tickets
0 = no 1 = yes	Books
0 = no 1 = yes	Electronic goods
0 = no 1 = yes	Cosmetics
0 = no 1 = yes	Clothes
0 = no 1 = yes	Accessories
0 = no 1 = yes	Others
	4. How much do you intend to spend when purchase through online? (Per annum)
0	Below RM250
1	RM251 and RM500
2	RM501 and RM750
3	RM751 and RM1000
4	RM1001 and RM1250
5	Above RM1250
	5. Which payment method you would use to purchase products or services through online?(You may choose more than one option)
Creditcard 0 = no 1 = yes	Credit card

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Debitcard
    0 = no
    1 = yes
	Debit Card	

Bankdraft
    0 = no
    1 = yes
	Bank draft/ Money order	

Cheque
    0 = no
    1 = yes
	Cheque	

COD
    0 = no
    1 = yes
	Cash on delivery	

Bank-in
    0 = no
    1 = yes
	Bank in via ATM machine	

OtherPayment
    0 = no
    1 = yes
	Others	

Part C: Factors Influencing Online Purchase Intention amongst Malay Female of Gen Z in Central Melaka.

Dependent and Independent Variables

Variables	Items
Online Purchase Intention (OPI)	OPI1: I would like to purchase products through online store frequently. OPI2: I would like to use the internet as a medium for purchasing. OPI3: I would like to purchase products through internet to gain experience of online purchasing. OPI4: I will keep continue purchase products through internet in the future.
Perceived Ease of Use (EOU)	PEU1: It would be easy to purchase products through online store by learning to operate the internet. PEU2: It would be clear and understandable when interact with internet to buy a product PEU3: It would be easy to purchase products by using internet. PEU4: It is flexible to interact with the internet to purchase products. PEU5: By purchasing a product through internet, it would be easy to become skilful.

Perceived Usefulness (PU)	PU1: Using internet for searching and purchasing products would improve my performance
	PU2: It is easier to search and purchase products by using the internet.
	PU3: The internet will possibly increase my effectiveness when purchasing products.
	PU4: It is more quickly to purchase products by using the internet.
	PU5: By using the internet, it will enhance my productivity when purchasing products.
Website Design (WD)	WD1: I would prefer to purchase through online shop if the website appearance are well-organized.
	WD2: I would prefer to purchase from online stores only if the process of purchasing is user friendly.
	WD3: I would prefer to purchase from online shop only if the content of the website is easy to understand and provide relevant information.
	WD4: I would prefer to purchase from online shop only if the ordering and payment process are free of error.
Subjective Norm (SN)	SN1: People who are influence my behaviour would think that I should purchase products through online store.
	SN2: My family would think that I should purchase products through online store.

4.3   Demographics Analysis

In this study, there are several questions on demographic characteristic which are cover background of the respondents such as age, marital status, education and profession. Other than that, there are other questions regarding general information about customer's intention in online shopping such as frequency of visit to online shopping website, types

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of online purchases, amount of spending on online shopping and types of payment method used to purchase products or services online.

Table 4.3: *Background of Respondents*

Characteristics		Frequency	Percentage
Age	13 – 14	75	19.6
	15 – 16	77	20.1
	17 – 18	77	20.1
	19 – 20	77	20.1
	21 – 22	77	20.1
	Total	**383**	**100**
Status	Single	383	100
	Married	0	0
	Others	0	0
	Total	**383**	**100**
Education	Secondary	107	27.9
	Certificate/Diploma	223	58.2
	Bachelor	53	13.8
	Total	**383**	**100**
Profession	Student	383	100
	Employee	0	0
	Business Owner	0	0
	Others	0	0
	Total	**383**	**100**

As shown in Table 4.3, the respondent's age range between 15-22 years old revealed the amount which consists 77 respondents (20.1%) for each range. Then, out of 383, there were 75 respondents (19.6%) of the sample who age between 13-14 years old. As for the marital status, all respondents were single which made up the highest amount of 383 respondents (100%). Then, followed by the respondents who were married and others. These two categories were not contributed any amount in this study because all the

respondents were still a student in secondary school and university. In the academic qualification among 383 respondents, Certificate/Diploma holders revealed the highest amount which consisted 223 respondents (58.2%). Next, for secondary school there were 107 respondents (27.9%) and finally for Bachelor holders consisted 53 respondents (13.8%) of the sample. Under profession, all respondents were students which consisted 383 respondents (100%) and there were no respondents for employee, business owner and others profession.

4.4   Reliability Analysis

The reliability analysis is tested using SPSS version 22. This test is performed to measure internal consistency among five variables which includes Online Purchase Intention, Perceived Ease of Use, Perceived Usefulness, Website Design and Subjective Norms. The higher the coefficient value, the results are more reliable. If the value of alpha at the range of 0.7 and above, it is considered reliable but if the value of alpha is less than 0.6 it is considered as weak. The results are shown in the Table 4.4 below.

