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**ONLINE PURCHASE INTENTION OF BEAUTY
PRODUCTS AMONG WOMEN IN PERLIS**



EZALIZA BINTI IBNIL HAJAR

**MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
April 2018**

**ONLINE PURCHASE INTENTION OF BEAUTY PRODUCTS AMONG
WOMEN IN PERLIS**



By

EZALIZA BINTI IBNIL HAJAR

UUM
Universiti Utara Malaysia

**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
in Partial Fulfilment of the Requirement for the Master of Science
(Management)**



**Pusat Pengajian Pengurusan
Perniagaan**
SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

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ABSTRACT

The purpose of this study is to investigate the relationship of perceived ease of use, perceived usefulness, beauty product variety, pricing, product guarantee and subjective norm towards online purchase intention of beauty products among women in Perlis. 384 sets of questionnaires were distributed using convenience sampling method. However, only 312 set of questionnaires were returned back. All questionnaires collected were usable with a response rate of 81.25%. The data collected were analyzed using Statistical Package for Social Science (SPSS) version 23.0. Then, reliability analysis, descriptive analysis and inferential analysis were conducted. Through the reliability analysis, all variables used in this study are reliable with the value of each variable exceeds 0.6 as suggested by previous researcher. Besides, this study found that all the independent variables significantly related to online purchase intention of beauty products among women in Perlis ($p < 0.01$). 57% of online purchase intention of beauty products among women in Perlis was influenced to all the independent variables. Online purchase intention of beauty products among women in Perlis mostly by beauty product variety. Next, the influence factors to online purchase intention of beauty products among women in Perlis were followed by perceived usefulness, product guarantee, pricing, perceived ease of use and lastly subjective norm. In order to further improve this research, future research may conduct a qualitative research and added a number of appropriate variables. Knowledge of the factors influencing the intention to buy online among women is useful for organizations to prioritize their resources such as investment and time with the most efficient and effective manner.

Keywords: purchase intention, theory of planned behaviour, beauty product, pricing

ABSTRAK

Tujuan kajian ini dilakukan untuk menyiasat hubungan antara persepsi atas kemudahan penggunaan, persepsi atas kemanfaatan, pelbagai produk kecantikan, harga, jaminan produk dan norma subjektif terhadap niat membeli-belah atas talian terhadap produk kecantikan di kalangan wanita di Perlis. 384 set soal selidik telah diedarkan menggunakan kaedah persampelan mudah. Walau bagaimanapun, hanya 312 set soal selidik telah dipulangkan semula. Kesemua soal selidik yang dikumpul boleh digunakan dengan kadar respon sebanyak 81.25%. Data yang diperolehi dianalisis dengan menggunakan Pakej Statistik Sains Sosial (SPSS) versi 23.0. Kemudian, analisis kebolehpercayaan, analisis deskriptif dan analisis inferensi telah dijalankan. Melalui analisis kebolehpercayaan, semua pembolehubah yang digunakan dalam kajian ini adalah boleh dipercayai dengan nilai setiap pembolehubah melebihi 0.6 seperti yang dicadangkan oleh penyelidik terdahulu. Selain itu, hasil kajian mendapati bahawa semua pembolehubah tidak bersandar mempunyai hubungan ketara dengan niat membeli-belah atas talian terhadap produk kecantikan di kalangan wanita di Perlis. ($p < 0.01$). 57% daripada niat membeli-belah atas talian terhadap produk kecantikan di kalangan wanita di Perlis telah dipengaruhi untuk semua pembolehubah tidak bersandar. Niat membeli-belah terhadap produk kecantikan di kalangan wanita di Perlis dipengaruhi kebanyakannya oleh pelbagai produk kecantikan. Seterusnya, faktor pengaruh kepada niat membeli-belah atas talian terhadap produk kecantikan di kalangan wanita di Perlis diikuti oleh persepsi atas kemanfaatan, jaminan produk, harga, persepsi atas kemudahan penggunaan dan norma subjektif. Dalam usaha untuk meningkatkan lagi kajian ini, kajian akan datang boleh menjalankan penyelidikan kualitatif dan menambah beberapa pembolehubah yang sesuai. Pengetahuan tentang faktor yang mempengaruhi niat untuk membeli atas talian di kalangan wanita berguna untuk organisasi supaya mereka dapat memberi keutamaan kepada sumber seperti pelaburan dan masa dengan cara yang paling cekap dan berkesan.

Kata kunci: niat pembelian, teori perilaku terencana, produk kecantikan, harga

ACKNOWLEDGEMENT

I wholeheartedly thank my supervisor, Dr. Nor Pujawati binti Md. Said, as always lend a helping hand and provide guidance and encouragement throughout the completion of this dissertation. The doors of her office and house are always open if I encounter any problems. She consistently corrects all the mistakes I did.

Next, my appreciation to all respondents involved in this study. All of you have helped me to collect data for use in this thesis. They have given their valuable feedbacks that assist me in completing this dissertation.

Last but not least to all UUM lecturers on all the knowledge that has been poured. In addition, thanks to UUM for all the facilities that has been provided and to UUM's families for their assistance from the first day I started my study here.

Lastly, I want to express my love and gratitude to my family, colleague and friends. They never fail to help, encourage and support me. This success is also their success.

Thank you.



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LIST OF ABBREVIATIONS

KMO..... Kaiser-Meyer-Olkin
SPSS..... Statistical Package for the Social Science



CHAPTER 1 INTRODUCTION

1.1 Background of the Study

The internet users in Malaysia have been growing rapidly. In 1992, there were only 90 internet users. However, the users increased tremendously to 50,176 in 1996 and by the end of 1997, the internet users have reached 100,103 (Harn, Khatibi, & Ismail, 2006). By the year 2002, Harn *et al.* (2006) reported that the user has reached 2 million up to March that year which is 21% of Malaysia's population. In 2016, Internet World Stats has reported that internet users in Malaysia up to June were currently 21.1 million compared to 2010 where the internet user at that time was only 3.7 million. In June 2017, International Trade Administration, United States of America published that Malaysia has approximately 22 million active internet users which is 68% of the population. The internet has been used for several purposes namely, communication by text (92.7%), getting information (90.1%), reading e-publication (50.1%), online job application (36.8%) and even online shopping and make reservations (35.3%) (Malaysina Communications and Multimedia Commission, 2016).

On the other hand, Malaysian Digital Economy Corporation has disclosed that in February 2017, Malaysian consumer has been categorized as a shopaholic. The data showed that 7% of the online shoppers making a purchase almost daily, followed by 26% of them making a purchase once a week, 54% once a month while another 13% of them only making a purchase once a year (Nee, 2017). Lee, Eze,

and Ndubisi (2011) in their study discovered that aside from traditional way of purchase, another option that the shoppers can purchase goods via online. They can purchase smartly through the platform provided by the internet.

Several advantages of online purchase for the consumers namely, convenient of delivery services (87.4%), online purchase offered better price (77.1%), time constraint (74.6%) and many more. The top three of most preferred online consumers products in Malaysia are jewelry and accessories (73.9%), travel arrangement (58.6%) and top-up prepaid phone (48.4%). However, least three of types of goods and services preferred are music and videos (10.5%), health and beauty (4.4%) and automotive accessories (1.3%) (Malaysian Communications and Multimedia Commission, 2016).

In Malaysia, male internet users remained prevalent (59.4%) compared to female users (40.6%). However, female is more dominant as online shoppers with the percentage of 44.9% compared to male which is 28.7%. Even though women dominated the online purchase, health and beauty products is still the second least items bought online (Malaysian Communications and Multimedia Commission, 2016).

Online marketing is a field that has been studied and applied by researchers repeatedly nowadays. Many studies have been done on online purchase to determine the antecedents that affect the online purchasing and also the motives, values and factors of online purchasing behaviour. Academic researchers are starting to review

in detail the behaviour of online customers and the research can be used as a guide to the development of online purchase.

1.2 Problem Statement

Global economic slowdown adversely affects many retailers. In order to further gain revenue, retailers need to find creative alternatives to overcome problems such as increasing shop rents, increasing of other operating cost, declining sales and lack of financial resources. Online stores are one of the best solutions. This is because the online store can cut operating costs and improve competitiveness. There are a lot of potential online consumers because millions of people are online at any one point of time. In the area of marketing, the customer is the most important factor because the customer is the main character that purchases the goods or services produced by a business. Attracting customers is the primary goal of most businesses because it is the customer who creates demand for goods and services.

The number of female online shoppers is 44.9% compared to male which is 28.7%, yet, health and beauty products is the second least items bought online (Malaysian Communications and Multimedia Commission, 2016). Women and beauty are inseparable topic. That is the reason why only women are selected for this study. In addition, generally women are more particular on personal appearance compared to men. The respondents of this study also have been specifically limited to a woman whose age ranged between 20 to 49 years old. The main reason is according to the Malaysian Communications and Multimedia Commission (2016),

women whom aged range between 20 to 49 years old is categorized as an online shopper. Another reason is, at the age 20 to 49 years old, the probability for a woman to have a job or having their own income is high. Therefore, the purchasing power is higher when they have high income. In addition, the career women need to take care of their physical appearance therefore they need beauty products to do so.

Therefore, the researcher is keen to know why women in Malaysia do not shop for online beauty items. This study is to investigate the intention of online purchase among women in Perlis in beauty products and the factors contributing to these intentions.

Perlis was chosen because of the broadband penetration rate of 57.3% with the small population which is 246,000 in 2015 (Malaysian Communications and Multimedia Commission, 2016). In addition, Perlis is located at the northern region, farther away from Kuala Lumpur which is the central to almost all affairs. Furthermore, Perlis is the least location has been chosen as a research area compared to Kuala Lumpur. This might be due to the stigma that Kuala Lumpur is the urban area while Perlis is categorised as a suburb area. Another reason is because the researcher wants to know if the peoples whom reside in some kind of suburb area are keeping up with the current trend which is online purchase. Besides, the researcher believes that women in Perlis have more time for traditional purchasing compared to women in Kuala Lumpur.

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

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

1.3 Research Question

These are the research questions that have been developed for this study:

RQ₁: What is the level of online purchase intention of beauty products among women in Perlis?

- RQ₂: Does perceived ease of use related to online purchase intention of beauty products among women in Perlis?
- RQ₃: Does perceived usefulness related to online purchase intention of beauty products among women in Perlis?
- RQ₄: Does beauty products variety related to online intention of beauty products among women in Perlis?
- RQ₅: Does pricing related to online purchase intention of beauty products among women in Perlis?
- RQ₆: Does product guarantee related to online purchase intention of beauty products among women in Perlis?
- RQ₇: Does subjective norm related to online purchase intention of beauty products among women in Perlis?
- RQ₈: Does perceived ease of use, perceived usefulness, beauty products variety, pricing, product guarantee and subjective norm have influenced on online purchase intention of beauty products among women in Perlis?

1.4 Research Objectives

These are the research objectives that have been developed for this study:

- RO₁: To identify the level of online purchase intention of beauty products among women in Perlis.
- RO₂: Perceived ease of use is related to online purchase intention of beauty products among women in Perlis.

RO₃: Perceived usefulness is related to online purchase intention of beauty products among women in Perlis.

RO₄: Beauty product variety is related to online purchase intention of beauty products among women in Perlis.

RO₅: Pricing is related to online purchase intention of beauty products among women in Perlis.

RO₆: Product guarantee is related to online purchase intention of beauty products among women in Perlis.

RO₇: Subjective norm is related to online purchase intention of beauty products among women in Perlis.

RO₈: Perceived ease of use, perceived usefulness, beauty products variety, pricing, product guarantee and subjective norm have influence on online purchase intention of beauty products among women in Perlis.

1.5 Scope and Limitations of the Study

This study utilized self-administered questionnaires and the sample used is women in Perlis. Discussions of the selected variables in this study have been explained in the literature review. The variables used are perceived ease of use, perceived usefulness, beauty product variety, pricing, product guarantee and subjective norm. The purpose of this research is to examine the factors that influence the online purchase intention of beauty products among women in Perlis.

However, there is a limit of this study and it is essential to be identified so that future studies can be improved. The first limit of this study is that it only used six independent variables which are perceived ease of use, perceived usefulness, beauty product variety, pricing, product guarantee and subjective norm. There are plenty of variables that might affect the purchase intention which are not included in this study such as brand image, trust and etc. The second limitation is that the sample of this study only focused on women aged 20 to 49 years old in Perlis. Hence, upcoming researchers may expand the sample or variables in their study for a different perspective. Another limitation is, this study was conducted in Perlis, Malaysia and the result might vary if the survey is done in another state in Malaysia.

