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FACTORS INFLUENCING ATTITUDES AND INTENTIONS OF USING SMART RETAIL TECHNOLOGIES

By

YE OH RONG QING

Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
In Partial Fulfillment of the Requirement for the Master of Sciences (Management)
PERAKUAN KERJA KERTAS PENYELIDIKAN
(Certification of Research Paper)

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(I, the undersigned, certified that)
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Calon untuk Ijazah Sarjana
(Candidate for the degree of)
MASTER OF SCIENCE (MANAGEMENT)

telah mengemukakan kertas penyelidikan yang bertajuk
(has presented his/her research paper of the following title)
FACTORS INFLUENCING ATTITUDES AND INTENTIONS OF USING SMART RETAIL TECHNOLOGIES

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(Name of Supervisor)

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ABSTRACT

This study has been conducted to examine the relationships of perceived usefulness (PU), perceived ease of use (PEOU), perceived enjoyment (PE) and perceived risk (PR) on attitudes (ATD) and behavioural intentions of using smart retail technologies (BI). As inspired by several former literatures and its gaps, the researcher studied the dwellers who were living in Klang Valley. Total 481 questionnaires were distributed through using the purposive sampling technique and only 170 questionnaires were returned back or accounted for 43.66 percent of response rate. All data were analysed by using SmartPLS 3 statistical packages to answer the research questions. In the measurement model, the reliability analysis showed each variable has fulfilled 0.7 Alpha value which implied that each component within the construct has high reliability. Then, the structural model results indicated perceived ease of use and perceived enjoyment were significantly influencing attitudes towards SRT and behavioural intentions of using SRT, including direct and indirect relationships. However, perceived usefulness and perceived risk have a relationship but these were not significant in this study. By the particular findings, both academicians and managers can get further understanding about the factors in influencing shoppers’ attitudes and behavioural intentions. As well, both parties can plan to identify what shortcomings should be improved as some variables were not significant. Furthermore, the researcher has provided limitations of the study. Finally, future recommendations of the study were provided to give both parties get a deep understanding of the smart retail technologies in the Malaysia context. The findings can be used for business entities to establish or improve the SRT-relevant devices with a most wisely decision.

Keyword: smart retail technologies (SRT), Behavioural intentions of using SRT, attitudes towards SRT

Kata Kunci: teknologi runcit pintar (TRP), niat tingkah laku terhadap TRP, sikap terhadap TRP
ACKNOWLEDGEMENT

First and foremost, I would like to thank to my respectful supervisor, Prof. Madya Dr. Selvan a/l Perumal, who are always willing to help, advise and conduct me to complete this thesis. During I proceeding the thesis, he gave unconditional favor and guidance to me.

In addition, my wholeheartedly appreciate also to my beloved parents. With their fully support in financial and mental health, I have overcome many big obstacles in my second academic journey in Universiti Utara Malaysia. Besides that, the cooperation of the respondents also cannot be ignored. All of their help made the thesis findings became solid and have high persuasiveness.

Lastly, I want to appreciate my roommates, friends and colleagues who have provided me with great support.
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<th>Description</th>
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<td>Smart Retail Technologies</td>
<td>(SRT)</td>
</tr>
<tr>
<td>Behavioural Intentions of Using SRT</td>
<td>(BI)</td>
</tr>
<tr>
<td>Perceived Usefulness</td>
<td>(PU)</td>
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<td>Perceived Ease of Use</td>
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<td>(SmartPLS 3)</td>
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CHAPTER 1: INTRODUCTION

The first chapter covers seven important sections namely, the background of the study, problem statement, research objectives, research questions, scopes of the study, significance of the study, definition of key terms and organization of the study. As well, this chapter describes the research context and briefs ideas of the study and the research structure. It justifies the major trends of Internet technology and how the landscape of technology advancement will be integrated into brick-and-mortar retail stores. Furthermore, this chapter also discussed consumer attitude and intention of using smart retail technology (SRT) in physical retail stores.

1.1 Background of The Study

Nowadays, the Internet of Things (IoT) is one of the hottest technologies that can revolute the status quos of many industries. The interconnected digital device is the main link to realize the notion of connectivity and analytics (Digitalist Magazine, 2019). According to the research of IHS by 2016, the IoT market achieved 15.4 billion installed devices in the last year. It will grow from 30.7 billion installed devices in 2020 to 75.4 billion in 2025 (refer to Figure 1.1). This implies that the business environment has started to integrate IoT in the Fourth Industry Revolution. Various sort of data relatively from interconnected machines and sensors were available to business entities and policymakers in getting the competitive advantages insights and to facilitate service chains in the physical retail stores (The Start, 2020).

According to Malaysia’s National Applied Research and Development Centre (MIMOS, 2015), IoT is the imperative concept to moves information and knowledge exchange among the humans and things in order to form new value propositions. To elaborate the sentence, new value propositions and new business models can be created
References


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Pavlou, P. (2001). Integrating trust in electronic commerce with the technology acceptance model: model development and validation. AMCIS Proceedings, Boston, MA.