Table 4.4: *Reliability Statistics*

Variables	Cronbach's Alpha	N of Items
Online Purchase Intention	.739	4
Perceived Ease of Use	.770	5
Perceived Usefulness	.764	5
Website Design	.721	4
Subjective Norm	.750	2

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From the Table 4.4 above, the reliability test result has shown that all value of Cronbach's Alpha are above 0.6. It means that all items are at acceptable values. Based on results, the alpha value of Perceived Ease of Use is 0.770 which made up the highest values among the construct. Subsequently, Perceived Usefulness has the alpha values of 0.764 and Subjective Norms has the alpha values of 0.750. Meanwhile, Website Design and Online Purchase Intention has the alpha value of 0.721 and 0.739 respectively.

4.5 Factor Analysis

The validity of construct of the questionnaire will be identified from the Kaiser-MeyerOlkin (KMO) value. The Kaiser-Meyer-Olkin (KMO) values for "mediocre" is range from 0.5 to 0.7 are, values for "good" is range from 0.7 to 0.8, values for "great" is range from 0.8 and 0.9 while values for "excellent" is above 0.9 (Kaiser, 1974). The significant of p-value< 0.001 for Bartlett's Test of Sphericity revealing statistics that maintain the correlation matrix abilities factor, listing several associations between the study variables. As for the factor loading, the acceptable value is above 0.6 shows that the items are not overlapping, are reliable and they support the respective constructs. The results are shown below:

Table 4.5: *Factor Analysis for Online Purchase Intention*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.744
Bartlett's Test of Sphericity	Approx. Chi-Square	328.041
	df	6
	Sig.	.000

Component Matrix[a]

	Component
	1
Intention1	.796
Intention2	.793
Intention3	.679
Intention4	.727

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Based on Table 4.5 above, KMO value for online purchase intention is 0.744 and the data is fit for further analysis. The value is regarded as good and acceptable. The result for Bartlett's test of Sphericity is significant as well since p-value <0.001. As for factor loading, all values in online purchase intention are above 0.6. Thus, it is regarded as acceptable.

Table 4.6: *Factor Analysis for Perceived Ease of Use*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.748
Bartlett's Test of Sphericity		271.926
	df	6
	Sig.	.000

Component Matrix[a]

	Component
	1
Ease of Use 1	.763
Ease of Use 2	.733
Ease of Use 3	.770
Ease of Use 4	.668

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Based on Table 4.6 above, KMO value for the perceived ease of used is 0.748 and the data is fit for further analysis. The value is regarded as good and acceptable. The result for Bartlett's test of Sphericity is significant as well since p-value <0.001. As for factor loading, all values in perceived ease of used are above 0.6. Thus, it is regarded as acceptable.

Table 4.7: *Factor Analysis for Perceived Usefulness*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.800
Bartlett's Test of Sphericity	Approx. Chi-Square	425.376
	df	10
	Sig.	.000

Component Matrix[a]

	Component
	1
Usefulness 1	.714
Usefulness 2	.711
Usefulness 3	.743
Usefulness 4	.647
Usefulness 5	.770

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Based on Table 4.7 above, KMO value for the perceived usefulness is 0.800 and the data is fit for further analysis. The value is regarded as good and acceptable. The result for Bartlett's test of Sphericity is significant as well since p-value <0.001. As for factor loading, all values in perceived usefulness are above 0.6. Thus, it is regarded as acceptable.

Table 4.8: *Factor Analysis for Website Design*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.695
Bartlett's Test of Sphericity	Approx. Chi-Square	312.653
	df	6
	Sig.	.000

Component Matrix[a]

	Component
	1
Website Design 1	.650
Website Design 2	.777
Website Design 3	.764
Website Design 4	.763

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Based on Table 4.8 above, KMO value for website design is 0.695 and the data is fit for further analysis. The value is regarded as good and acceptable. The result for Bartlett's test of Sphericity is significant as well since p-value <0.001. As for factor loading, all values in website design are above 0.6. Thus, it is regarded as acceptable.

Table 4.9: *Factor Analysis for Subjective Norm*

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	170.008
	df	1
	Sig.	.000

Component Matrix[a]

	Component
	1
Norm 1	.895
Norm 2	.895

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Based on Table 4.9 above, KMO value for subjective norm is 0.500 and the data is fit for further analysis. The value is regarded as good and acceptable. The result for Bartlett's test of Sphericity is significant as well since p-value <0.001. As for factor loading, all values in subjective norm are above 0.6. Thus, it is regarded as acceptable.

4.6   Descriptive Analysis

Descriptive analysis is appoint in order to describe the basic characteristic of the respondents (Zikmund *et al.,* 2010). It is allow researchers in making assumption and observation of the results. All the results are shown below:

Table 4.10: *Frequency of Visit to Online Shop Website*

	Frequency	Percentage
Do you have any intention to visit online shopping website?		
Yes	383	100
No	0	0
Total	**383**	**100**
In the last 3 months, how many times have you intend to purchase products from any website?		
None	1	3
1-3 times	148	38.6
4-6 times	119	31.1
7-9 times	68	17.8
10 times or more	47	12.3
Total	**383**	**100**

Table 4.10 above shows the frequency of visit to online shop website. According to the table, all 383 respondents (100%) have intention to visit online shopping website and there were no respondent that never have intention to visit online shopping website. Furthermore, there were 148 respondents (38.6%) have 1 to 3 times intention to purchase products from website in the last 3 months. Subsequently, there were 119 respondents (31.1%) that have 4 to 6 times. Followed by 68 respondents (17.8%) have 7 to 9 times and 47 respondents (12.3%) who have 10 times or more intention to purchase products

from website in last 3 months. Finally, there was 1 (3%) of the respondents contributed the lowest amount with never have intention to purchase products from website.