1.6 Organization of the Thesis

Chapter one of this study described briefly on the background of online purchase in Malaysia. This chapter covers another five sub-chapters which are problem statement, research questions, research objectives, the scope and limitations of study and followed by the organization's thesis.

Chapter two represents the literature review by previous scholars. This chapter includes further discussion on the six selected independent that influence online purchase intention among women of beauty products in Perlis. The theories used in this study were also explained in this chapter.

Research framework of this study was explained clearly in chapter three. This chapter also covers another six sub-chapters which are hypotheses, research design, and definition of operation, variables measurement / instrumentation, collection of data and techniques of data analysis.

Chapter four of this study described the analysis of the data and its findings. The details of data cleaning as well as demographics, reliability analysis, descriptive analysis and inferential analysis were also explained in this chapter.

The last chapter which is chapter five summarized the key findings of the research objectives accordingly. In addition, this chapter also proposed recommendations for future studies.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Sekaran (2000) explained that literature review is a clear and logical presentation of the relevant research work done thus far in the area of presentation. Hence, this chapter will review and discussed the previous studies which are related to online purchase intention that have been done by other researchers. The reviews will start with online purchase intention as dependent variables. Next, this chapter will review on the independent variables which are perceived ease of use, perceived usefulness, beauty product variety, pricing, product guarantee and subjective norm and their relationship to the online purchase intention among women in Perlis.

2.2 Online Purchase Intention

Online purchase intention is the dependent variable of this study. Previous research by Hair, Money, Samouel, and Page (2011) explained that purchase intention is the plan to buy a specific product or service within a designated time period. In addition, online purchase intention is affected by the consumers' determination to purchase from an e-commerce business (Kwek, Tan, & Lau, 1970; Salisbury, Pearson, Pearson, & Miller, 2001).

Other researchers have their own perspectives on online purchase intention's definition. Among the definitions are; the construct that gives the strength of a

customer's intention to purchase online (Salisbury *et al.*, 2001) and a situation where a consumer is willing and intends to make online transactions (Pavlou, 2003). Pavlou (2003) used the term when customers are willing to search, select and purchase products via the internet.

Additionally, George (2004) and similarly, Khalifa and Limayem (2003) defined internet purchasing behaviour as a process of purchasing products, services and information via the internet. They defined this term based on earlier definition of Ajzen and Fishbein (1980) on customer behaviour and intention. The buying behaviour of online customers is related to how customers make their decisions on what product or services to purchase online (Meskaran, Ismail, & Shanmugam, 2013). Past researches also emphasize that online purchase intention is a significant predictor to actual purchase (Kim, Ferrin, & Rao, 2008; Pavlou, 2003). Online purchase intention is used to reach the goal of actual purchase. Consumers' actual buying behaviour is dichotomous because consumers either purchase or do not purchase the item (Lee & Lee, 2015).

There are various studies that have been done related to online purchase intention either in terms of products or services. Among them are; airline tickets (Renny, Guritno, & Siringoringo, 2013); music (Chu & Lu, 2007) and hotel booking (Browning, So, & Sparks, 2013)

Poddar *et al.* (2009) stated that actual purchase behaviour via online is actually a reflection of consumers' intention. Kim, Lee, and Kim (2004) added that

consumer's past experience of purchase online might contribute to online purchase intention of an individual either directly or indirectly. Leeraphong and Mardjo (2013) findings strengthened Kim *et al.* (2004) studies where they found that consumer's history of online purchase strongly influence the online purchase intention. This is due to their past experience where they could overcome their fear of uncertainty when purchasing online.

Ling, Daud, Piew, Keoy, and Hassan (2011) outlined the process of online purchase where it begins with looking for information then followed by transferring of information and lastly is of purchasing the products.

On the other hand, Gong, Stump, and Maddox (2013) outlined five main categories in determining the behaviour of online consumer which are:

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

It is important to distinguish the consumers' online purchase intention so that the reason why they do or do not purchase online could be figured out. Many researches regarding consumer behaviour online survey contains of control variables that affect the intention. These are the compilation of the determinants that researchers have examined; perceived ease of use, perceived usefulness (Gong *et al.*, 2013), beauty product variety, pricing, product guarantee and subjective norm (Clemes *et al.*, 2014).

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

2.3 Perceived Ease of Use

One of the internet advantage is it can be used to buy things online, be it products or services. Pavlou (2003) explained that since online transaction involves information sharing and purchase action, purchase intention will depend on many factors (Pavlou, 2003). One of the factors that influence online purchase intention is perceived ease of use. Montazemi and Saremi (2013) in their study found that perceived ease of use affects consumers' initial intention to use. Similarly, Martins, Oliveira, and Popovič (2014) found that perceived ease of use is the main determinant of the user's attitudes.

Davis (1989) defined perceived ease of use in terms of technology acceptance model developer is the extent to which the individual's belief that he would be free of effort when using a particular system. He also stated that perceived ease of use is highly related to the behavioural intention in adapting information system. Past studies refers perceived ease of use as users perception on whether performing a particular technical task would require a mental effort on his or her part (Ajzen & Fishbein, 1980; Rouibah, Abbas, & Rouibah, 2011).

In context of online purchase, perceived ease of use also been defined as the level of customer's confidence that even with a little effort, online stores can help them find the information of a product or service (Y. B. Chiu, Lin, & Tang, 2005); the level at which an individual believes that using a particular system would be simple and easy to understand (Kim, Mirusmonov, & Lee, 2010; Venkatesh & Bala, 2008); the experience or the feeling of users when using technology in the view that it is easy to use (Domina, Lee, & MacGillivray, 2012); the degree to which the consumer believes that listening to online music is effortless (Chu & Lu, 2007) and customer expectations that the online retail website is user friendly and easy to operate (Gitau & Nzuki, 2014).

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

2.3.1 Relationship between Perceived Ease of Use and Online Purchase Intention

Atkinson and Kydd (1997) discovered the huge impact of ease of use on the internet usage for entertainment. Heijden (2004) stated that perceived ease of use is a substantial determinants of adoption intention for hedonic-oriented IT.

Perceived is of use is found to have a positive relationship towards intention (Chau, 1996; Pookulangara & Koesler, 2011). Moreover, Gitau and Nzuki (2014) as well as Gong *et al.* (2013) findings supported the previous studies when they found out that perceived ease of use influenced the intention to use the technology.

At first, the consumers might expect that it is easy to use the website even for the first time but the outcome might be different. In contrast with consumers that expect it's difficult to operate a website, but when they tried it for the first time, their expectation is wrong (Davis, 1989). Lee and Lin (2005) acknowledged that quality design might as well increase the influence of intention to purchase online. On the other hand, if the webpage or the website is not user-friendly, intention to purchase online will eventually decline (Pearson, Pearson, & Green, 2007).

Online store will be another alternative to shop if it is easier for the consumers (Strogatz, 2001). Furthermore, Chiu *et al.* (2005) added that user-friendly websites will entice the consumer to re-visit the websites regularly.

2.4 Perceived Usefulness

Perceived usefulness is defined as the degree to which a user believes that using a particular system would enhance his or her job performance, which also positively impacts the user's intention to use that system (Davis, 1989). Additionally, it also been referred to the extent to which target customers believe that using information technology will create significant value for them (Ajzen, 1991; Chen, Chen, & Kazman, 2007; Rouibah *et al.*, 2011). Chu and Lu (2007) in their study defined perceived usefulness as the degree to which the consumer believes that listening to music online would fulfil the certain purpose. This definition is viewed by focusing on functional and convenience benefits.

In context of online purchase, perceived usefulness is defined as a subjective probability of customers think that the process of purchase goes smoothly with the efficiency of the internet (Koufaris & Hampton-Sosa, 2004). Moreover, Lai and Wang (2012) defined it as an individual's perception and response to the effectiveness of online purchase websites in helping them while doing online purchase. Guritno and Siringoringo (2013) defined perceived usefulness as individual's belief about the usefulness of the online store website in their purchase experience.

Previous study found that perceived usefulness impacted the use of information system (Ndubisi & Jantan, 2003). Similarly, perceived usefulness has a positive influenced on acceptance of a system (Gefen & Straub, 2000; Pavlou, 2003).

Perceived usefulness of the website is often seen through the efficiency of the website to help users while surfing the web page such as the search engine facility (Kim & Song, 2010). In addition, an individual usually will use something continuously when it is perceived to be useful (Lee *et al.*, 2011).

For the purpose of this study, the definition of perceived usefulness by Guritno and Siringoringo (2013) has been selected. It states that in context of online purchase, perceived usefulness is defined as an individual belief about the usefulness of the online store website in their purchase experience.

2.4.1 Relationship between Perceived Usefulness and Online Purchase Intention

Consumers' online purchase intention will increase if the online platform is considered useful. Chiu *et al.* (2005) acknowledged that consumers inclined to visit the online store's websites which they think can improve the purchase performance in finding the required product or service. Hence, it is essential to provide detailed information about a product in the website so that the consumers are able to make the right decision (Chen, Gillenson, & Sherrell, 2002).

Previous researches have reported that perceived usefulness have a positive influence on online purchase (Bigne-Alcaniz, Ruiz-Mafé, Aldas-Manzano, & Sanz-Blas, 2008; Kim & Song, 2010; Xie, Zhu, Lu, & Xu, 2011). Consumers prefer the online stores which provide useful information and user-friendly websites (Kim &

Song, 2010). Consumers will switch to another online store if the site is not user-friendly.

In contrast, perceived usefulness was found to have a positive influence on the attitude towards online purchase but not on the intention to purchase online (Juniwati, 2014). Hernández, Jiménez and Martín (2011) reported that perceived usefulness is related to online purchase behaviour in Spain however the findings are not the same when the study was done in Iran (Aghdaie, Piraman, & Fathi, 2011). The contradictory findings might be due to the respondents' difference in perception in developed and developing countries towards perceived usefulness on online purchase. In developed countries, consumers are influenced by price, quality and product durability factors. On the other hand, in developing countries, the factors might be different (Ahmed, 2012).

2.5 Beauty Product Variety

According to Keeney (1999), varieties of products lead to improve comparisons and eventually improve purchase decisions. Product variety is defined as different categories of products and number of goods in certain product groups (Chernev, 2012; Lancaster, 1990). In the context of online purchase, product variety is defined as an online store that offers at the same time the quantity of various variants of items to customers (Randall & Ulrich, 2001).

Certain studies categorized product variety to two different categories which are product range supplied by online merchants and rates of changing existing products to new products by a store (Fisher & Ittner, 1999; Martin & Ishii, 2002); as well as internal and external variety (Pil & Holweg, 2004).

Availability of various products at this time is also known as variety space (Martin & Ishii, 2002). In the meantime, variety of generations is defined as a product created periodically to provide a better market.

Besides, Pil and Holweg (2004) explained the external variety as the options offered and internal variety is created when the external variety transformed to the demand for production and value chain.

2.5.1 Relationship between Product Variety and Online Purchase Intention

Naturally, varies of products increase individual purchase intention because they have plenty selection and easy to make product comparison (Clemes *et al.*, 2014; Kahn & Lehmann, 1991; Keeney, 1999; Park *et al.*, 2012; Szymanski & Hise, 2000).

Sin and Tse (2002) reported that online consumers display positive intention on accessible product variety through online purchase rather than consumers whom never purchase online. Delafrooz *et al.* (2009) proposed that online marketers might consider offering more convenient, competitive price and extensive product selection

so that it could attract more traffic to their websites and eventually lead to actual purchase.

Moe (2003) in his study found that hedonic browsers tend to surf the websites that offered multiple product categories. Instead, a goal-directed buyer prefers product-level pages because it offers the relevant information that they need. Moreover, availability of product information, ease of products search, as well as products variety offered tends to attract more online shoppers. It might be due to the relative ease of setting up online shop, thus motivates small-scaled retailers to embrace the internet (Ward & Lee, 2000).

In fact, the study on Lithuanian consumers found that wide range of products offering is the main reason to why they purchase online (Bagdoniene & Zemblyte, 2015). Saying that, online stores give the advantage to the traders by providing unlimited displaying area compared to traditional stores (Harn *et al.*, 2006).

Another study by Ahn, Ryu, and Han (2005) reported that product quality and product variety are the most factors that affect consumers purchase decision. Good quality of products as well as its variety attracts the consumers to visit the sites. They will revisit the site if it could meet their expectations. Furthermore, selective individuals prefer wide range of products because it could help them select the best option (Chernev, 2012).

Cho (2004) emphasizes that products variety and products attractiveness are vital to online purchase. Earlier, Hoch, Bradlow, and Wansink (1999) reported that consumers' view of variety generally affected by quantity of particular items, organization of the display, repetition of frequency as well as quality contrasts.

