



UNIVERSITI PUTRA MALAYSIA

***FACTORS PREDICTING MALAYSIAN UNIVERSITY STUDENTS'
ONLINE SHOPPING ATTITUDES AND INTENTIONS***

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By
MARZIEH ZENDEHDEL JADEHKENARI



**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfillment of the Requirements for the Degree of Doctor of Philosophy**

February 2013

DEDICATION

I dedicated the thesis to my beloved family and my loving parents, who have never failed to give me kind supports, for their patience, encouragement and love.



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment
of the requirement for the degree of Doctor of Philosophy

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February 2013

Chairman: Professor LailyPaim, PhD

Faculty: Human Ecology

Internet has changed the ways business is conducted and the ways producers and consumers interact. Internet is a business medium that allows the firms to generate interactive online environments that permit consumers to gather and assess information, evaluate purchase intention and directly purchase products at their own convenience. The Malaysian government has made a tremendous effort in equipping its society with electronic environment, particularly on internet commerce and for E-marketers. Paying attention to the factor that affects the attitude towards online shopping intention is essential for the marketers to develop their marketing strategies to increase sales. Attitude towards online shopping is a significant predictor for making online purchases. In addition intention is an important determinant of online shopping behavior and can be counted as the best estimate of future behavior to market researcher. Based on the developments of the Theory of Reasoned Action

(TRA), Theory of Planned Behavior (TPB) and diffusion of innovation theory (DOI) which holds an e-business perspective, it can be understood that these theories are capable of providing a valid basis for explaining and predicting consumers' attitudes that lead to intention towards online shopping.

This study examines the factors predicting students' online shopping attitude and intention at universities of Klang Valley area in Malaysia. In this study, cluster sampling method was used. Firstly, the whole population was divided into different cluster (public and private). Then, a number of universities from each selected clusters through simple random sampling was chosen, four public and four private universities were randomly selected. Hence students who enrolled in each faculty and institute were chosen. Among 400 questionnaires that were distributed, about 380 were returned, but only 375 have complete answers. Present study has shown collectivism/individualism to be an individual level. This study examine the moderating effect of collectivism/individualism as a dimension of culture on the relationship between attitude and named factors including: Trust (integrity, benevolence, and ability), perceived risk, attribute of innovation (relative advantage, compatibility, and complexity), and subjective norm. This study also examine the mediating effect of attitude between including factors and intention toward online shopping.

Results revealed that significant moderation effects on the relationship between attitude and subjective norm, compatibility and relative advantage. Moreover, the support was found for partial mediation of attitude on the relationship between some factors including: trust, subjective norm, relative advantage, compatibility and

intention. However, the attitude couldn't be mediated for complexity and perceived risk with intention. The result of structural equation modeling indicated that the level of online shopping intention was relatively high and direction of attitude toward online shopping was positive among students. In addition, the study showed that trust, perceived risk, subjective norm, attribute of innovation (relative advantage, compatibility) were significantly and positively correlated with the attitude toward online shopping. Furthermore, the result showed attitude and subjective norm were significantly and positively correlated with online shopping intention. The recommendations which can be derived from the findings of the study are offered and divided into three parts, namely, for the online retailers, Telekom Malaysia as the main telecommunication and Internet service provider in the country and the Government of Malaysia. Based on the findings of the study, it is therefore recommended that online retailers are required to consider the online shopping in order to increase their chances of success in retailing business via the Internet.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai
memenuhi keperluan untuk ijazah Doktor Falsafah

**FAKTOR YANG MERAMALKAN KELAKUAN DAN NIAT PELAJAR
UNIVERSITI DI MALAYSIA TERHADAP PEMBELIAN ATAS TALIAN**

Oleh

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Internet telah mengubah cara perniagaan dijalankan dan cara pengeluar dan pengguna berinteraksi. Internet merupakan satu medium perniagaan yang membolehkan firma mencipta persekitaran interaktif atas talian yang membenarkan pengguna untuk mengumpul dan menilai maklumat, menilai niat membeli, dan terus membeli produk mengikut keselesaan mereka. Kerajaan Malaysia telah mengambil usaha yang besar dalam melengkapkan masyarakat dengan persekitaran elektronik, khususnya internet dagang dan E-pemasar. Memberi perhatian kepada faktor yang mempengaruhi sikap terhadap niat membeli-belah dalam talian adalah penting bagi pemasar untuk membangunkan strategi pemasaran mereka ke arah meningkatkan jualan. Sikap terhadap membeli-belah atas talian adalah peramal yang signifikan kepada pembelian atas talian. Di samping itu, niat adalah faktor penentu penting kepada perlakuan membeli belah atas talian dan boleh menjadi ukuran yang terbaik bagi tingkah laku masa depan kepada penyelidik pasaran. Berdasarkan

perkembangan Teori Tindakan Bersebab (TTB), Teori Perlakuan Terancang (TPT) dan Teori Resapan Inovasi (TRI) yang berkait dengan perspektif e-perniagaan, maka teori-teori ini mampu menyediakan asas yang sah untuk menjelaskan dan meramalkan sikap pengguna yang mendorong ke arah membeli-belah atas talian. Kajian ini menganalisis faktor-faktor yang meramalkan sikap dan niat membeli-belah atas talian pelajar universiti di Lembah Klang, Malaysia.