Table 4.11: *Types of Online Purchases*

	Yes	No	Total
What type of products you intend to purchase through online? (You may choose more than one option)			
Flight tickets	54 (14.1 %)	329 (85.9 %)	383 (100%)
Movie tickets	77 (20.1 %)	306 (79.9 %)	383 (100%)
Books	53 (13.8 %)	330 (86.2 %)	383 (100%)
Electronic goods	32 (8.40 %)	351 (91.6 %)	383 (100%)
Cosmetics	166 (43.3 %)	217 (56.7 %)	383 (100%)
Clothes	313 (81.7 %)	70 (18.3 %)	383 (100%)
Accessories	210 (54.8 %)	173 (45.2 %)	383 (100%)
Others	5 (1.30 %)	378 (98.7 %)	383 (100%)

Table 4.11 above shows the types of online purchases. Based on the table, 313 or 81.7% of total respondents were usually intend to purchase clothes through online which made up the highest amount among the total sample. On the other hand, 70 or 18.3% of them do not have intention to purchase that items. Subsequently, there were 210 or 54.8% of respondents usually intend to purchase accessories while 173 or 45.2% of them do not have any intention to purchase that items. Furthermore, 166 or 43.3% of respondents were usually intend to purchase cosmetics while 217 or 56.7% of them are not. Then, there were 77 or 20.1% of respondents usually intend to purchase movie tickets but another 306 or 79.9% of them do not have intention to purchase on that items. Apart of that, there were 54 or 14.1% of respondents who usually intend to purchase flight tickets while 329 or 85.9% of respondents do not have any intention to purchase that items. In addition, there were 53 or 13.8% of respondents who usually intend to purchase books

through online while another 330 or 86.2% of respondents were not. Furthermore, there were 32 or 8.40% of respondents usually intend to purchase electronic goods via online while 351 or 91.6% of respondents do not have any intention on that items. Finally, there were 5 or 1.30% of respondents contributed the lowest amount among the total sample who intend to purchase other products via online such as foods while 378 or 98.7% of them were not.

Table 4.12: *Amount of Spending*

	Frequency	Percentage
How much do you intend to spend when purchase through online? (Per annum)		
Below RM250	125	32.6
RM251 to RM500	123	32.1
RM501 to RM750	123	32.1
RM751 to RM1000	3	8
RM1001 to RM1250	9	2.3
Above RM1250	0	0
Total	**383**	**100**

Table 4.12 above presents amount of spending on online shopping. According to the table, there were 125 or 32.6% of respondents who intend to spend below RM250 on online shopping per annum. Subsequently, there were 123 or 32.1% of respondents who intend to spend between RM251 to RM500 and RM501 to RM750 on online shopping per annum. Furthermore, there were 9 or 2.3% of respondents who have intention to spend between RM1001 to RM1250 on online shopping per annum. Then, there were 3 or 8% of respondents who intend to spend RM751 to RM1000 on online shopping.

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Finally, there were no respondents who intend to spend above rm1250 on online shopping which made up the lowest amount among the total sample.

Table 4.13: *Type of Payment*

	Yes Frequency (%)	No Frequency (%)	Total Frequency (%)
Which payment method you would use to purchase products or services through online? (You may choose more than one option)			
Credit card	43 (11.2 %)	340 (88.8 %)	383 (100 %)
Debit Card	85 (22.2 %)	289 (77.8 %)	383 (100 %)
Bank draft/ Money order	2 (0.5 %)	381 (99.5 %)	383 (100 %)
Cheque	0	383 (100 %)	383 (100 %)
Cash on delivery	180 (47 %)	203 (53.0 %)	383 (100 %)
Bank in via ATM machine	310 (80.9 %)	73 (19.1 %)	383 (100 %)
Others	12 (3.1 %)	371 (96.9 %)	383 (100 %)

Based on Table 4.13 above, there were 310 or 80.9% of respondents using payment method of bank in via ATM machine to purchase products or services through online while 73 or 19.1% of them were not using that method. Subsequently, there were 180 or 47% of respondents who prefer cash on delivery method to purchase via online while another 203 or 53.0% were not. Furthermore, there were 85 or 22.2% of respondents who prefer debit card payment method to purchase items through online while 289 or 77.8% were not using that payment method. Apart of that, there were 43 or 11.2% of respondents who choose credit card payment method to purchase products or services online while 340 or 88.8% of them do not choose that method. In addition, there were 12 or 3.1% of respondents who choose other method such as online banking method to purchase via online while 371 or 96.9% of them were not using that method. Then, there

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were 2 or 0.5% of respondents who choose bank draft/money order payment method to purchase products or services online while 381 or 99.5% of respondents were not using that payment method. Lastly, payment method of cheque contributed the lowest amount which no respondents prefer that payment method.

