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**A STUDY ON FACTORS INFLUENCING USERS'
BEHAVIOR ON PURCHASING THE INTERNET-BASED
FINANCIAL PRODUCTS**



**MASTER OF INTERNATIONAL ACCOUNTING
UNIVERSITI UTARA MALAYSIA
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**A STUDY ON FACTORS INFLUENCING USERS' BEHAVIOR ON
PURCHASING THE INTERNET-BASED FINANCIAL PRODUCTS**

By

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**Project Paper Submitted to
Tunku Puteri Intan Safinaz School of Accountancy,
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(International Accounting)**



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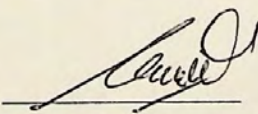
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ABSTRACT

The Internet Finance is an emerging field in which the Internet and finance are combined. The Internet finance has become one of the hottest topics of discussion. Even companies that have not been involved in financial business have followed suit into the Internet finance industry. Therefore, the market is full of various The Internet financial products, which are gradually attracting the attention of the general public, especially the financial management represented by Alibaba's balance treasure. Products have subverted the rules of traditional finance and become the new focus of the moment. At present, a lot of research on the Internet financial wealth management products is a fragmented model analysis. Few scholars have conducted in-depth research on the behavior of users purchasing The Internet financial wealth management products. Therefore, in this context, this paper will locate the Internet on the Internet. In financial wealth management products, the main influencing factors of users purchasing The Internet financial wealth management products and the relationship between various influencing factors are studied. I hope that this research can help China's the Internet finance develop better and faster. This paper establishes the theoretical model of this thesis by using the performance expectation, effort expectation, and social influence in the integrated technology acceptance and use model (UTAUT) as the framework to use the purchase behavior as the dependent variable, increasing the perceived risk and acting as the independent variable. Put forward hypotheses to study the factors influencing users to purchase The Internet financial management products. This study employed SPSS and Smart PLS for data analysis and verify the correctness of measurement model hypothesis. The findings of this study indicate performance expectancy, effort expectancy, social influence and perceive risk t has significant positive influence on purchasing The Internet financial products.

Keywords: The Internet finance, The Internet financial products; Integrated technology acceptance and use model (UTAUT).

ABSTRAK

The Internet Finance adalah bidang yang muncul di mana The Internet dan kewangan digabungkan. Kewangan the Internet telah menjadi salah satu topik perbincangan paling hangat. Malah syarikat yang tidak terlibat dalam perniagaan kewangan telah mengikuti industri kewangan the Internet. Oleh itu, pasaran penuh dengan pelbagai produk kewangan The Internet, yang secara beransur-ansur menarik perhatian masyarakat umum, terutamanya pengurusan kewangan yang diwakili oleh keseimbangan Alibaba. Produk telah merosakkan peraturan kewangan tradisional dan menjadi tumpuan baru pada masa ini. Pada masa ini, majoriti penyelidikan mengenai produk pengurusan kekayaan kewangan The Internet adalah analisis model berpecah-belah. Beberapa pakar telah menjalankan penyelidikan mendalam mengenai kelakuan pengguna yang membeli produk pengurusan kekayaan kewangan The Internet. Oleh itu, dalam konteks ini, kertas ini akan mencari The Internet di The Internet. Dalam produk pengurusan kekayaan kewangan, faktor utama yang mempengaruhi pengguna membeli produk pengurusan kekayaan kewangan The Internet dan hubungan antara pelbagai faktor yang mempengaruhi dikaji. Saya harap penyelidikan ini dapat membantu pembiayaan The Internet China berkembang dengan lebih baik dan lebih cepat. Makalah ini menetapkan model teori tesis ini dengan menggunakan jangkaan prestasi, jangkaan usaha, dan pengaruh sosial dalam model penerimaan dan penggunaan teknologi bersepadu (UTAUT) sebagai kerangka untuk menggunakan tingkah laku pembelian sebagai pembolehubah bergantung, meningkatkan risiko yang dirasakan dan bertindak sebagai pembolehubah bebas. Tentukan hipotesis untuk mengkaji faktor-faktor yang mempengaruhi pengguna untuk membeli produk pengurusan kewangan the Internet. Kajian ini menggunakan SPSS dan SmartPLS untuk analisis data dan mengesahkan ketepatan hipotesis model pengukuran. Penemuan kajian ini menunjukkan jangkaan prestasi, jangkaan usaha, pengaruh sosial dan perceive risk t mempunyai pengaruh positif yang signifikan terhadap pembelian produk kewangan The Internet.

Kata kunci: kewangan the Internet, produk kewangan the Internet; penerimaan teknologi dan model penggunaan bersepadu (UTAUT)

ACKNOWLEDGEMENT

Time flies, the years go by, and my two-year postgraduate career is about to end. Looking back, I found myself in the beautiful campus of UUM, leaving a lot of memories and reluctance. When I think about it, I am very glad that I can choose such a beautiful university study. I am also able to meet so many knowledgeable teachers and students. I really appreciate that God has made this wonderful thing. I can't forget every moment in UUM, I can't forget the teacher, the students accompany me, and everyone is worthy of my thanks.