Sin and Tse (2002) outlined three importance of products variety to online purchase channel which are; products variety could satisfy the consumers' needs; consumers have plenty options to choose better product quality with satisfactory price and as more products are offered, consumers could access more information about the products thus it will increase the purchasing decision and customer satisfaction levels.

Yet, product variety still has its cons. Consumers needs to set their preferences in order to make the best choice (Chernev, 2012). This is because if the consumers do not set their mind first, the process of choosing and making decisions will be complicated due to the wide range of options offered. Thus, defer of choice and weaker preferences for the selected option are more likely to happen when choosing from a larger assortment.

Furthermore, Shang, Chen, and Shen (2005) online purchase is influenced more by intrinsic motivations namely; perceived enjoyment. The effects of extrinsic motivations such as competitive price, a variety of products, convenience and ease to find product information are found to be insignificant. In fact, indecisive consumers may have difficulty to choose and decide due to wider options. Choice uncertainty

refers to the consumers' insecurity in deciding among various alternatives available to be selected (Chang, 2011).

2.6 Pricing

Price is one of the components in marketing mix that helps a company to come up with the competitive business plan. Another three components are; product, promotion and place. Price also plays an important role that can influence purchase decision among the consumer whether in traditional store or in online store. According to Kotler and Armstrong (1990), price is the only element in the marketing mix which produces revenue and that all the other elements represent cost. Price is the amount for which product, service or idea is exchanged, or offered for sale regardless of its worth or value to potential. Zeithaml (1988) studies found that consumers view price as the amount of money that they must give up to get the product or service. The researcher added that consumers do not always remember actual prices of products. Instead, they encode prices in ways that are meaningful to them. Earlier, Erickson and Johansson (1985) found that many consumers use price as a quality-signalling cue reflecting the conventional wisdom that "you get what you pay for".

In addition, some researchers define the price as the amount of money to be paid by consumer if he/she wants to exchange the ownership of the product or service (Churchill & Peter, 1998; Dillon & Reif, 2004); an objective property without the need for physical inspection (Jung, Cho, & Lee, 2014); and what has

been given up or sacrificed by customer to purchase a product or service (Monroe & Chapman, 1987; Zeithaml, 1988).

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

Furthermore, the user decision to purchase the desired product or alternative products usually associated with extrinsic influence which is price (Veale & Quester, 2009). According to Brassington and Pettitt (2005), price can be explained as a mean of comparing the product and services, judging product quality and judging relative value for money. To the same extent, price is also used by the consumers as a predictor of quality when consumers have limited or less knowledge about the product offering (Veale & Quester, 2009).

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

2.6.1 Relationship between Pricing and Online Purchase Intention

Chiang and Dholakia (2003) stated those consumers' choices of purchase channels may be affected by the perceived price of the channel. Past researches by Reibstein (2002) stated that usually consumers will make a comparison on the price

of the same product offered by several vendors through the price information given before deciding to buy. Vijayasathy and Jones (2000) added that consumers purchase intention is high if they can get a lower price for a certain product.

On the other hand, Ahuja, Gupta, and Raman (2003) reported that United States of America consumers are encouraged to buy online if they could get a better price. Brynjolfsson and Smith (2000) added that when they compare the prices of products sold via online and traditional stores in United States of America, they found that the prices sold via online are lower between 9% to 16 %. Meanwhile, Reibstein (2002) in his study found that price-sensitive customers are interested with low price products that have been sold online. The researcher also outlined three reasons of why online purchase offer cheaper price than traditional stores. First is due to the costs where online stores do not have to pay rental so directly the operating cost is much lower than traditional stores. Second is because online business is borderless, so price competition will happen between online traders. Thus, price offered will be more competitive. Third, online business eliminates the monopoly or advantage to a retailer, indirectly. According to Rowley (2004), the price of the goods is the dominant reason why customers purchase goods online. In fact, previous studies also indicated that the main concern in online purchase intention is the price of the goods (Ahuja *et al.*, 2003; Delafrooz *et al.*, 2009; Kimiloglu, 2004; Kung *et al.*, 2002; Wee & Ramachandra, 2000).

Goldsmith and Goldsmith (2002) mentioned that by lowering the online price it could attract more consumers to purchase online. Furthermore, online shoppers

could take advantage by choosing the appropriate price due to competitive pricing in the online environment (Shang *et al.*, 2005). In addition to that online traders will play with price in order to attract the online shoppers or prospective customers to purchase their products or services (Keegan & Schlegelmilch, 2001).

Online markets allow consumers to compare the price easily among vendors and choose the affordable one. Studies by Arnold and Reynolds (2003) reported that hedonic online shoppers are more sensitive to price information. The researchers also suggest that price features is essential in predicting hedonic online browsing. The findings were supported by Chiang and Dholakia (2003) where they found that 85% of online shoppers will look for price information before they make any purchase. Furthermore, Su and Huang (2010) reported that undergraduate students' online purchase intention is influenced by price.

Even though online customers could not feel and touch the products sold directly, they still choose to purchase via online due to the price offered (Jung *et al.*, 2014). Moreover, consumers are very particular about the price before making any purchase because the item could not be checked physically online (Lynch & Ariely, 2000).

2.7 Product Guarantee

An important factor that could be used in marketing initiative is product guarantee (Lee & Lin, 2005). Product guarantee for the first time was defined by

Hart (1988) as declarative remedies which are used by companies to explain the manner in which business is conducted to compensate customers if the goods purchased is doomed for failure. Since then, most of the scholars began to make different definition to the product guarantee. Hogreve and Gremler (2009) stated that product guarantee is a clear commitment in providing a level of service and quality to meet customer demand. Compensation will be granted if the product fails to meet the standard.

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

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

2.7.1 Relationship between Product Guarantee and Online Purchase Intention

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

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

Customers would avoid from online purchases if previous purchases are not received within the guaranteed time of online retailers (Koyuncu & Bhattacharya, 2004). Product guarantee can be considered as a hint of quality, price and so on. Consumer can use it to assess the quality and reduce risk. Product guarantee will affect the behaviour and confidence of customers and thus increase intention to

purchase. Companies can achieve an effective service failure and recovery management using a product guarantee. Product guarantee has a positive impact on quality control, staff management and improve performance.

2.8 Subjective Norm

Ajzen and Fishbein (1980) define subjective norm as 'individual's perception of the social pressures put on him or her to perform or not perform the behaviour in questions'. The social circles include family members, friends, neighbours and etc. On the other hand, there are different opinion stated that it is the faith of reference group either would accept or reject the recommendation of the behaviour, at the same time inspire a person to accept or reject the reference group (Choi & Geistfeld, 2004). In the context of online purchase intention, subjective norm is define as the level of trust the buyer has to an individual that may be important that encourage to take part in online purchase (Vijayasarathy, 2004).

2.8.1 Relationship between Subjective Norm and Online Purchase Intention

A subjective norm is one of the reasons that influence customers to buy online (Pavlou & Fygenson, 2006). In addition, according to Li, Hess, and Valacich (2008), subjective norm significantly affect customer confidence in the organizational information system. Normally, the influence of family members and/or friends is the reason someone decides to buy online or not (Foucault &

Scheufele, 2002). Besides, normally people who close to the individual such as family members and colleagues often affects them to purchase online.

According to George (2004), the results of his study showed that individual's satisfaction to online purchase increased with social interaction. This proves that online shoppers are more satisfied with online merchants that offer integrated social experience during their purchase, rather than focused on purchase activities alone. Intention to online purchase from an online store influenced by friends who talk about that online store (Laroche, Yang, McDougall, & Bergeron, 2005).

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

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

However, the subjective norm maybe only contributes to a small influence to buy via e-commerce compared to other factors. The effect of subjective norm on intention purchase much less important (Al-Maghrabi, Dennis, Halliday, & Ali,

2011). Ajzen (1991) stated that there is no direct relationship between subjective norms and consumer behaviour because someone will decide on something through own consideration.

2.9 Underpinning Theory

2.9.1 Theory of Planned Behaviour

Theory of planned behaviour explained that the intention of the individual to do or not do certain things to determine the actual behaviour of the individuals. This theory is adopted by Ajzen (1985). Theory of planned behaviour is an extended version of theory reasoned action with the addition of “perceived behavioural control” in it. In theory of planned behaviour, perceived behavioural control is theorized to be an additional determinant of intention and behaviour. According to this theory, every human action is based on three factors including: behavioural beliefs about the likely outcomes of the behaviour and the evaluations of these outcomes, normative beliefs about the normative expectations of others and motivation to comply with these expectations and control beliefs about the resources and opportunities observed (or not observed) by the individual, and the anticipated obstacles or barriers towards performing the target behaviour.

The intention of purchasing online is that the user wishes to build a business relationship with doing transaction with an online vendor (Ling *et al.*, 2011). With regards to the part of social impact, as indicated by the theory of planned behaviour,

determinants of behavioural intention, attitude and component of the behaviour can be seen through peer influence (Taylor & Todd, 1995).

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

2.9.2 Marketing Mix

Product is the most important thing in starting a business whether online or offline. The product is the first variable in the marketing mix (Kotler, Keller, Brady, Goodman, & Hansen, 2016).

Another important component of the marketing mix is price (Kotler *et al.*, 2016). Price is one factor that stimulates the user to make a purchase. Price is also a communicator for negotiations and is a competitive weapon. The price is competitive weapon to a retailer. Normally, retailer and buyers are connected to negotiate on

price. Therefore, indirectly, the price is a medium of communication between seller and buyer. Price is often used by buyers to compare products, assess whether the quality of a product according to the price and assess the relative value of the costs. Price is one of the major influences consumers in purchasing (Brassington & Pettitt, 2005).

2.10 Summary

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

CHAPTER 3 METHODOLOGY

3.1 Introduction

Chapter three describes the methods used in this study in step by step starting from developing the framework until data collection techniques as well as analyzing the data. It is done with the purpose to ensure that the research procedure is followed appropriately in order to help the reader understands and evaluate the results better. Each sub-section described the methods thoroughly beginning with section 3.2, which is research framework, followed by hypotheses/proposition development in section 3.3 and sub-section 3.4 explained on the research design. Section 3.5 clarified the operational definition of this study while section 3.6 defines the measurement of variables/instrumentation; section 3.7 is all about data collection. Section 3.8 will explain about techniques of data analysis and last but not least 3.9 is the summary. The section will explain in detail the sampling, data collection procedures as well as techniques of data analysis.

3.2 Research Framework

Research framework shows the overview of the relationship between the independent and dependent variables. This framework is developed by reviewing the previous studies; hence there are six independent variables with formulated hypotheses have been proposed (see Figure 3.1). The six independent variables are perceived ease of use, product usefulness, beauty product variety, pricing, product

guarantee and subjective norm. While, online purchase intention is a dependent variable. This research framework is based on theory of planned behaviour and marketing mix.