Table 4.14: *Item and Grand Mean*

Variable and Variable Item	Mean
Online Purchase Intention	
I would like to purchase products through online store frequently.	3.50
I would like to use the internet as a medium for purchasing.	3.51
I would like to purchase products through internet to gain experience of online purchasing.	3.66
I will keep continue purchase products through internet in the future.	3.73
Grand mean	**3.60**
Perceived Ease of Use	
It would be easy to purchase products through online store by learning to operate the internet.	3.84
It would be clear and understandable when interact with internet to buy a product.	3.65
It would be easy to purchase products by using internet.	3.93
It is flexible to interact with the internet to purchase products.	3.61
By purchasing a product through internet, it would be easy to become skilful.	3.84
Grand mean	**3.77**
Perceived Usefulness	
Using internet for searching and purchasing products would improve my performance	3.81
It is easier to search and purchase products by using the internet.	4.01
The internet will possibly increase effectiveness when purchasing products.	3.75
It is more quickly to purchase products by using the internet.	3.93
By using the internet, it will enhance my productivity when purchasing products.	3.74
Grand mean	**3.85**

(Continued)
Website Design

I would prefer to purchase through online shop if the website appearance are well-organized.	3.87
I would prefer to purchase from online stores only if the process of purchasing is user friendly.	3.88
I would prefer to purchase from online shop only if the content of the website is easy to understand and provide relevant information.	4.06
I would prefer to purchase from online shop only if the ordering and payment process are free of error.	3.95
Grand mean	**3.94**

Subjective Norm

People who are influence my behaviour would think that I should purchase products through online store.	3.36
My family would think that I should purchase products through online store.	3.41
Grand mean	**3.39**

According to Table 4.14 above, it shows the descriptive analysis such as mean score and grand mean for each variables. For Online Purchase Intention, the mean for statement "I will keep continue purchase products through internet in the future" is 3.73 which made up the highest mean score. Subsequently, the statement of "I would like to purchase products through internet to gain experience of online purchasing" is the second ranked mean which is 3.66. Furthermore, the statement of "I would like to use the internet as a medium for purchasing." and "I would like to purchase products through online store frequently." is the third and fourth ranked mean which are 3.51 and 3.50 respectively. The result for grand mean of four items in Online Purchase Intention are calculated as 3.60.

In addition, for Perceived Ease of Use, the statement of "It would be easy to purchase products by using internet" scored the highest mean score which is 3.93. Moreover, the

second highest mean score fall in the statement of "It would be easy to purchase products through online store by learning to operate the internet." and "By purchasing a product through internet, it would be easy to become skilful." which share the same mean score which is 3.84. Apart of that, the statement of "It would be clear and understandable when interact with internet to buy a product." is the third ranked statement that has mean score of 3.65. Lastly, the lowest mean score goes to the statement of "It is flexible to interact with the internet to purchase products." with mean score of 3.61. The result for grand mean of five items in Perceived Ease of Use are calculated as 3.77.

Furthermore, the results of mean score for Perceived Usefulness items are shown. The highest mean score for statement "It is easier to search and purchase products by using the internet." has the mean of 4.01. In addition, the statement of "It is more quickly to purchase products by using the internet." has the second ranked with mean score of 3.93. Meanwhile, for the statement "Using internet for searching and purchasing products would improve my performance" is the third mean score with 3.81. Moreover, for statement "The internet will possibly increase effectiveness when purchasing products" is the third ranked statement which has mean score of 3.75. Finally, the statement of "By using the internet, it will enhance my productivity when purchasing products." has the lowest mean score of 3.74. The result for grand mean of five items in Perceived Usefulness are calculated as 3.85.

In addition, based on Table 4.14 above, the result of mean score for Website Design are shown. The statement of "I would prefer to purchase from online shop only if the content

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of the website is easy to understand and provide relevant information" obtained the highest mean score which is 4.06. Subsequently, the statement of "I would prefer to purchase from online shop only if the ordering and payment process are free of error." is ranked as the second highest mean score which is 3.95. Then, the statement of "I would prefer to purchase from online stores only if the process of purchasing is user friendly." ranked as the third mean score which is 3.88. Lastly, the lowest mean score which is 3.87 goes to statement of "I would prefer to purchase through online shop if the website appearance are well-organized". The result for grand mean of 4 items in Website Design are calculated as 3.94. Finally, the results of mean score for Subjective Norm are also calculated. The mean score for statement "My family would think that I should purchase products through online store" is 3.41. Meanwhile, the statement of "People who are influence my behaviour would think that I should purchase products through online store" has mean score 3.36. The result for grand mean of 2 items in Subjective Norms are calculated as 3.39.

4.7 Inferential Analysis

4.7.1 Pearson Correlation Coefficient Analysis

Pearson's Correlation Coefficient is used to determine the relationship between linear variables and strength of that relationship. The analysis is to determine whether Perceived

Ease of Use, Perceived Usefulness, Website Design and Subjective Norm have any relationship with the Online Purchase Intention. Table 4.15 show the result in details.