The Star. (2020, March 6). *Singapore, Malaysia credit card details dumped online in massive data breach*. Retrieved from


Dear Sir/Madam

I am a master student of Othman Yeop Abdullah Graduate School of Business (OYAGSB), conducting the research on the research title above. This research for the purpose of fulfilling the thesis and getting the award of Master of Science (Management) degree. This questionnaire was aimed at obtaining your perception on the using of Smart Retail Technology (SRT) that probably can influence your attitude and intention toward smart retail technology (SRT). All information that you provided will be kept confidentially and to be used for the purpose of the research study only.

Thank you

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Smart Retail Technologies (SRT)
Teknologi Runcit Pintar (TRP)

Figure A1: AI shopping assistant
Figure A2: Smart Shopping Cart

Figure A3: In-mall navigation apps
Figure A4: AI retail robots

Figure A5: Scan and go checkout
Figure A6: Automated retail store
**Section A**

**Instruction:** The following questions are respondents’ demographic profile. Please tick it in the relevant circle.

*Soalan berikut adalah profil demografik responden. Sila tandakan ia dalam kalangan yang berkaitan.*

**Demographic profile**

1. **Gender**
   - Male *Lelaki*
   - Female *Perempuan*

2. **Age**
   - 20 or below than 20 *20 atau kurang daripada umur 20*
   - 21 to 30 *21 hingga 30*
   - 31 to 40 *31 hingga 40*
   - 41 to 50 *41 hingga 50*
   - 51 to 60 *51 hingga 60*
   - 61 and above *61 atau lebih*

3. **Education level**
   - Below than degree *Kurang daripada sarjana mudah*
   - Undergraduate *Sarjana mudah*
   - Postgraduate (Master or Phd) *Pascasiswaah*

4. **Race**
   - Malay *Melayu*
   - Chinese *Cina*
   - Indian *India*
   - Others *Others*
5. Before that, did you use any smart retail technology (SRT)?

*Sebelum itu, adakah anda pernah menggunakan sebarang teknologi runcit pintar (TRP)?*

- Yes *Ya*
- No *Tidak*

**Section B**

**Instruction:** The following questions are reviewing respondents’ perceptions. Please read the statement and tick it in the box. The numbers below have the following meaning:


<table>
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<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
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<tr>
<th>Question</th>
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</thead>
<tbody>
<tr>
<td><strong>1</strong> I would perform shopping processes quicker by using [SRT].</td>
<td></td>
<td></td>
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<tr>
<td><em>Saya akan mempercepatkan proses membeli-belah dengan menggunakan TRP</em></td>
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<td><strong>2</strong> I would save more money in shopping processes by using [SRT].</td>
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<tr>
<td><em>Saya akan jimat lebih banyak wang dalam proses membeli belah dengan menggunakan TRP</em></td>
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<tr>
<td><strong>3</strong> [SRT] facilitate the delivery of enjoyableness in my shopping process.</td>
<td></td>
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<tr>
<td><em>[TRP] akan memudahkan penyampaian keseronokan dalam proses membeli-belah.</em></td>
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</table>
|   | I would find useful of [SRT] in performing shopping processes.  
   | *Saya akan mendapati bahawa kegunaan [TRP] sangat berguna dalam proses membeli-belah.* | 1 | 2 | 3 | 4 | 5 |
|---|---|
| 5 | I would find the [SRT] easy to use.  
   | *Saya akan mendapati bahawa [TRP] mudah untuk digunakan.* | 1 | 2 | 3 | 4 | 5 |
| 6 | Learning to operate the [SRT] would be easy for me.  
   | *Saya mudah untuk mempelajari cara menggunakan [TRP].* | 1 | 2 | 3 | 4 | 5 |
| 7 | My interaction with the [SRT] would be clear and understandable.  
   | *Interaksi saya dengan [TRP] akan jelas dan mudah difahami.* | 1 | 2 | 3 | 4 | 5 |
| 8 | I would find it easy to get the [SRT] to do what I want it to do.  
   | *Saya akan mendapati bahawa [TRP] mudah untuk melaksanakan apa yang saya kehendaki.* | 1 | 2 | 3 | 4 | 5 |
| 9 | It would be easy for me to become skilful at using the [SRT].  
   | *Ia akan menjadikan saya lebih mahir dalam menggunakan [TRP].* | 1 | 2 | 3 | 4 | 5 |
| 10 | I would find the [SRT] to be flexible to interact with.  
    | *Saya mendapati bahawa [TRP] akan menjadi fleksibel untuk berinteraksi.* | 1 | 2 | 3 | 4 | 5 |
| 11 | I have fun interacting with [SRT].  
   | *Saya rasa seronok berinteraksi dengan [TRP].* | 1 | 2 | 3 | 4 | 5 |
| 12 | Using [SRT] provides me a lot of fun.  
   | *Penggunaan [TRP] memberi lebih keseronokan kepada saya.* | 1 | 2 | 3 | 4 | 5 |
| 13 | I enjoy using [SRT].  
   | *Saya suka menggunakan [TRP].* | 1 | 2 | 3 | 4 | 5 |
| 14 | [SRT] stimulates my curiosity. | 1 | 2 | 3 | 4 | 5 |
[TRP] dapat merangsang rasa ingin tahu saya.