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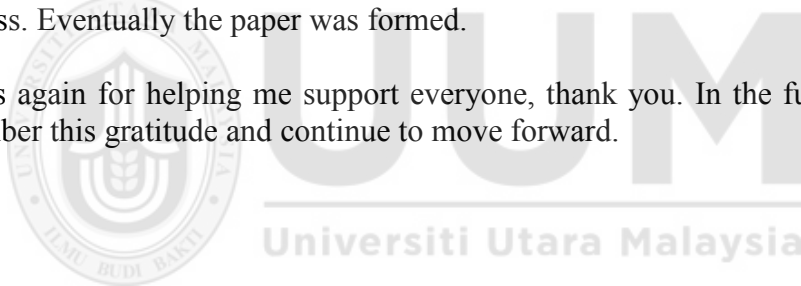


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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Recent years, the Internet has grown very fast, and it has received a lot of attention among people. The development of the Internet financial model provides a channel for the Internet companies to enter the financial world.

The ongoing advancement of the net base has given better circumstances for the further advancement of the Internet business model. The Internet finance refers to the better development of financial products using Internet technology (Furst, and Lang, 2000). It is the result of the Internet and economic resource interconnection, including the Internet economic assets, E-payment, online banking, and P2P. The pace of the Internet finance growth relies largely on the velocity at which The Internet technology develops, not the velocity at which finance itself develops (Ping X & Chuan WeiZou, 2012). It is precisely because China's the Internet users have received strong influence from the Internet that the Internet finance in China has evolved quickly.

Security First Network Bank, the first Internet Bank in the globe, has been established in the United States since the 1990s, which include the dimension of the Internet finance. This situation also influenced the business-based The Internet in China, in which Mr. Ma Yun, a Chairman of the Board of Directors of Ali Baba, has

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APPENDIX



Othman Yeop Abdullah
Graduate School of Business

Universiti Utara Malaysia

Factors Influencing Users' Behavior on Purchasing the Internet-based Financial Products

You are cordially invited to participate in my research project as part of the requirement of MSc. International Accounting. This research project is focused on "Factors Influencing Users' Behavior on Purchasing Internet-based Financial Products". The internet-based financial products include all financial transactions and organizational structures under the influence of the Internet.

The survey is only used for academic purposes. Please answer all items. Information obtained from this survey WILL BE TREATED STRICTLY CONFIDENTIAL and will be used solely for academic purposes. Kindly note that completing the survey takes no longer than 10 minutes. Your voluntarism, sincerity, and truthfulness in answering the survey completely are fully appreciated.

Sincerely,

Zhou Xiaoli

MSc (International Accounting)

Othman Yeop Graduate School (OYA)

Universiti Utara Malaysia (UUM)

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Phone No: 017-6321662

Section A: Survey Questions

Direction: Please answer the following questions on which attitudes that you think agree on purchasing internet financial products using 1 to 5 scale with 1- Strongly disagree, and 5- Strong agree. Please tick against the appropriate answers.

Performance expectancy	<ol style="list-style-type: none">1. I think Internet financial products are very useful in my usual financial management activities.2. Buying Internet financial products can improve my capital utilization rate.3. I can keep an eye on my financial income dynamics through the Internet.4. Internet financial products make my usual financial management more convenient.
Effort expectancy	<ol style="list-style-type: none">1. It is easy for me to purchase Internet financial products proficiently.2. I can use less time to master the process of purchasing Internet financial products.3. I can buy the Internet financial products easily and quickly.

Social influence	<ol style="list-style-type: none"> 1. People who are important to me feel that I should buy internet financial products. 2. People who can influence my behavior will influence my decision to purchase Internet financial management. 3. Mass media marketing efforts will affect my decision to purchase Internet financial products. 4. I think buying internet finance products will allow me to better integrate into the surrounding circles.
Perceived risk	<ol style="list-style-type: none"> 1. I am afraid that the purchase of Internet financial wealth management products will cause my financial losses, system errors such as: making more expenses than paying, loss of principal and other financial risks. 2. I am afraid of buying Internet financial products, not meeting my expected income. 3. I am afraid that my privacy will be revealed during the process of purchasing Internet financial products. 4. I am worried that buying internet financial products will waste time. 5. Buying internet financial products can make me nervous or anxious.
Usage behaviour	<ol style="list-style-type: none"> 1. When I have idle funds, I am willing to buy Internet financial property. 2. I am happy to recommend internet financial products to friends and relatives. 3. In the future, I am willing to continue to purchase Internet financial products.

Section B: Demographic Profile

Please tick against the appropriate responses or fill in the blanks with the appropriate answers.

gender	Male	Female	
Purchase experience	Have	Do not have	
Age	Under 30 years old	30 to 50 years old	
Education	College and below	Bachelor	Master and above