Table 4.15: *Correlation Analysis Statistics*

		OPI	EOU	PU	WD	SN
Online Purchase Intention (OPI)	Pearson Correlation	1	.532**	.496**	.332**	.388**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	383	383	383	383	383
Ease of Use (EOU)	Pearson Correlation		1	.653**	.368**	.350**
	Sig. (2-tailed)			.000	.000	.000
	N		383	383	383	383
Perceived Usefulness (PU)	Pearson Correlation			1	.369**	.396**
	Sig. (2-tailed)				.000	.000
	N			383	383	383
Website Design (WD)	Pearson Correlation				1	.248**
	Sig. (2-tailed)					.000
	N				383	383
Subjective Norm (SN)	Pearson Correlation					1
	Sig. (2-tailed)					
	N					383

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

Hypothesis 1

H01: There is no relationship between Perceived Ease of Use and Online Purchase Intention amongst Malay Female of Gen Z in Central Melaka.

Ha1: There is a relationship between Perceived Ease of Use and Online Purchase Intention amongst Malay Female of Gen Z in Central Melaka.

According to Table 4.15 above, the result shows that there is a relationship between Perceived Ease of Use and Online Purchase Intention. The correlation value of r= 0.532 p<0.01 and this indicates a positive relationship between two variables. Thus, Ha1 is accepted whereas H01 is rejected.

Hypothesis 2

H02: There is no relationship between Perceived Usefulness and Online Purchase Intention amongst Malay Female of Gen Z in Central Melaka.

Ha2: There is a relationship between Perceived Usefulness and Online Purchase Intention amongst Malay Female of Gen Z in Central Melaka.

According to Table 4.15 above, the result shows that there is a relationship between Perceived Usefulness and Online Purchase Intention. The correlation value of r= 0.496, p<0.01 and this indicates a positive relationship between two variables. Thus, Ha2 is accepted whereas H02 is rejected.

Hypothesis 3

H03: There is no relationship between Website Design and Online Purchase Intention amongst Malay Female of Gen Z in Central Melaka.

Ha3: There is a relationship between Website Design and Online Purchase Intention amongst Malay Female of Gen Z in Central Melaka.

According to Table 4.15 above, the result shows that there is a relationship between Website Design and Online Purchase Intention. The correlation value of r= 0.332, p<0.01 and this indicates a positive relationship between two variables. Thus, Ha3 is accepted whereas H03 is rejected.

Hypothesis 4

H04: There is no relationship between Subjective Norm and Online Purchase Intention amongst Malay Female of Gen Z in Central Melaka.

Ha4: There is a relationship between Subjective Norm and Online Purchase Intention amongst Malay Female of Gen Z in Central Melaka.

According to Table 4.15 above, the result shows that there is a relationship between Subjective Norm and Online Purchase Intention. The correlation value of r= 0.388, p<0.01 and this indicates a positive relationship between two variables. Thus, Ha4 is accepted whereas H04 is rejected.

4.7.2 Multiple Linear Regression Analysis

Table 4.16: *Regression Analysis Statistics*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.604[a]	.365	.356	.391

a. Predictors: (Constant), SN, WD, EOU, PU

Table 4.16 above shows the correlation coefficient (R=0.604) indicates that there is a positive relationship between Online Purchase Intention towards the independent variables which are Perceived Ease of Use, Perceived Usefulness, Website Design and Subjective Norm. In addition, the result for Adjusted R² is equal to 0.356 where there is a 35.6% of variation of four independent variables which are Perceived Ease of Use, Perceived Usefulness, Website Design and Subjective Norm with Online Purchase Intention.

Table 4.17: *Analysis of Variance (ANOVA)*

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.996	5	6.599	43.270	.000^b
	Residual	57.497	377	.153		
	Total	90.492	382			

a. Dependent Variable: OPI
b. Predictors: (Constant), SN, WD, EOU, PU

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.524	.232		2.260	.024
	EOU	.319	.058	.306	5.499	.000
	PU	.184	.060	.175	3.073	.002
	WD	.114	.049	.104	2.309	.021
	SN	.153	.041	.172	3.766	.000

a. Dependent Variable: OPI

Based on Table 4.17, to measure the impact level, the Standardized Coefficients-Beta was considered. If value of Beta is higher that means the level influence of independent variables on Online Purchase Intention is higher. As a result, the standardized coefficients for Perceived Ease of Use is 0.306 which made up the highest value among all the independent variables. Thus, it shows that Perceived Ease of Use has the strongest influence and become the most important predictor of Online Purchase Intention among Malay Females of Gen Z. Then, followed by Perceived Usefulness which is 0.175, Subjective Norm is 0.172, and lastly is Website Design 0.104. Therefore, relationship between independent variables and Online Purchase Intention can be explained by the following equation:

Online Purchase Intention = 0.524 + 0.319 (Perceived Ease of Use) + 0.184 (Perceived Usefulness) + 0.114 (website Design) + 0.153 (Subjective Norm)

Hypothesis 5

H05: There is no effect of perceived ease of use (EOU), perceived usefulness (PU), website design (WD) and subjective norm (SN) to online purchase intention amongst Malay females of Gen Z in Central Melaka.