Dalam kajian ini, kaedah persampelan kelompok telah digunakan. Pertama, keseluruhan populasi dibahagikan kepada kelompok yang berbeza (awam dan swasta). Kemudian penyelidik memilih beberapa universiti dari setiap kelompok melalui persampelan rawak mudah dan empat universiti awam dan empat universiti swasta telah terpilih. Pelajar yang mendaftar dalam pelbagai kursus di setiap fakulti dan institut di university berkenaan telah dipilih. Daripada 400 borang soal selidik yang diedarkan, sebanyak 380 borang telah dikembalikan, tetapi hanya 375 dijawab dengan lengkap. Kajian ini merujuk kolektivisme/individualisme adalah satu sifat pada tahap individu.

Kajian ini menguji kesan moderating angkubah kolektivisme/individualisme sebagai dimensi budaya ke atas hubungan antara sikap dan faktor terpilih yang merangkumi amanah (integriti, nikmatnya, dan keupayaan), risiko ditanggap, sifat inovasi (faedah relatif, kajian, keserasian dan kerumitan), dan norma subjectif. Kajian ini juga mengkaji kesan “mediating” angkubah sikap antara faktor-faktor dan niat ke arah membeli-belah atas talian. Hasil kajian menunjukkan bahawa terdapat kesan “moderating” yang signifikan terhadap hubungan antara sikap dan norma subjektif, keserasian dan kelebihan relatif. Selain itu, dapatan kajian juga menyokong “partial

mediating” angkubah sikap ke atas hubungan antara faktor amanah, norma subjektif, kelebihan relatif, keserasian dan niat. Walau bagaimanapun, sikap tidak boleh menjadi “mediating” hubungan antara kerumitan dan risiko ditanggap dengan niat. Hasil model persamaan struktur menunjukkan bahawa tahap niat membeli-belah atas talian adalah agak tinggi dan sikap adalah positif terhadap membeli-belah atas talian dalam kalangan pelajar.

Di samping itu, kajian menunjukkan bahawa amanah, risiko yang ditanggap, norma subjektif, sifat inovasi (faedah relatif, kesepadan) adalah mempunyai hubungan yang signifikan dan positif dengan sikap ke arah membeli-belah atas talian. Selain itu, keputusan kajian menunjukkan sikap dan norma subjektif mempunyai perkaitan yang signifikan dan positif dengan niat membeli-belah atas talian. Cadangan daripada hasil kajian boleh diajukan kepada kepada tiga pihak, iaitu untuk peruncit atas talian, Telekom Malaysia sebagai telekomunikasi utama dan pembekal perkhidmatan Internet di negara ini dan Kerajaan Malaysia. Berdasarkan penemuan kajian ini, pengkaji mencadangkan supaya peruncit perlu mempertimbangkan membeli-belah atas talian untuk meningkatkan kejayaan mereka dalam perniagaan peruncitan melalui Internet.

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I certify that an Examination Committee has met on 27th of February 2013 to conduct the final examination of Marzieh Zendehdel Jadehkenari on her PhD thesis entitled "Factors Predicting Malaysian University Students' Online Shopping Attitudes and Intentions " in accordance with Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U(A) 106] 15 March 1998. The Committee recommends that the student be awarded the degree of Doctor of Philosophy.

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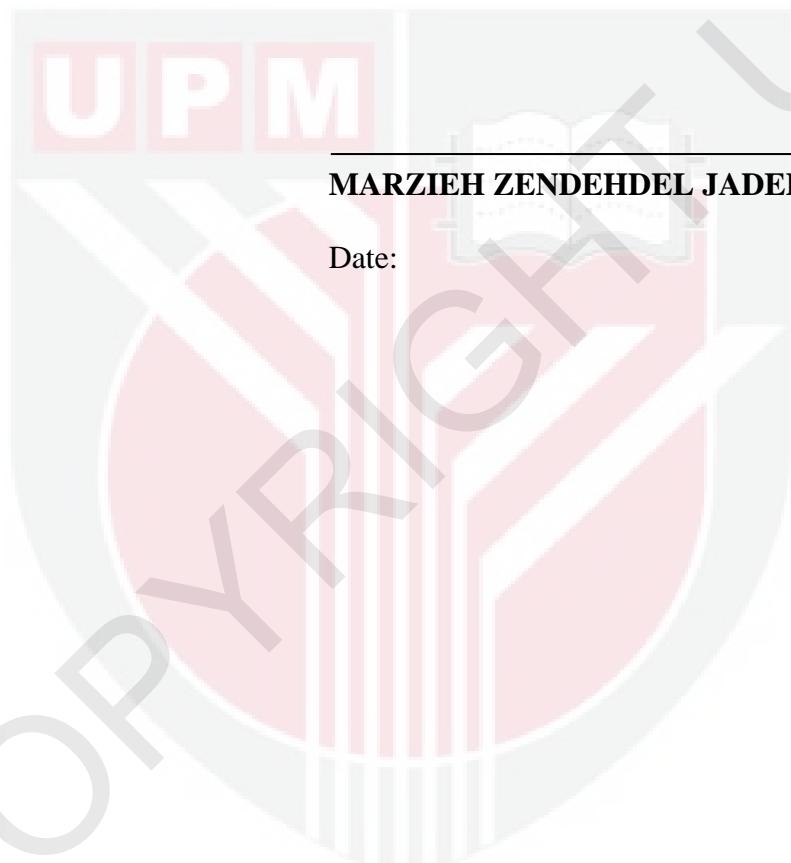
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DECLARATION

I declare that the thesis is my original work except for quotations and citations, which have been duly acknowledged. I also declare that it has not been previously, and is not currently, submitted for any other degree at Universiti Putra Malaysia or any other institution.



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