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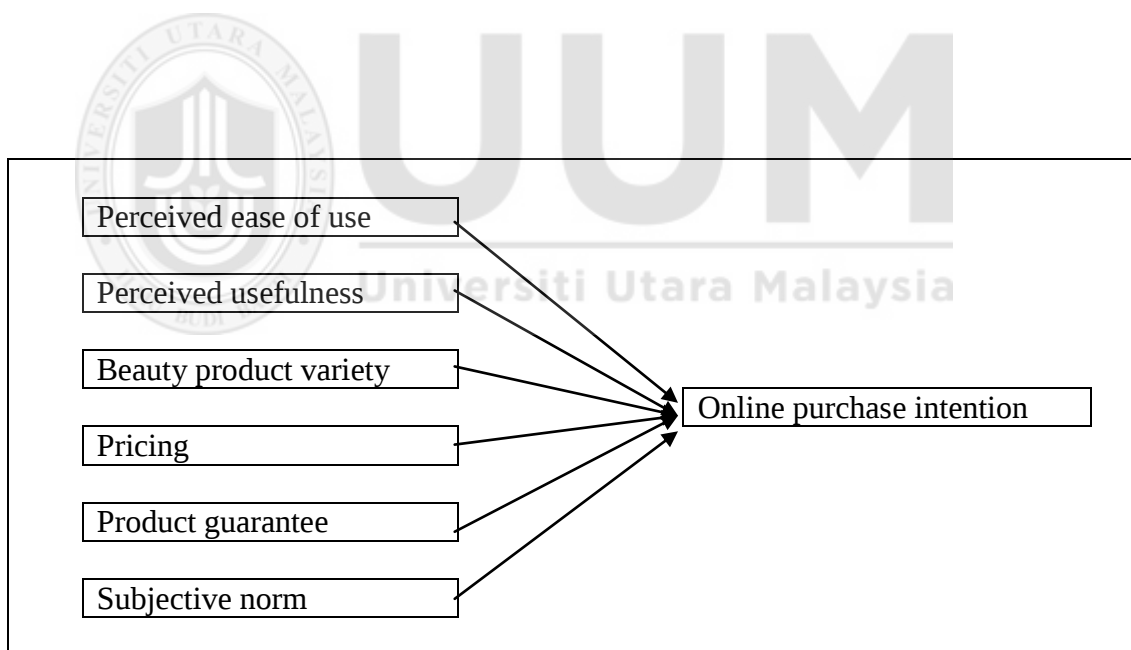


Figure 3.1
Research Framework

3.3 Hypotheses/Propositions Development

Hypothesis is an educated conjecture about the logically developed relationship between two or more variables, expressed in the form of testable statements (Sekaran, 2000). In term of this study, these are the hypotheses that have been developed to respond to the research questions and literature review:

- H₁: Perceived ease of use is related to the online purchase intention of beauty products among women in Perlis.
- H₂: Perceived usefulness is related to the online purchase intention of beauty products among women in Perlis.
- H₃: Beauty product variety is related to the online purchase intention of beauty products among women in Perlis.
- H₄: Pricing is related to the online purchase intention of beauty products among women in Perlis.
- H₅: Product guarantee is related to the online purchase intention of beauty products among women in Perlis.
- H₆: Subjective norm is related to the online purchase intention of beauty products among women in Perlis.
- H₇: Perceived ease of use, perceived usefulness, beauty product variety, pricing, product guarantee and subjective norm have influence on online purchase of beauty products among women in Perlis.

3.4 Research Design

Quantitative approach has been used in this study. Cross-sectional descriptive approach was used to gather information for analysis purpose. Descriptive study used to describe the characteristics of the phenomenon as a person. Therefore, the results obtained are useful to make generalizations of online purchase intention of beauty products among women in Perlis. Individual is used as the analysis unit and as for data collection, a survey using questionnaires have been used. Structured questionnaires were distributed using survey method to 384 female respondents aged between 20 to 49 years old in Perlis. The collected data then were analyzed using Statistical Package for Social Science (SPSS) version 23.0. Then the analyses were converted into useful information in order to study the correlation between the independent and dependent variables.

3.5 Operational Definition

Table 3.1 explained the operational definitions of each variable in this study:

Table 3.1

Operational Definition of Variables

Variable	Definition	Source
Online Purchase Intention	A plan of an individual to make an online purchase.	El-Ansary and Roushdy (2013; Pavlou (2003); Salisbury <i>et al.</i> (2001)
Perceived Ease of Use	The level of customer confidence that even with a little effort, online shop website can help them find the information of a product or service.	Chiu <i>et al.</i> (2005)
Perceived Usefulness	An individual belief about the usefulness of the online store website in their purchase experience	Guritno and Siringoringo (2013)

Cont. Table 3.1

Product Variety	An online store that offers at the same time the quantity of various variants of items to customers.	Randall and Ulrich (2001)
Pricing	The amount of money to be paid by consumer if he/she wants to exchange the ownership of the product or service.	Churchill and Peter (1998; Dillon and Reif (2004)
Product Guarantee	Guarantee for a product or service by the manufacturer. It may also be legally binding between the buyer and the manufacturer (or seller). Guarantees may be explicitly or implicitly.	Murthy (2007)
Subjective Norm	The level of trust the buyer to an individual that may be important that encourage taking part in online purchase.	Vijayasarathy (2004)

3.6 Measurement of Variables/Instrumentation

There are two types of variables that have been used in this study which are dependent variables and independent variables. The dependent variable is online purchase intention while independent variables are perceived ease of use, perceived usefulness, beauty product variety, pricing, product guarantee and subjective norm. The original items were in English. But in the case of this study, the researcher has decided to make it bilingual due to the language barrier whereby some respondents did not understand the questions in English. Hence, those items were translated to Malay Language by researcher without changing the meaning of the questions. The researcher used the five step language translation process outlined by Pacific International Translations (Brown, 2014).

Table 3.2 presents the measurement of the adopted and adapted variables. The measured items of online purchase intention, perceived ease of use and

perceived usefulness were adopted and adapted from Hernández *et al.* (2011) while measured items of beauty product variety, pricing, product guarantee and subjective norm were adopted and adapted from Clemes *et al.* (2014).

Table 3.2
Measurement of Variables

Variable Names	No of Items	Measured Items	Sources
Online purchase intention	3	I will probably buy beauty product on the internet soon. The internet will probably be the medium I use to do my purchase in the future. I intend to use the internet to buy beauty product soon.	Hernández <i>et al.</i> (2011)
Perceived ease of use	3	Learning to use the internet to buy a beauty product would be easy for me, even for the first time. Using the internet to buy a beauty product would be easy to do for me. The internet would be easy to be used to do my purchasing.	Hernández <i>et al.</i> (2011)
Perceived usefulness	3	Using the internet to acquire a beauty product would allow me to shop more efficiently. Using the internet to acquire a beauty product would allow me to purchase more quickly. Using the internet to acquire a beauty product would be useful to do my purchase.	Hernández <i>et al.</i> (2011)
Beauty product variety	3	Internet purchase offers a wide variety of beauty products. I always purchase the types of beauty products I want from the internet. I can buy the beauty products that are not available in retail shops through the internet.	Clemes <i>et al.</i> (2014)
Pricing	4	Online purchase allows me to save money as I do not need to pay transportation costs. Online purchase allows me to buy the same or similar beauty products, at cheaper prices than traditional retailing stores. Online purchase offers better value for my money compared to traditional purchasing. I think the internet offers lower prices compared to retail stores.	Clemes <i>et al.</i> (2014)

Cont. Table 3.2

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

3.6.1 Scale of Measurement

The questionnaires have been separated to eight parts according to alphabetical order. Part A is mainly for demographics question while Part B to Part H is for the measured items for each variable. The later part is measured using the five points Likert scale measurement. Hence, each respondents need to select between number one to number 5 in order to answer the questions in part B to Part H. The five points of the Likerts scale are shown in the Table 3.3.

Table 3.3

Five-points Likert Scale

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

3.6.2 Pilot Test

In order to make sure that this research is reliable, a preliminary test or pilot test has been conducted. Another reason for this test is to ensure that the respondent understand all the questions given in the questionnaires. Hence, approximately 10% of the sample size which is 30 respondents is given with the questionnaires. The respondents must meet the criteria which are women with age range 20 to 49 years old and lived in Perlis. However, the respondents for the pilot test must be excluded from the real questionnaire distribution. After the data has been collected, the researcher will conduct the Cronbach's alpha analysis to check the reliability of the items.

Table 3.4
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

Table 3.5
Reliability Analysis of Previous Study and Pilot Test

ID	Number of Items	Previous Study Cronbach's Alpha	Pilot Test Cronbach's Alpha
Online Purchase Intention	3	0.860	0.775
Perceived Ease Of Use	3	0.889	0.937
Perceived Usefulness	3	0.854	0.804
Beauty Product Variety	3	0.725	0.808
Pricing	4	0.716	0.925
Product Guarantee	3	0.601	0.884
Subjective Norm	3	0.781	0.753

Table 3.4 shows the rule of thumb of Cronbach's alpha coefficient size. According to table 3.4, Cronbach's alpha values in Table 3.5 for all variables are greater than 0.6 as suggested by Malhotra (2007). Therefore, all variables are accepted. The aim of this pre-test was to ensure that each item in a variable may be applicable and appropriate to the study. If Cronbach's alpha value is less than 0.6, the questions used in the questionnaire should be revised again before distributed to the actual respondents.

3.7 Data Collection

This study used two types of data collection method. First is through primary data where survey was done using the questionnaires. There are 384 copies of questionnaires survey distributed to women aged 20 to 49 years old in Perlis. The data collected was used to investigate the connection between independent and dependent variables.

Another one is through secondary data. The data was collected by gathering the relevant information regarding the topics of study. The information was based on previous studies related to the research topic. As for the hypotheses, they are formulated in reference of the previous researches that have been reviewed by the researcher. However, those hypotheses are later to be tested after the collection of questionnaires survey.

3.7.1 Population

Table 3.6
Population of Female in Perlis

<i>'Mukim' /Subdivision</i>	Number of Populations	Number of Distributed Questionnaires
Abi	1,100	384/ (123,700 / 1100) = 3
Arau	14,200	384/ (123,700 / 14,200) = 44
Beseri	6,800	384/ (123,700 / 6,800) = 21
Chuping	6,600	384/ (123,700 / 6,600) = 20
Jejawi	4,700	384/ (123,700 / 4,700) = 15
Kayang	5,700	384/ (123,700 / 5,700) = 18
Kechor	3,500	384/ (123,700 / 3,500) = 11
Kuala perlis	10,400	384/ (123,700 / 10,400) = 32
Kurong anai	9,500	384/ (123,700 / 9,500) = 29
Kurong batang	1,800	384/ (123,700 / 1,800) = 6
Ngulang	1,700	384/ (123,700 / 1,700) = 5
Oran	1,900	384/ (123,700 / 1,900) = 6
Padang pauh	2,300	384/ (123,700 / 2,300) = 7
Padang siding	3,400	384/ (123,700 / 3,400) = 11
Paya	2,700	384/ (123,700 / 2,700) = 8
Sanglang	8,600	384/ (123,700 / 8,600) = 27
Sena	9,300	384/ (123,700 / 9,300) = 29
Seriab	4,100	384/ (123,700 / 4,100) = 13
Sungai adam	1,000	384/ (123,700 / 1,000) = 3
Titi tinggi	7,800	384/ (123,700 / 7,800) = 24
Utan aji	9,600	384/ (123,700 / 9,600) = 30
Wang bintong	7,000	384/ (123,700 / 7,000) = 22
Total	123, 700	384

Perlis is the only state in peninsular Malaysia that does not have districts. Hence, the researcher needs to use the population by '*Mukim*' or subdivision so that each of the respondents will represent the voice of Perlisians. There are 22 '*Mukim*' in Perlis according to Department of Irrigation and Drainage of Perlis (2012). Therefore, the researcher distributed the questionnaires to each '*Mukim*' proportionately to the total population in Table 3.6. The sampling method used is convenience sampling method. Therefore, the selected acquaintances will get another respondent to fill up the questionnaires.

3.7.2 Sampling

According to the Department of Socioeconomic Statistics for State of Perlis, the Perlis female population in 2014 is 123,700. Based on Krejcie and Morgan (1970) sample size statistics, the appropriate sample size in this research is 384. Women aged 20 to 49 years old were the selected respondents for this research. There are two levels of sampling method used in this study. The first level is stratified sampling where the researcher needs to divide the population into separate groups called strata. In this case, the researcher divides it according to '*Mukim*' or subdivisions of Perlis. The second level is using convenience sampling approach where objects are selected because of their convenient accessibility and proximity to the researcher.

3.7.3 Data Collection Procedures

This study used self-administered questionnaire as a primary data collection. Hence, the respondents were required to answer all the questions given in order to avoid it being rejected. The questionnaires are distributed to the target respondents which are women aged between 20 to 49 years old in Perlis. The number of questionnaires distributed is 384. The data obtained then will be keyed in manually into SPSS in order to analyze the Cronbach's alpha, Pearson correlation and ANNOVA.

3.8 Techniques of Data Analysis

SPSS is used to analyze the data that have been collected through the questionnaires. The analyses that have been conducted are Reliability analysis, descriptive analysis and inferential analysis. The reliability test analysis is tested in order to find the value of Cronbach's alpha for each selected variable. As for descriptive analysis, it is tested to get the value of mean, standard deviation, minimum variables, maximum variables, kurtosis and skewness and grand mean for each selected item and/or variable.

Table 3.7
Techniques of Data Analysis

Type of Analysis	The Analysis Conducted
Demographic analysis	Frequency Percentage
Reliability analysis	Cronbach's alpha coefficient
Descriptive analysis	Mean Standard deviation Grand mean

Inferential analysis	Pearson correlation coefficient
	Multi regression analysis

3.8.1 Data Coding

According to Smith and Davies (2010), coding does not only constitute the totality of data analysis, but it also a method to organize the data so that the researcher might get the clearer messages through the underlying messages portrayed by the data. Charmaz (2006) explained that coding plays a pivotal link between data collection and explaining the data meaning. In this research, each of options for the questions that represent the variables will be coded accordingly. Usually, each response will be coded by numbering and it will be fixed field codes. Table 3.2 shows the coding used in this study.