Ha5: There is an effect of perceived ease of use (EOU), perceived usefulness (PU), website design (WD) and subjective norm (SN) to online purchase intention amongst Malay females of Gen Z in Central Melaka.

The results acquired from the regression analysis of all four factors of Online Purchase Intention were significant at Adjusted R^2 = 0.356, F= 43.270. Furthermore, independent variables are significantly related to dependent variable when the p value is less than 0.05. Thus, as a result, Perceived Ease of Use, Perceived Usefulness, Website Design and Subjective Norm are significantly related to Online Purchase Intention because the p value is less than 0.05. Hence, Ha5 is accepted and H05 is rejected.

4.8   Summary

In conclusion, the hypothesis were tested and clarify by using SPSS version 22. The demographic profile and respondent's general information has been described by demographic analysis. Furthermore, to examine on the reliability of the variables, the reliability test has been conducted. In addition, the collected data of measurement construct has been measure in descriptive analysis for dependent variable and independent variables. Then, Pearson Correlation Analysis and Multiple Regression Analysis have been explained in inferential analysis. In the next chapter, further discussion and recommendation of the study will be discussed in detailed.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1   Introduction

This chapter explained the findings, conclusions and recommendations for the study of factors influencing online purchase intention amongst Malay Females of Gen Z in Central Melaka. This section will discuss about the research questions and hypothesis that stated in this study. The five hypotheses involved in the study will range from perceived ease of used, perceived usefulness, website design, and subjective norm with online purchase intention.

5.2   Recapitalization of the Study

This study aims to determine the factors that influences online purchase intention amongst Malay Females of Gen Z in Central Melaka. Furthermore, this research intended to examine at the relationship between the factors which influence towards online purchase intention amongst Malay females of Gen Z in Central Melaka. In order to obtain general understanding and comprehension of the study, researcher has investigate the important theory, definitions and models that related on online purchasing intention. Furthermore, Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) were used as foundation for many research topics and has been applied in this

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research study. Moreover, modified model with independent variables (Perceived Ease of Use, Perceived Usefulness, Website Design and Subjective Norm) were create to test their influence to the dependent variable (Online Purchase Intention). The five main hypotheses are developed and tested based on research questions. Due to time constraints, this research model was tested by using the quantitative approach. In addition, probability sampling with stratified sampling was applied to reach the sample of the study. Based on the model, 20 measurement items which are obtain from other scholars researchers was formed. Subsequently, a self-administered of 390 sets of survey questionnaires were distributed to the target sample but only 385 sets were collected by the researcher. Among the 385 sets of questionnaires, only 383 sets are usable and valid to be processed. In this study, researcher used Descriptive Statistic, Reliability Test, Pearson Correlation and Multiple Regression analyze the findings.

5.3   Discussion on Key Findings

5.3.1   Relationship between Perceived Ease of Use and Online Purchase Intention

The findings show that there is a moderate relationship between perceived ease of use and online purchase intention amongst Malay Females of Gen Z in Central Melaka with 0.532 correlation. For perceived ease of use, the result was consistent with the findings from Ha and Stoel (2008), which indicates that perceived ease of use is an importance determinant in determining online purchase intention. When the webpage of the online

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shop is easy to navigate and very useful for customer to utilize, it will encourage more customers to choose online purchasing. Furthermore, based on Wallace and Barkhi (2007), perceived ease of use would give a positive influence towards intention of users in online purchasing. Customers willing to visit more often to the website if the related web page for purchasing is appropriates as well as properly display. This might increase their intention to purchase through online. According to the results, it shows that these Malay Females of Gen Z are tend to rely on factor of perceived ease of use when purchasing online. As mention before, these Gen Z are technological savvy which made them rely on this factor when to complete their online purchasing. Apart from that, an easy and simple process of ordering and delivering products will make them continuously purchase through online. Thus, it is very essential for businesses to ensure that they can provides a user-friendly website and an easy procedure for customer to learn in order to increase the online purchase intention among customers.

5.3.2   Relationship between Perceived Usefulness and Online Purchase Intention

The findings show that there is a moderate relationship between perceived usefulness and online purchase intention amongst Malay Females of Gen Z in Central Melaka with 0.496 correlation. For perceived usefulness, the result was consistent with the findings from Horton *et al.*, (2002) claimed that perceived usefulness would give a positive influence towards intention of users in online purchasing. It is a customer's perspective of purchasing through internet would increase their efficiency and this might lead of

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increasing of intention to purchase through online. In addition, a support study by Kim and Song (2010) recommended that online users expected to search through merchandise conveniently for purchase their desire products and expected to receive a useful information.

5.3.3 Relationship between Website Design and Online Purchase Intention

The findings show that there is a small relationship between website design and online purchase intention amongst Malay Females of Gen Z in Central Melaka with 0.332 correlation. Furthermore, the results also consistent with the previous study of Bai, Law and Wen (2008), as the standard of website design might impact the intention of customers in their online purchasing activities. Furthermore, as stated by Ranganathan and Ganapathy (2002) in the context of online purchasing, when customer is contented about the website, the participation of customers in online purchasing might be increase. In addition, as stated in Chen, Hsu and Lin (2010), have discovered the component of website such as information design, navigation design and visual design might increase purchase intention among customers.