15  
[SRT] leads to my exploration.  
[TRP] membawa kepada sifat penerokaan saya.  

16  
[SRT] is risky because it may fail to register some products correctly in system.  
[TRP] adalah berisiko kerana ia mungkin akan menyebabkan kegagalan mendaftar sesetengah produk dengan betul di dalam sistem.  

17  
[SRT] is risky because customers have no one to help them in shopping processes.  
[TRP] adalah berisiko kerana pelanggan tidak mempunyai sesiapa untuk menolong mereka dalam proses membeli-belah.  

18  
Using [SRT] is risky because customers have a high responsibility during a transaction.  
Penggunaan [TRP] adalah berisiko kerana pelanggan ada tanggungjawab yang tinggi ketika melakukan transaksi.  

19  
Using [SRT] may fail to get a full amount of change in making a payment process.  
Penggunaan [TRP] berkemungkinan akan gagal mendapatkan baki penuh dalam proses pembayaran.  

20  
Using [SRT] may consume time, even though it designed for saving customers shopping time.  
Penggunaan [TRP] mungkin akan memakan masa, walaupun ia dicipta untuk menjimatkan masa pelanggan dalam proses membeli-belah.  

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</tbody>
</table>

Section C

Instruction: The following questions are reviewing respondents’ perceptions on attitude and intention. Please read the statement and tick it in the box. The numbers below have the following meaning:
Arahan: Soalan-soalan berikut meninjau persepsi responden mengenai sikap dan intensi. Sila baca penyataan dan tandakannya di dalam kotak. Nombor-nombor dibawah mempunyai makna berikut:

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<th>Question</th>
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<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Using [SRT] is one of my favoured ways in shopping processes.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><em>Penggunaan [TRP] adalah salah satu kegemaran cara dalam proses membeli-belah.</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Using [SRT] is important in my shopping process.</td>
<td>1</td>
<td>2</td>
<td>3</td>
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<td>5</td>
</tr>
<tr>
<td></td>
<td><em>Penggunaan [TRP] penting dalam proses membeli-belah.</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>SRT is easy for me to use and adapt to shopping processes.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><em>[TRP] mudah untuk saya gunakan dan sesuaikan dengan proses membeli-belah.</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Given the chance I intent to continue using [SRT].</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><em>Memandangkan peluang yang dibagi, saya berniat untuk meneruskan penggunaan [TRP].</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>I am willing to use [SRT] in the near future.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><em>Saya bersedia menggunakan [TRP] dalam masa terdekat.</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>I will frequently use [SRT].</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><em>Saya akan sering menggunakan [TRP].</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>I will continue using [SRT] in the future.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><em>Saya akan terus menggunakan [TRP] pada masa akan datang.</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>I will visit a store that provides [SRT] for its shoppers.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><em>Saya akan melawat kedai yang menyediakan [TRP] untuk pembeli.</em></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Thank you and have a good day.
## APPENDIX B: COLLINEARITY STATISTICS (VIF)

### Inner VIF

<table>
<thead>
<tr>
<th></th>
<th>ATD</th>
<th>BI</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATD</td>
<td>1.057898</td>
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</tr>
<tr>
<td>BI</td>
<td>1.021573</td>
<td></td>
</tr>
<tr>
<td>PE</td>
<td>1.022145</td>
<td></td>
</tr>
<tr>
<td>PEOU</td>
<td>1.023331</td>
<td></td>
</tr>
<tr>
<td>PR</td>
<td>1.048103</td>
<td></td>
</tr>
<tr>
<td>PU</td>
<td>1.048103</td>
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</tr>
</tbody>
</table>

### Outer VIF

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<tr>
<td>PU1</td>
<td>1.866248</td>
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<td>1.383341</td>
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<td>PEOU2</td>
<td>1.840221</td>
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<td>PEOU3</td>
<td>1.621654</td>
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<tr>
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<td>1.523525</td>
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<tr>
<td>PEOU5</td>
<td>1.427347</td>
</tr>
<tr>
<td>PEOU6</td>
<td>1.299238</td>
</tr>
<tr>
<td>PE2</td>
<td>1.425734</td>
</tr>
<tr>
<td>PE3</td>
<td>1.555872</td>
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<tr>
<td>PE4</td>
<td>1.662481</td>
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<tr>
<td>PE5</td>
<td>1.490502</td>
</tr>
<tr>
<td>PR2</td>
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<tr>
<td>PR3</td>
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</tr>
<tr>
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<tr>
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<td>BI5</td>
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