3.8.2 Cleaning of Data

Data cleaning is importance in order to improve the data quality (Rahm & Do, 2000). The collected data needs to be cleaned or scrubbed remove the errors as well as the inconsistencies of the data. This process assists the researcher to detect whether the data is in range or not. In order to do that, SPSS was used to identify the out-of-range value for each variable. The suitability of factor analysis to test the overall magnitude of the correlation matrix was performed using Bartlett's Sphericity test (Hair, Anderson, Babin, & Black, 2010).

Table 3.8***Factor Analysis Criterion***

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

3.8.3 Descriptive Analysis

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

Feedbacks by the respondents were analyzed to obtain the precise statistical facts. Frequency analysis and percentage were used to decipher the demographics information in Part A. As for Part B to Part H of the questionnaires, the analyses used were mean, standard deviation, grand mean, skewness and kurtosis. The descriptive analysis was chosen since it makes it simpler to decipher the accumulation of information.

3.8.4 Inferential Analysis

Pearson's correlation analysis and multiple regression analyses were conducted using SPSS. Value of Pearson's correlation coefficient, r , is used to examine the relationship between variables where the value lies within -1.0 to +1.0. The negative (-) or the positive (+) sign just to show the direction of the relationship

only (Coakes & Steed, 2009). Meanwhile, the value of two-tailed significant level used to test the null hypothesis.

Concerning this study, the analysis test is done at 1% significance level. The H_0 is rejected if $p < 0.01$. Multiple regression analysis was conducted to determine whether there is a relationship between independent variables and the dependent variable. The analysis can estimate the coefficient of the equation for a linear relationship.

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

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

Where,

Y = dependent variable

a = constant

β_1 = coefficient associated with the independent variables

X_1 = independent variables

3.9 Summary

This chapter discussed the research methodology used to conduct the research project. In this research, the target respondents were women aged 20 to 49 years old in Perlis. Survey approach was adopted and questionnaires were distributed through online. SPSS version 23.0 was used for data analysis. In the next chapter, statistical analysis will be discussed based on the data collected.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Introduction

Analyses and findings of the data collection will be discussed in this chapter. This chapter has nine sub-sections namely; section 4.1 is the introduction followed by Section 4.2 is cleaning of data, Section 4.3 demographic analysis while Section 4.4 is about reliability analysis. Section 4.5 explained the descriptive analysis of the study, section 4.6 shows the inferential analysis. Next is Section 4.7 which discussed about inferential analysis and last but not least is Section 4.8 which is summary of this chapter.

4.2 Cleaning of Data

The objective of data cleaning is to ensure that all the manually computed data were accurate so that there will be no error found when the data is being analyzed. This study used a scale of one (1) to five (5) where one is the minimum and five is the maximum values of the data. The researcher needs to ensure that the data value will not go below the minimum and exceeds the maximum value as shown in Table 4.1.

Table 4.2 shows the result of factor analysis. Based on the table, the values of all variables for Bartlett sphericity test were $p < 0.000$ which means that all the variables are significant. As for Kaiser-Meyer-Olkin (KMO) results, each variable

have the value more than 0.6 except for the subjective norm where the value is lower than 0.6. However, there is no further treatment is taken for the subject matter since other factors scores' show moderate to high value.

Table 4.1

Cleaning of Data

Item of Variable	Minimum Statistic	Maximum Statistic
I will probably buy beauty product on the internet soon	1.00	5.00
The internet will probably be the medium I use to do my purchase in the future	1.00	5.00
I intend to use the internet to buy a beauty product soon	1.00	5.00
Learning to use the internet to buy a beauty product would be easy for me, even for the first time.	1.00	5.00
Using the internet to buy a beauty product would be easy to do for me.	1.00	5.00
The internet would be easy to be used to do my purchasing.	1.00	5.00
Using the internet to acquire a beauty product would allow me to shop more efficiently.	1.00	5.00
Using the internet to acquire a beauty product would allow me to purchase more quickly.	1.00	5.00
Using the internet to acquire a beauty product would be useful to do my purchase.	1.00	5.00
Internet purchase offers a wide variety of beauty products.	1.00	5.00
I always purchase the types of beauty products I want from the internet.	1.00	5.00
I can buy the beauty products that are not available in retail shops through the internet.	1.00	5.00
Online purchase allows me to save money as I do not need to pay transportation costs.	1.00	5.00
Online purchase allows me to buy the same or similar beauty products, at cheaper prices than traditional retailing stores.	1.00	5.00
Online purchase offers better value for my money compared to traditional purchasing.	1.00	5.00
I think the internet offers lower prices compared to retail stores.	1.00	5.00
The quantity and quality of the beauty products I receive from Internet retailers are exactly the same as I order.	1.00	5.00
Internet retailers honour their products guarantees.	1.00	5.00
The beauty products I ordered are delivered to me within the time promised by the internet retailers.	1.00	5.00
The media influenced my decision to purchase beauty products through the internet.	1.00	5.00
Marketing communication influenced my decision to purchases beauty products through the internet.	1.00	5.00
Family/ friends encourage me to purchase beauty products through the internet.	1.00	5.00

Table 4.2**Factor Analysis Results**

Variable Items	Principle Component Analysis
I will probably buy beauty product on the internet soon	.934
The internet will probably be the medium I use to do my purchase in the future	.815
I intend to use the internet to buy a beauty product soon	.947
Kaiser-Meyer-Olkin (KMO)	.668
Bartlett sphericity test	$\chi^2 (3) = 665.341, p < .000$
Learning to use the internet to buy a beauty product would be easy for me, even for the first time.	.952
Using the internet to buy a beauty product would be easy to do for me.	.964
The internet would be easy to be used to do my purchasing.	.913
Kaiser-Meyer-Olkin (KMO)	.733
Bartlett sphericity test	$\chi^2 (3) = 888.023, p < .000$
Using the internet to acquire a beauty product would allow me to shop more efficiently.	.947
Using the internet to acquire a beauty product would allow me to purchase more quickly.	.884
Using the internet to acquire a beauty product would be useful to do my purchase.	.926
Kaiser-Meyer-Olkin (KMO)	.722
Bartlett sphericity test	$\chi^2 (3) = 665.921, p < .000$
Internet purchase offers a wide variety of beauty products.	.921
I always purchase the types of beauty products I want from the internet.	.773
I can buy the beauty products that are not available in retail shops through the internet.	.938
Kaiser-Meyer-Olkin (KMO)	.648
Bartlett sphericity test	$\chi^2 (3) = 555.301, p < .000$
Online purchase allows me to save money as I do not need to pay transportation costs.	.871
Online purchase allows me to buy the same or similar beauty products, at cheaper prices than traditional retailing stores.	.952
Online purchase offers better value for my money compared to traditional purchasing.	.924
I think the internet offers lower prices compared to retail stores.	.928
Kaiser-Meyer-Olkin (KMO)	.854
Bartlett sphericity test	$\chi^2 (4) = 1152.780, p < .000$
The quantity and quality of the beauty products I receive from Internet retailers are exactly the same as I order.	.902
Internet retailers honour their products guarantees.	.896
The beauty products I ordered are delivered to me within the time promised by the internet retailers.	.863
Kaiser-Meyer-Olkin (KMO)	.729
Bartlett sphericity test	$\chi^2 (3) = 448.775, p < .000$

Cont. Table 4.2

Variable Items	Principle Component Analysis
The media influenced my decision to purchase beauty products through the internet.	.922
Marketing communication influenced my decision to purchases beauty products through the internet.	.917
Family/ friends encourage me to purchase beauty products through the internet.	.633
Kaiser-Meyer-Olkin (KMO)	.589
Bartlett sphericity test	$\chi^2 (3) = 419.953, p < .000$

The result of factor analysis is shown on the Table 4.2. Based on the table, the values of all variables for Bartlett sphericity test were $p < 0.000$ which means that all the variables are significant. As for Kaiser-Meyer-Olkin (KMO) results, each variable have the value more than 0.6 except for the subjective norm where the value is lower than 0.6. However, there is no further treatment is taken for the subject matter since other factors scores' show moderate to high value.

4.3 Demographic Analysis

Demographic information is gathered through the first question in the questionnaire. This analysis is importance since we need to understand the background of the respondents that influence their intention to buy a certain product.

Table 4.3
Descriptive Statistics for Demographic Profile

Items	Categories	Frequency	%
Marital status	Single	159	51.0
	Married	137	43.9
	Widowed/Divorced	16	5.1
	Total	312	100.0
Ethnicity	Malay	276	88.5
	Chinese	3	1.0
	Indian	20	6.4
	Others	13	4.2
	Total	312	100.0
Age	20 - 29	145	46.5
	30 - 39	148	47.4
	40 - 49	19	6.1
	Total	312	100.0
Income	Dependent	68	21.8
	Below RM1,000	3	1.0
	RM1,000 - RM3,000	190	60.9
	RM3,001 - RM5,000	47	15.1
	Above RM5,001	4	1.3
	Total	312	100.0
Residential area	Abi	3	1.0
	Arau	33	10.6
	Beseri	16	5.1
	Chuping	17	5.4
	Jejawi	11	3.5
	Kayang	14	4.5
	Kechor	8	2.6
	Kuala Perlis	28	9.0
	Kurong Anai	24	7.7
	Kurong Batang	5	1.6
	Ngulang	5	1.6
	Oran	6	1.9
	Padang Pauh	7	2.2
	Padang Siding	8	2.6
	Paya	6	1.9
	Sanglang	23	7.4
	Sena	24	7.7
	Seriab	10	3.2
	Sg. Adam	3	1.0
	Titi Tinggi	19	6.1
	Utan Aji	24	7.7
	Wang Bintong	18	5.8
	Total	312	100.0

Demographic profiling of the respondents is shown in the Table 4.3. Based on the table, there is only a slight difference between the marital statuses of the respondents. 51.0% of the respondents are single while 43.9% are married. Only 5.1% of the respondents are widowed/divorced.

88.5% of the respondents come from the Malay ethnicity. Another 6.4% of the respondents are from Indian followed by others' ethnicity 4.2% and the lowest ethnic which is Chinese is 1.0%.

Respondents with the aged between 30 to 39 years old composed of 47.4% of all the respondents' which is slightly higher than the respondents aged between 20 to 29 years old (46.5%). Only 4.6% represents the respondents aged between 40 to 49 years old.

Looking at the income background, more than half of the respondents (60.9%) earned in between RM 1,000 to RM 3,000. The dependent or no steady income respondents are 21.8%. This is expected since the respondents were all women. Another 15.1% of the respondents earned 3,001 to RM 5,000 monthly followed by 1.3% earned above RM 5,001. Only 1.0% of the respondents have the salary below RM 1,000.

Perlis is the smallest country in Malaysia with the total area of 795 km². Perlis is unique because this is the only country that is not divided by district or colony (jajahan). Hence, for this research, the respondents were selected according to the 22 '*Mukim*' or subdivision in Perlis. According to the data collected, the highest population is in Arau with the number 10.6% followed by Kuala Perlis 9.0% and the lowest number is from Abi which is 1%. Since there is a lot of subdivision, the number of population is quite small and there is only a slight difference among them.

4.4 Reliability Analysis

Table 4.4

Reliability Analysis of Pilot Test and Actual Data Set

ID	Number of Items	Pilot Test Cronbach's Alpha	Actual Data Cronbach's Alpha
Online Purchase Intention	3	0.775	0.884
Perceived Ease Of Use	3	0.937	0.937
Perceived Usefulness	3	0.804	0.907
Beauty Product Variety	3	0.808	0.844
Pricing	4	0.925	0.937
Product Guarantee	3	0.884	0.863
Subjective Norm	3	0.753	0.777

Table 4.4 shows the Cronbach's alpha values for the variables in this research. Cronbach's alpha for these variables is more than 0.7 and less than one (1). Hence, the Cronbach's alpha for all the variables in this study are good and acceptable.

4.5 Descriptive Analysis

Table 4.5

Descriptive Statistics for Variable Items

Items	Mean	Std. Deviation	Ranking
I will probably buy beauty product on the internet soon	3.0641	1.29892	3
The internet will probably be the medium I use to do my purchase in the future	3.8013	1.13647	1
I intend to use the internet to buy a beauty product soon	3.1442	1.31098	2
Learning to use the internet to buy a beauty product would be easy for me, even for the first time.	3.5000	1.20556	3
Using the internet to buy a beauty product would be easy to do for me.	3.6282	1.12680	2
The internet would be easy to be used to do my purchasing.	3.8526	1.03821	1
Using the internet to acquire a beauty product would allow me to shop more efficiently.	3.2308	1.15570	3
Using the internet to acquire a beauty product would allow me to purchase more quickly.	3.3013	1.19441	2
Using the internet to acquire a beauty product	3.4295	1.11472	1

would be useful to do my purchase.