5.3.4 Relationship between Subjective Norm and Online Purchase Intention

The findings show that there is a small relationship between subjective norm and online purchase intention amongst Malay Females of Gen Z in Central Melaka with 0.388 correlation. Based on the previous research done by Ho and Chen (2014), recent quality

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research conducted in the context of online purchasing reveals that subjective norm has a relationship on intention towards online customers in online purchasing. In addition, to increase the purchase intention amongst Malay Females of Gen Z, online retailer should be aware of the importance of customer's satisfaction because good feedbacks from family members and close friends can impact on the purchase decision of an individual. These Generations are easily influenced by someone who are important to them. This is because they put their trust and believe on people they care and value. Furthermore, they tend to believe advices given by people in their surround.

5.3.5   Effect of perceived ease of use (EOU), perceived usefulness (PU), website design (WD) and subjective norms (SN) to online purchase intention

In summary, the research proved that there is a significant impact on online purchase intention between variables such as perceived ease of use, perceived usefulness, website design and subjective norms. Based on the results obtained from Multiple Regression Analysis showed that the coefficient of determination Adjusted R square that used to analyze the regression model is equal to 0.356. This indicated that 35.6% of the total variation in the Malay Females of Generation Z's online purchase intention was explained by four predictor variations which are Perceived Ease of Use, Perceived Usefulness, Website Design and Subjective Norm.

5.4   Research Implications

5.4.1   Managerial Implication

Perceived Ease of Use, Perceived Usefulness, Website Design and Subjective Norm have shown positive relationship with Online Purchase Intention. The findings of this study are helpful in giving information for the benefit of multiple parties as well as for improvement. Web retailer and internet marketers should develop effective and efficient web-shopping strategies. The website should be designed well and the content must be detailed and clear in order for customer to understand and purchase their desire products through internet. If the content and website design represent the business image, customers will start put their trust on them as the vendor. Moreover, the interactive website will provide enjoyment for customers as well. Furthermore, online retailer should focus on giving an attractive deals to their customers as well as encourage their first time customers to repurchase by offering special discounts rate for products or services or voucher for loyalty in using their website. Moreover, in digitalised world, trust is one of the crucial element that has to be seen as importance factor. Customers want to trust their retailers and shopping website. In order to earn loyalty of the customers and make them satisfy with the service offered by online retailers, they should provide consumers with risk-free environment. There are numerous of companies would prefer to collaborate with cyber security companies in order to strengthen and improve their website's security. In addition, online retailer should increase the online trust by building measure of online

trust such as cash on delivery method, on time delivery and money back guarantee on products or services. In addition, Malaysia government should aim to guide and encourage the Malaysian people about benefits of online shopping. For instance, government could cooperate with retailers in Malaysia such as Lazada, Shopee, Zalora Malaysia in order to improve awareness of online shopping.

5.5   Limitations of the study

There are several limitations affecting while conducting this research. The limitations are identified in order to ensure improvements for the future research. Below are several limitations that have been found while conducting the research.

5.5.1   Time Constraints

This research study only analyses the generation z interest in online purchase intention but is unrealistic because it does not describe the real situation. Researchers are unable to do this longitudinal study within a limited time at the start and end of each task in the study.

5.5.2   Limited Research Studies

In term of Malaysia context, there are very limited research studies about Gen Z. Therefore, researcher found fewer journals to support this research study. The research

study that has been done in overseas may not fully reflect to Malaysia since different countries practice different behaviour, culture, values and beliefs.

5.5.3   Sampling Size

The sample size used in this research study is another limitation that has been found. Sample size of 383 respondents are relatively small to represents Gen Z in Central Melaka. The limited sample size is difficult to identify the quality of the research and may not provide accurate results.

5.6   Conclusions

This study was conducted to provide in-depth investigation on factors influencing online purchase intention amongst Malay Females of Gen Z in Central Melaka. This research had successfully achieved the objectives in investigate the relationship between Perceived Ease of Use, Perceived Usefulness, Website Design and Subjective Norm towards Online Purchase Intention amongst Malay Females of Gen Z in Central Melaka. As a conclusion, the outcome of this study indicated that Perceived Ease of Use is the most important factor that influence Online Purchase Intention. Even though, Perceived Ease of Use has the strongest impact on Online Purchase Intention, other factors should not be underestimated. Furthermore, the results for five of the objective research are reviewed and compared with previous literature review. Moreover, implication, limitation of the study also have been discussed in details.

5.7   Future Research Recommendations

Firstly, researchers might explore comparison study such as comparison genders (male and female), races (Malay, Chinese, and Indian), online shoppers and offline shoppers as well as age (perception of baby boomers and young generation group). Besides that, future research may investigate and discover more factors, variables and mediators to allow more coverage of online purchase intention as well as comprehensive research model can be developed too. Other than that, a larger sample size are recommended in order to acquire accurate evaluation of Generation Z's perception of online purchase intention. These improvement strategies can help to enhance the representativeness of the sample.