Internet purchase offers a wide variety of beauty products.	3.7788	1.10791	1
I always purchase the types of beauty products I want from the internet.	3.0192	1.28544	3
I can buy the beauty products that are not available in retail shops through the internet.	3.6923	1.15441	2
Online purchase allows me to save money as I do not need to pay transportation costs.	3.5417	1.12478	1
Online purchase allows me to buy the same or similar purchase products, at cheaper prices than traditional retailing stores.	3.5000	1.08483	2
Online purchase offers better value for my money compared to traditional purchasing.	3.4712	1.02969	3
I think the internet offers lower prices compared to retail stores.	3.4327	1.04341	4
The quantity and quality of the beauty products I receive from Internet retailers are exactly the same as I order.	3.2276	1.05909	3
Internet retailers honour their products guarantees.	3.2532	.98051	2
The beauty products I ordered are delivered to me within the time promised by the internet retailers.	3.4071	1.09092	1
The media influenced my decision to purchase beauty products through the internet.	3.3301	1.14678	1
Marketing communication influenced my decision to purchases beauty products through the internet.	3.2949	1.13816	2
Family/ friends encourage me to purchase beauty products through the internet.	3.0577	1.02534	3

Table 4.6
Descriptive Statistics for Variable

Variables	Grand Mean	Std. Deviation
Online purchase intention	3.3365	1.12698
Perceived ease of use	3.6603	1.06049
Perceived usefulness	3.3205	1.06111
Beauty product variety	3.4968	1.03459
Pricing	3.4864	.98298
Product guarantee	3.2959	.92233
Subjective norm	3.2276	.91893

The descriptive analysis for this study is shown on the Table 4.5. The item of ‘The internet will probably be the medium I use to do my purchase in the future’ has the highest mean score which is 3.8013, followed by ‘I intend to use the internet to buy a beauty product soon’ with the mean score 3.1442 and ‘I will probably buy

beauty product on the internet soon' with the mean score 3.0641. The grand mean of online purchase intention is 3.3365 (Table 4.6).

As for the second variable which is perceive ease of use, the item 'The internet would be easy to be used to do my purchasing' has the highest mean score among the other items with the value 3.8526. The second items with higher value is 'Using the internet to buy a beauty product would be easy to do for me' with the mean score 3.6282 and 'Learning to use the internet to buy a beauty product would be easy for me, even for the first time' has the lowest value among the items with the mean score 3.5000. The grand mean for the items of perceive ease of use is 3.6603 which shown in the Table 4.6.

Another variable of this study is perceived usefulness which also has three items. The highest mean score among the three is 'Using the internet to acquire a beauty product would be useful to do my purchase' with the mean value 3.4295. The mean score value is descending to 3.3013 for 'Using the internet to acquire a beauty product would allow me to purchase more quickly' and 3.2308 for 'Using the internet to acquire a beauty product would allow me to shop more efficiently'. Hence, the grand mean for the items of perceived usefulness is 3.3205 as shown in the Table 4.6.

The fourth variable of this study is beauty products variety. It has three items which are 'Internet purchase offers a wide variety of beauty products', 'I always purchase the types of beauty products I want from the internet' and 'I can buy the

beauty products that are not available in retail shops through the internet'. The highest mean score among those items goes to 'Internet purchase offers a wide variety of beauty products' with the mean score value 3.7788 followed by 'I can buy the beauty products that are not available in retail shops through the internet' and 'I always purchase the types of beauty products I want from the internet' with the mean score value 3.6923 and 3.0192 respectively. The grand mean score for these three items is 3.4968 as shown in Table 4.6.

Next variable in this study is pricing. There are four items for this variable. 'Online purchase allows me to save money as I do not need to pay transportation costs' has the highest mean score among the four items with the value 3.5417 followed by 'Online purchase allows me to buy the same or similar purchase products, at cheaper prices than traditional retailing stores' with the mean score value 3.5000. The third highest value is the item number three 'Online purchase offers better value for my money compared to traditional purchasing' with the mean score value 3.4712 and the last item which is 'I think the internet offers lower prices compared to retail stores' has the lowest mean score with the value 3.4327 which makes the grand mean for these items is 3.4864.

Another variable of this study is product guarantee which has three items. The highest mean score among the items is 'The beauty products I ordered are delivered to me within the time promised by the internet retailers' with the value 3.4071. The second highest item is 'Internet retailers honour their products guarantees' with the mean score value 3.2532 and the lowest is 'The quantity and

quality of the beauty products I receive from Internet retailers are exactly the same as I order' with the mean score value 3.2276. The grand mean for this item is 3.2959 as shown in Table 4.6.

The last variable of this study is subjective norm. The highest mean score of the items for this variable with the value 3.3301 is 'The media influenced my decision to purchase beauty products through the internet' followed by 'Marketing communication influenced my decision to purchases beauty products through the internet' with the mean score value 3.2949. The lowest mean score for the items is 'Family/ friends encourage me to purchase beauty products through the internet' with the value 3.0577. The grand mean score for this item is 3.2276 as shown in Table 4.6.

4.6 Inferential Analysis

4.6.1 Correlation Analysis

Table 4.7 shows the Pearson Correlation and Coefficient Matrix of the independent variables. There is a significant relationship between perceived ease of use and online purchase intention of beauty products among women in Perlis ($r = 0.542$, $p < 0.01$) (see Table 4.7). Therefore, H_1 is accepted. Thus, there is positive influence of perceived ease of use and online purchase intention of beauty products among women in Perlis.

Table 4.7
Pearson Correlation Coefficient Matrix

	Online Purchase Intention	Perceived Ease Of Use	Perceived Usefulness	Beauty Product Variety	Pricing	Product Guarantee	Subjective Norm
Online Purchase Intention	1	.542**	.646**	.716**	.465**	.570**	.603**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
N	312	312	312	312	312	312	312
Perceived Ease Of Use	.542**	1	.664**	.794**	.645**	.645**	.551**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
N	312	312	312	312	312	312	312
Perceived Usefulness	.646**	.664	1	.721**	.527**	.569**	.709**
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
N	312	312	312	312	312	312	312
Beauty Product Variety	.716**	.794**	.721**	1	.666**	.710**	.725**
Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
N	312	312	312	312	312	312	312
Pricing	.465**	.645**	.527**	.666**	1	.804**	.692**
Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
N	312	312	312	312	312	312	312
Product Guarantee	.570**	.645**	.569**	.710**	.804**	1	.650**
Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
N	312	312	312	312	312	312	312
Subjective Norm	.603**	.551**	.709**	.725**	.692**	.650**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	312	312	312	312	312	312	312

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

Table 4.7 shows that there is a significant relationship between perceived usefulness and online purchase intention ($r = 0.646$, $p < 0.01$). Therefore, H_2 is accepted. Thus, perceived usefulness is related to online purchase intention of beauty products among women in Perlis.

There is a significant relationship between beauty product variety and online purchase intention ($r = 0.716$, $p < 0.01$) (see Table 4.7). Therefore, H_3 is accepted.

Hence, beauty product variety is related to online purchase intention of beauty products among women in Perlis.

There is a significant relationship between pricing and online purchase intention ($r = 0.465$, $p < 0.01$) (see Table 4.8). Therefore, H_4 is accepted. It indicates that pricing is related to online purchase intention of beauty products among women in Perlis.

Table 4.7 showed the significant relationship between product guarantee and online purchase intention of beauty products among women in Perlis is ($r = 0.570$, $p < 0.01$). Therefore, H_5 is accepted. Thus, product guarantee is related to online purchase intention of beauty products among women in Perlis.

Subjective norm has a significant relationship with online purchase intention of beauty products among women in Perlis ($r = 0.603$, $p < 0.01$) (see Table 4.7). Therefore, H_6 is accepted. Hence, subjective norm is related to online purchase intention of beauty products among women in Perlis.

4.6.2 Regression Analysis

Table 4.8
Model Summary

Model	R	R Square	Adjusted R Square	Std. error of The Estimate
1	.755	.570	.562	.74611

The relationship between the independent variables and online purchase intention is shown in the Table 4.8. All the independent variables is discovered to be related to online purchase intention of beauty products among women in Perlis ($R = 0.746$). In addition, the coefficient of determination (R square) that has been used to examine the regression model is equal to 0.570. Hence, H_7 which is the effect of perceived ease of use, perceive usefulness, beauty product variety, pricing, product guarantee and subjective norm on online purchase intention among women in Perlis is $R^2 = 0.570$. The result indicated that 57% of online purchase intention of beauty products among women in Perlis is related to all the independent variables which are perceived ease of use, perceived usefulness, beauty product variety, pricing, beauty product guarantee and subjective norm. Another 43% of the variation in online purchase intention of beauty products among women in Perlis is influence by other factors instead of perceived ease of use, perceived usefulness, beauty product variety, pricing, beauty product guarantee and subjective norm.

Table 4.9
ANOVA

Model	df	F	Sig.
Regression	6	67.428	.000
Residual	305		

Table 4.9 shows the analysis of ANOVA is done as a cross-check to validate whether the regression model is good fit for the data. The F value of 67.428 is significant with $p < 0.0001$. These independent variables; perceived ease of use, perceive usefulness, beauty product variety, pricing, product guarantee and

subjective norm are related to the online purchase intention of beauty products among women in Perlis.

Table 4.10
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Online Purchase Intention	Std. Error	Beta		
(Constant)	.388	.179		2.173	.031
Perceived ease of use	-.124	.072	-.117	-1.715	.087
Perceived usefulness	.265	.066	.249	4.024	.000
Beauty Product Variety	.579	.085	.531	6.788	.000
Pricing	-.200	.082	-.174	-2.452	.015
Product guarantee	.252	.084	.206	2.994	.003
Subjective norm	.114	.083	.093	1.371	.171

Table 4.10 entitled *Coefficients* explained the hierarchy of the six independent variables which most influenced the online purchase intention of beauty products among women in Perlis. The independent variable that has the highest beta value is beauty product variety (0.531) which makes it the most factors influenced online purchased intention of beauty products among women in Perlis. The other factors that influenced online purchased intention were perceived usefulness ($\beta = 0.249$), product guarantee ($\beta = 0.206$), pricing ($\beta = -0.174$), perceived ease of use ($\beta = -0.117$) and subjective norm ($\beta = 0.093$).

Linear equation is formed based on Table 4.10:

$$\text{Online Purchase Intention} = 0.388 - 0.124 (\text{Perceived Ease of Use}) + 0.265 (\text{Perceived Usefulness}) + 0.579 (\text{Beauty Product Variety}) - 0.200 (\text{Pricing}) + 0.252 (\text{Product Guarantee}) + 0.114 (\text{Subjective Norm})$$

4.7 Summary

This chapter discusses the analysis of data for this study. The data was collected via self-administered questionnaires. The response rate was 81.25%. Data analysis was performed using SPSS. The analysis shows that all the independent variables are significantly related to online purchase intention of beauty products among women in Perlis. Hence, all the six hypotheses which are H_1 to H_6 were accepted as in Table 4.11. The regression model is equal to 0.570.

Table 4.11
Summary of Hypotheses

Hypotheses	Results	Remark
H_1	$r = 0.542$ ($p < 0.01$)	Accepted
H_2	$r = 0.646$ ($p < 0.01$)	Accepted
H_3	$r = 0.716$ ($p < 0.01$)	Accepted
H_4	$r = 0.465$ ($p < 0.01$)	Accepted
H_5	$r = 0.570$ ($p < 0.01$)	Accepted
H_6	$r = 0.603$ ($p < 0.01$)	Accepted
H_7	$R^2 = 0.570$ ($p < 0.01$)	Accepted

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter will discuss the conclusions and recommendations of this study. It is divided to subsection 5.1, which is the introduction; section 5.2 is the recapitulation of the study while section 5.3 is the recommendation and last but not least is section 5.4 which is the conclusion.

5.2 Recapitulation of the Study

The purpose of this study is to examine the factors related to online purchase intention of beauty products among women in Perlis. This study proposed six independent variables which are perceived ease of use, perceived usefulness, beauty product variety, pricing, product guarantee and subjective norm in order to see the effects of them on online purchase intention of beauty products among women in Perlis. Furthermore, this study also intends to establish a relationship between the above mention factors and intention to purchase or repurchase on the platform of online purchase of beauty products among women in Perlis. This study used the descriptive study design and convenience sampling method was used to sample population of 384 women in Perlis.