In addition, researchers can improve the survey questions to better suit the objective of the investigation. The validation test should be conducted to ensure that the survey is important for questioning. Moreover, future researchers should conduct investigations over a longer period of time. This can guarantee to obtain reliable results that online purchase intentions can influence someone to online purchasing activity. Finally, it is recommend that researcher might combine qualitative and quantitative research regarding consumer behaviour of online purchasing in order to obtain more information and deeper understanding of every individual's perception.

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Appendix A: Questionnaire

Universiti Utara Malaysia

Research Topic: Factors Influencing Online Purchase Intention amongst Malay Females of Gen Z in Central Melaka.

Dear participants,

I am a postgraduate student of University Utara Malaysia (UUM). I am currently conducting a research paper as a part of the requirement to complete my master program. The aim of this research is to examine factors influencing online purchase intention amongst Malay females of Gen Z in Central Melaka. Your cooperation and support is needed to complete the questionnaire, which takes about 10-15 minutes of your time.

All information provided in this questionnaire will be confidential for the present study purposes. No information that identifies you personally will be revealed. Thank you once again for your precious time and kind cooperation. Your participation in this study is greatly appreciated.

WAN ABIRAH ISMAIL
Msc (Management)

Part A: Demographic Profile

(Please provide the following information about yourself. Please tick (√) for the appropriate answer).

1. Age:
   □ 13 – 14
   □ 15 – 16
   □ 17 – 18
   □ 19 – 20
   □ 21 – 22

2. Marital Status
   □ Single
   □ Married
   □ Others, _____

3. Academic Qualification:
   □ Secondary School
   □ Certificate/Diploma
   □ Bachelor
   □ Others, _____

4. Profession:
   □ Student
   □ Employee
   □ Business owner
   □ Others, _____

Part B: General Information

(Please tick on the appropriate box or write the correct answer)

1. Do you have any intention to visit online shopping website?

   □ Yes   □ No

2. In the last 3 months, how many times have you intend to purchase products from any website?

   □ None   □ 1-3 times   □ 4-6 times

   □ 7-9 times   □ 10 times or more

3. What type of products you intend to purchase through online ? (You may choose more than one option)

   □ Flight tickets   □ Movie tickets   □ Books

   □ Electronic goods   □ Cosmetics   □ Clothes

   □ Accessories   □ Others (Please specify: _____)

4. How much do you intend to spend when purchase through online?(Per annum)

   □ Below RM250   □ RM751 and RM1000

   □ RM251 and RM500   □ RM1001 and RM1250

   □ RM501 and RM750   □ Above RM1250

5. Which payment method you would use to purchase products or services through online?
   (You may choose more than one option)

   □ Credit card   □ Cheque

   □ Debit Card   □ Cash on delivery

   □ Bank draft/ Money order   □ Bank in via ATM machine

   □Others (Please specify: _____)

Part C: Factors Influencing Online Purchase Intention amongst Malay Female of Gen Z in Central Melaka.

Please indicate how strongly you agree or disagree with the following statements by placing a circle on the number from 1 to 5, where;

1	2	3	4	5
Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)

i) Online Purchase Intention

Statements	SD	D	N	A	SA
I would like to purchase products through online store frequently.	1	2	3	4	5
I would like to use the internet as a medium for purchasing.	1	2	3	4	5
I would like to purchase products through internet to gain experience of online purchasing.	1	2	3	4	5
I will keep continue purchase products through internet in the future.	1	2	3	4	5

ii) Perceived Ease of Use

Statements	SD	D	N	A	SA
It would be easy to purchase through online store by learning to operate the internet.	1	2	3	4	5
It would be clear and understandable when interact with internet to buy a product.	1	2	3	4	5
It would be easy to purchase products by using internet.	1	2	3	4	5
It is flexible to interact with the internet to purchase products.	1	2	3	4	5
By purchasing a product through internet, it would be easy to become skilful	1	2	3	4	5

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iii) <u>Perceived Usefulness</u>

Statements	SD	D	N	A	SA
Using internet for searching and purchasing products would improve my performance.	1	2	3	4	5
It is easier to search and purchase products by using the internet.	1	2	3	4	5
The internet will possibly increase my effectiveness when purchasing products.	1	2	3	4	5
It is more quickly to purchase products by using the internet.	1	2	3	4	5
By using the internet, it will enhance my productivity when purchasing products.	1	2	3	4	5

iv) <u>Website Design</u>

Statements	SD	D	N	A	SA
I would prefer to purchase through online shop if the website appearance are well-organized.	1	2	3	4	5
I would prefer to purchase from online stores only if the process of purchasing is user friendly.	1	2	3	4	5
I would prefer to purchase from online shop only if the content of the website is easy to understand and provide relevant information.	1	2	3	4	5
I would prefer to purchase from online shop only if the ordering and payment process are free of error.	1	2	3	4	5

v) <u>Subjective Norms</u>

Statements	SD	D	N	A	SA
People who are influence my behaviour would think that I should purchase products through online store.	1	2	3	4	5
My family would think that I should purchase products through online store.	1	2	3	4	5

******END OF QUESTIONNAIRE******

THANK YOU