Data was collected using questionnaire distribution. 384 of questionnaires have been distributed to the women in Perlis and only 312 of it were returned. This

makes the response rate of 81.25%. The data then was analyzed using SPSS and the results were presented in the form of percentage, mean, standard deviation, grand mean, skewness and kurtosis. Regressions were carried out on the six factors that have been investigated and the findings were recorded.

5.3 Discussion

The grand mean score for online purchase intention of beauty products among women in Perlis is 3.2276. The score shows that the level of online purchase intention of beauty products among women in Perlis is good. This means that women in Perlis intend to purchase beauty products online in the future. The intention was a salient predictor of actual behaviour to shop online (Lim *et al.*, 2015).

Perceived ease of use is found to be directly related to online purchase intention of beauty products among women in Perlis ($r = 0.542$, $p < 0.01$) according to the table 4.7. Table 4.7 represents Pearson correlation coefficient matrix where this analysis is purposely done to observe the association or relationship of each one the independent variables with the dependent variables. The result shows that all the independent variables including perceived ease of use have significant relationship with moderate to strong relationship with the dependent variables. However, when all the independent variables were run together for regression analysis, perceived ease of use is found to be insignificant (0.171 , $p > 0.05$) to online purchase intention of beauty products among women in Perlis as shown in Table 4.10. This might happened because in Pearson correlation analysis, the focus is to observe the

relationship of one independent variable namely perceived ease of use with dependent variables which is online purchase intention while coefficient analysis, the independent variables were run together or collectively to observe the relationship of all independent variables with the dependent variable. Thus, the result is contradicted. At one part, this result is supported by Hamid, Razak, Bakar, and Abdullah, (2016) where perceived ease of use were found to be statistically significant predictors of Malaysians' continuance intention to use e-government. Moreover, a study by Chiu and Wang (2008) indicates that perceived ease of use is positively associated with continuance intention in the context of Web-based learning. As stated by Davis (1989). Perceived ease of use is "the degree to which a person believes that using technology will be free from effort", consumer choose to purchase beauty products online because it is hassle free and using the internet is easier for them. Hence, the online marketer should invest their attention more on making sure that the applications or the websites that display their products is informative as well as user friendly. Informative and user friendly websites or applications could be an important marketing strategy.

On the other hand, the insignificant relationship of perceived ease of use with online purchase intention of beauty products among women in Perlis might be because the women in Perlis prefer traditional purchasing rather than online purchase. This is because traditional purchase could give them more satisfaction where they can see the products, touch and test it on them so they could select the best products that suit them perfectly. Furthermore, online purchase mostly requires the customer to use the online banking as a mode of transaction. For those consumers who do not

have online banking, they might find it to be troublesome for them because they need to go to the bank or any Automated Teller Machine (ATM) to deposit the money in order to pay the products. This is the researcher observation on the situation happened in Perlis. This findings is supported by Liat and Wuan (2014) study where they found that occasionally, the ease of use of a website can only attract consumers to shop and search for the information on products that they desire to know more; however, it does not necessarily means that consumers will purchase the item via online. Most of them just want to obtain the information online the information online and purchase the items at another channel. This result also supported by Gefen and Straub (2000) that the ease of use is positively affecting students' intention to use websites for reading but not for purchasing books online.

As for perceived usefulness, this study found that it is statistically significant with online purchase intention of beauty products among women in Perlis ($r = 0.646$, $p < 0.01$). Thus, H_2 is accepted. Perceived usefulness and continuance intention had high correlation in Hamid *et al.* (2016) studies, thus predict the continuance intention of using e-government services in Malaysia. Previous studies Baker-Eveleth and Stone (2015), indicates that perceived usefulness is positively associated with continuance intention in the context of e-text. Davis (1989) defined perceive usefulness as the extent to which a person believe that using a particular technology will enhance her/his job performance. Thus, as an online purchaser, they will seek something that will be useful to them in order to make their life easier and this includes purchasing beauty products online. Eye-catching, informative and user

friendly online store as well as advertisement will attract the online purchaser to visit the store.

The result of this study shows that H_3 is accepted. It validates that beauty product variety is related to online purchase intention of beauty products among women in Perlis ($r = 0.716$, $p < 0.01$). The wide range of products leads to increase the purchasing intention of an individual because they have more options and easy to compare the products (Clemes *et al.*, 2014; Kahn & Lehmann, 1991; Keeney, 1999; Park *et al.*, 2012; Szymanski & Hise, 2000). Online stores that promoting variety of products in its platforms tend to get higher traffic visitors. ASEAN Up (2017) has reported in its Top 10 e-commerce websites in Malaysia; an online platform which is LAZADA.com.my up to Jun 2017 has about 30,300,000 online visitors. In term of products offered, the platforms has offer 11 types of products starting from electronic devices electronic accessories home and living and etc. In term of beauty products, in March 2018, LAZADA.com.my has promoting 8,779,607 items in its health and beauty section.

Pricing also influenced online purchase intention of beauty products among women in Perlis. H_4 is validated where there is statistically significant relationship of pricing and online purchase intention in beauty products among women in Perlis ($r = 0.465$, $p < 0.01$). Online purchasers regularly value the information of price while considering purchasing online. Looking at the cost or price through the online store is more convenient than hopping on each of traditional store in contrasting the price of an item (Bodily & Mohammed, 2006; Hoffman & Novak, 1997; Jensen, Kees,

Burton, & Turnipseed, 2003; Ramanathan, 2010). Previous studies found that consumers expect the products price in online stores should be lower than prices for those products sold in traditional market (Hardesty & Suter, 2005; Huang, Chang, & Chen, 2005; Jensen *et al.*, 2003; Lii & Lee, 2005). Normally, consumers will compare the prices of the same item and tend to pick the lower one.

Online purchase intention of beauty products among women in Perlis was found to be influenced by beauty product guarantee. Thus, H₅ of this study is accepted ($r = 0.570$, $p < 0.01$). Nowadays, awareness on consumers' right has been increasing due to technology advancement. Meaning, the information are easily obtained through various resources especially through online or social media. In Malaysia especially, consumers are protected under the Consumer Protection Act 1999. In relation to this study, the consumers know their rights as a consumer and tend to choose the online stores or platform that can guarantee their products to the consumer. It is supported by the findings in Koyuncu and Bhattacharya (2004) studies where the researchers clarified that consumer do not prefer to buy online when absence of a guarantee that protect the quality of a product. As to complement that, the online retailers providing their guarantee by implementing the exchange or return policy for their products in order to gain the consumers' trust. Furthermore, there are online retailers can guarantee their products delivery will be delivered within the timeframe given. Usually, this service were provided by large and well known online retailers.

Subjective norm shares the same fate as perceived ease of use. Subjective norm is found to be a significant factors that influences online purchase intention of beauty products among women in Perlis ($r = 0.603$, $p < 0.01$) according to Table 4.7 (Pearson correlation coefficient matrix) but it is insignificant (0.087 , $p > 0.05$) on the Table 4.10 (Coefficients). At one part, previous studies findings indicated that subjective norm does has a direct significant influence on purchase intention towards online purchase (Jamil, 2011; Leeraphong & Mardjo, 2013; Siti, Mohammed, & Nik Kamariah, 2012; Xie *et al.*, 2011). Orapin (2009) in his study already mentioned that subjective norm was the second most influential factors after perceived behavioural control to influence the purchase intention to shop online. Lim *et al.* (2015) reported that subjective norm have influenced online purchase intentions where in the study, the university students' purchase intention was influenced by perception of families, friends and media. Therefore, 'word of mouth', testimony from peers or friends and families does play an important role in influencing purchase intention. Hence, the online retailers need to ensure that each of their customers is treated nicely so that indirectly, they will become the promoters that could promote the retailers products. Not to mention, media significantly plays major role in human lives today where most of the things that have been advertised, will become a trend, and the possibilities will be higher if a well-known or popular public figures and/or celebrity is used. Since celebrities or public figures nowadays have their own fan-clubs or followers in their social media, the impact of the promotion will be high. Thus, it will attract more potential customers to the online stores.

On the other hand, there is insignificant relationship of subjective norm on online purchase intention of beauty products among women in Perlis. Based on the demographic profile (Table 4.4) it might be because most of the respondents which is 60.9% of them earned the incomes between RM 1000 to RM 3000. Thus, it lowers their purchasing power to buy the beauty products online even though that it is the current trend.

This study found that perceived ease of use, perceived usefulness, beauty product variety, pricing, product guarantee and subjective norm influence the online purchase intention of beauty products among women in Perlis with $R^2 = 0.570$. H_7 is accepted. The result shows that 57% all the independent variables are related to online purchase intention of beauty products among women in Perlis. On the other hand, 43% of the variation in online purchase intention of beauty products among women in Perlis will be explained by other factors. The factor that has high impact on online purchase intention of beauty products among women in Perlis is beauty product variety. Then, it follows accordingly by perceive usefulness, subjective norm, product guarantee, perceived ease of use and the last one is pricing. The findings indicate that all the independents variables are positively influence online purchase intention of beauty products among women in Perlis.

5.4 Recommendations

This study is specifically focused on online purchase intention of beauty products only. Furthermore, the target group is also been narrowed down to women

in Perlis. Hence, future researcher is recommended to explore the effects of this study on the opposite gender, since nowadays it is not only women that particularly pay attention to their general appearance. Men also have a fair share on their personal grooming. As reported by SKUlocal (2016), the number of men viewing personal grooming or general appearance as important is increasing. Hence, it would be interesting to find out if there is a difference effect of factors that influence online purchase intention of beauty products among men and women.

ASEAN Up (2017) in its report has outlined ten top e-commerce websites in Malaysia such as Lazada Malaysia, Lelong.my, Zalora Malaysia and etc. However, the ten websites is not the only websites that provides the online purchase service. There are other stores that provide the same services but might have lower online visitor. With the increasing number of e-commerce platforms, the market might be highly competitive. Thus, the online retailers might change its marketing strategy to attract the online visitors to its stores. For instance, this study has highlighted that beauty products variety or generally beauty product variety highly influences the online purchase intention among women in Perlis. Hence, the online retailers might offer a wide range of products in its online stores to attract the customer. Apart from that, the online websites is not the only platforms that provide the trading service. Nowadays, social media such as Facebook and Instagram also have become the platforms to sell products online and the number of the participants increases day by day because it can be done as a part time job. As a small player in the market among them, they need to compete with each other to attract the potential buyers. Hence,

with the information of factors that influencing online purchase intention, they might form a marketing strategy that effectively will attract the customers.



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Appendix A: Questionnaires



UNIVERSITI UTARA MALAYSIA

Dear Respondents,

I am Master's student of Universiti Utara Malaysia and survey among women aged between 20 to 49 years old on the online purchase intention in beauty products to fulfil my Master's requirement.

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

All information provided in this questionnaire will be confidential and is intended only for this study. No information pertaining to individuals will be divulged to any third person or organization. All information obtained in this study will be used purely for academic purposes only.

Should you have any queries regarding this research please do not hesitate to contact me at ezaliza0903@gmail.com. Thank you very much for your cooperation in responding to the questionnaire. Your participation in this study is greatly appreciated.

Sincerely,
Ezaliza Binti Ibnil Hajar
MSc Candidate

Bahagian A: Maklumat Demografi
Section A: Demographic Information

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

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

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

4. Umur (*Age*):
 - ☐ 20 - 29 tahun (*years old*)
 - ☐ 30 - 39 tahun (*years old*)
 - ☐ 40 - 49 tahun (*years old*)
5. Pendapatan (*Income*):
 - ☐ Ditanggung (*Dependent*)
 - ☐ RM1,000 ke bawah (*Below RM1,000*)
 - ☐ RM1,000 - RM3,000 (*RM1,000 – RM3,000*)
 - ☐ RM3,001 – RM5,000 (*RM3,001 – RM5,000*)
 - ☐ RM5,001 ke atas (*Above RM5,001*)

6. Kawasan tempat tinggal (*Residential area*) :

- | | | |
|---------------------------------------|--|---------------------------------------|
| ☐ Abi | ☐ Kurong Anai | ☐ Sanglang |
| ☐ Arau | ☐ Kurong Batang | ☐ Sena |
| ☐ Beseri | ☐ Ngulang | ☐ Seriab |
| ☐ Chuping | ☐ Oran | ☐ Sungai Adam |
| ☐ Jejawi | ☐ Padang Pauh | ☐ Titi Tinggi |
| ☐ Kayang | ☐ Padang Siding | ☐ Utan Aji |
| ☐ Kechor | ☐ Paya | ☐ Wang Bintong |
| ☐ Kuala Perlis | | |

**SOAL SELIDIK NIAT MEMBELI PRODUK KECANTIKAN DALAM
TALIAN
(*SURVEY OF ONLINE PURCHASE INTENTION IN BEAUTY PRODUCTS*)**



UUM
Universiti Utara Malaysia

Bahagian B: Niat membeli produk kecantikan secara dalam talian
Section B: Online purchase intention of beauty product

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

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

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

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

Bahagian C: Persepsi atas kemudahan penggunaan
Section C: Perceived ease of use (PEOU)

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

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

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

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

Fikirkan tentang persepsi anda atas kemanfaatan internet untuk membeli produk kecantikan secara dalam talian. Sejauh mana anda bersetuju atau tidak bersetuju sama ada setiap kenyataan di bawah yang menggambarkan persepsi anda atas kemanfaatan internet untuk membeli produk kecantikan secara dalam talian? **Bulatkan** jawapan anda berpandukan skala di atas.

*(Think about your perceived usefulness of the internet to purchase a beauty product online. To what extent you agree or disagree whether each statement below describes your perceived usefulness of the internet to purchase beauty products online? **Circle** your answer using the scale above).*

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

Bahagian E: Pelbagai produk kecantikan
Section E: Beauty product variety

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

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

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

Bahagian F: Harga
Section F: Pricing

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

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

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

Bahagian G: Jaminan produk
Section G: Product guarantee

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

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

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

Bahagian H: Norma subjektif
Section H: Subjective norms

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

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

1	Media yang mempengaruhi keputusan saya untuk membeli produk kecantikan melalui Internet. <i>(The media influenced my decision to purchase a beauty product through the Internet).</i>	1	2	3	4	5
2	Komunikasi pemasaran mempengaruhi keputusan saya untuk membeli produk kecantikan melalui Internet. <i>(Marketing communication influenced my decision to purchase a beauty product through the Internet).</i>	1	2	3	4	5
3	Keluarga/rakan menggalakkan saya untuk membuat pembelian product kecantikan melalui Internet. <i>(Family/friends encourage me to purchase a beauty product through the Internet).</i>	1	2	3	4	5

KAJISELIDIK TAMAT (END OF QUESTIONNAIRE)
TERIMA KASIH (THANK YOU)

Appendix B: Profile of Online Shoppers

Profile of Online Shoppers by Age

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

Source: Malaysian Communications and Multimedia Commission (2016)



Appendix C: Percentage of Internet Users by Online Activities

Percentage of Internet Users by Online Activities

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

Source: Malaysian Communications and Multimedia Commission (2016)



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Appendix D: Percentage of Online Shopping Purpose

Percentage of Online Shopping Purpose

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

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



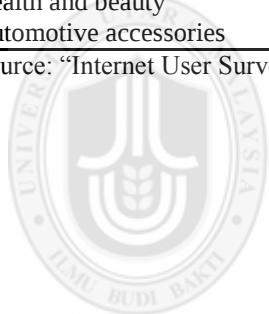
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Appendix E: Percentage of Types of Goods and Services Purchased Online

Percentage of Types of Goods and Services Purchased Online

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

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



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Appendix F: Percentage of Types of Online Shopping Factors

Percentage of Types of Online Shopping Factors

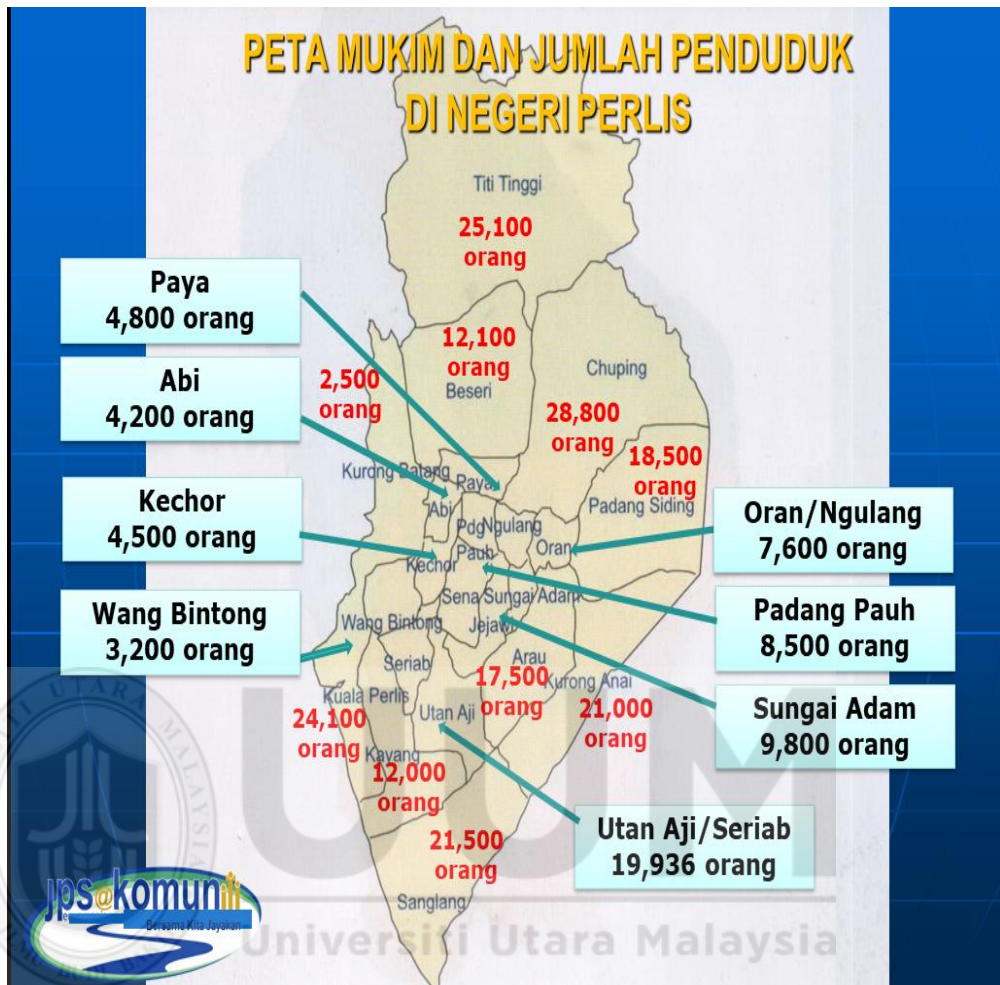
Types of Online Shopping Factors	Percentage
Competitive price	91.9%
Efficiency of payment	82.4%
Product description and review	82.1%
Special promotions	81.1%
Shipping cost	80.6%
Retailer reputation	79.2%
Others	3.4%
Others	3.4%
None	0.2%

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



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Appendix G: Population in Perlis



Source: “Perlis State Department of Irrigation And Drainage” (2012)

Appendix H: Descriptive Statistics for Demographic Profile (Pilot Test)

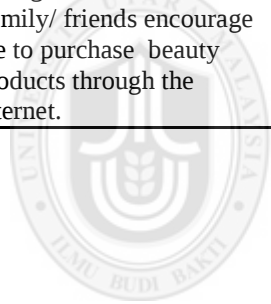
Descriptive Statistics for Demographic Profile (Pilot Test)

Items	Categories	Frequency	%
Marital status	Single	6	20.0
	Married	23	76.7
	Widowed/Divorced	1	3.3
Ethnicity	Malay	27	90.0
	Chinese	1	3.3
	Indian	0	0.0
	Others	2	6.7
Age	20 - 29	7	23.3
	30 - 39	20	66.7
	40 - 49	3	10.0
Income	Dependent	1	3.3
	Below RM1,000	1	3.3
	RM1,000 - RM3,000	15	50.0
	RM3,001 - RM5,000	10	33.3
	Above RM5,0001	3	10.0
Residential area	Abi	1	3.3
	Arau	2	6.7
	Beseri	1	3.3
	Chuping	2	6.7
	Jejawi	2	6.7
	Kayang	2	6.7
	Kechor	2	6.7
	Kuala Perlis	2	6.7
	Kurong Anai	1	3.3
	Kurong Batang	1	3.3
	Ngulang	1	3.3
	Oran	1	3.3
	Padang Pauh	3	10
	Padang Siding	1	3.3
	Paya	1	3.3
	Sanglang	1	3.3
	Sena	1	3.3
	Seriab	1	3.3
	Sungai Adam	1	3.3
	Titi Tinggi	1	3.3
	Utan Aji	1	3.3
	Wang Bintong	1	3.3

Appendix I: Statistics of Items Score

<i>Statistics of Items Score</i>					
Item	Frequency				
	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
I will probably buy beauty product on the internet soon.	48	59	80	75	50
The internet will probably be the medium I use to do my purchase in the future	16	26	64	104	102
I intend to use the internet to buy a beauty product soon	45	54	83	71	59
Learning to use the internet to buy a beauty product would be easy for me, even for the first time.	19	46	91	72	84
Using the internet to buy a beauty product would be easy to do for me.	8	47	88	79	90
The internet would be easy to be used to do my purchasing.	7	22	86	92	105
Using the internet to acquire a beauty product would allow me to shop more efficiently.	33	36	114	84	45
Using the internet to acquire a beauty product would allow me to purchase more quickly.	28	45	104	75	60
Using the internet to acquire a beauty product would be useful to do my purchase.	19	39	102	93	59
Internet purchase offers a wide variety of beauty products.	10	29	86	82	105
I always purchase the types of beauty products I want from the internet.	51	46	116	44	55
I can buy the beauty products that are not available in retail shops through the internet.	17	25	93	79	98
Online purchase allows me to save money as I do not need to pay transportation costs.	18	32	97	93	72
Online purchase allows me to buy the same or similar beauty products, at cheaper prices than traditional retailing stores.	14	32	120	76	70

Online purchase offers better value for my money compared to traditional purchasing	14	32	111	103	52
I think the internet offers lower prices compared to retail stores.	10	43	119	82	58
The quantity and quality of the beauty products I receive from Internet retailers are exactly the same as I order.	25	35	133	82	37
Internet retailers honour their products guarantees.	11	50	137	77	37
The beauty products I ordered are delivered to me within the time promised by the internet retailers.	13	43	122	72	62
The media influenced my decision to purchase beauty products through the internet.	29	30	115	85	53
Marketing communication influenced my decision to purchases beauty products through the internet.	25	44	107	86	50
Family/ friends encourage me to purchase beauty products through the internet.	26	55	128	81	22



Appendix J: Skewness and Kurtosis Statistics for Variable Items

<i>Skewness and Kurtosis Statistics for Variable Items</i>	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
I will probably buy beauty product on the internet soon	-.102	.138	-1.064	.275
The internet will probably be the medium I use to do my purchase in the future	-.794	.138	-.089	.275
I intend to use the internet to buy a beauty product soon	-.148	.138	-1.052	.275
Learning to use the internet to buy a beauty product would be easy for me, even for the first time	-.316	.138	-.840	.275
Using the internet to buy a beauty product would be easy to do for me	-.302	.138	-.902	.275
The internet would be easy to be used to do my purchasing	-.569	.138	-.348	.275
Using the internet to acquire a beauty product would allow me to shop more efficiently	-.309	.138	-.511	.275
Using the internet to acquire a beauty product would allow me to purchase more quickly	-.235	.138	-.722	.275
Using the internet to acquire a beauty product would be useful to do my product would be useful to do my purchasing	-.347	.138	-.488	.275
Internet purchase offers a wide variety of beauty products	-.539	.138	-.523	.275
I always purchase the types of beauty products I want from the internet	-.001	.138	-.886	.275
I can buy the beauty products that are not available in retail shops through the internet	-.552	.138	-.432	.275
Online purchase allows me to save money as I do not need to pay transportation costs	-.446	.138	-.428	.275
Online purchase allows me to buy the same or similar beauty products, at cheaper prices than traditional retailing stores	-.243	.138	-.484	.275
Online purchase offers better value for my money compared to traditional purchasing	-.367	.138	-.202	.275
I think the internet offers lower prices compared to retail stores	-.119	.138	-.557	.275
The quantity and quality of the beauty products I receive from Internet retailers are exactly the same as I order	-.269	.138	-.190	.275
Internet retailers honour their products guarantees	.010	.138	-.278	.275
The beauty products I ordered are delivered to me within the time promised by the internet retailers	-.112	.138	-.588	.275
The media influenced my decision to purchase beauty products through the internet	-3.63	.138	-.415	.275
Marketing communication influenced my	-.269	.138	-.564	.275

decision to purchases beauty products through the internet				
Family/ friends encourage me to purchase beauty products through the internet	-.188	.138	-.325	.275

