

**FACTORS THAT INFLUENCE CONSUMERS'
ATTITUDE TOWARD ONLINE SHOPPING: A
STUDY AMONG CONSUMERS IN KOTA
KINABALU**

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DECLARATION

I hereby declare that the material in this thesis is my own except for quotations, excerpts, equations, summaries and references, which have been duly acknowledged.

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PENGAKUAN

Tesis Ini adalah hasil kerja saya sendiri kecuali nukilan, ringkasan dan rujukan yang tiap-tiap satunya telah saya jelaskan sumbernya.

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ABSTRACT

FACTORS THAT INFLUENCE CONSUMERS' ATTITUDE TOWARD ONLINE SHOPPING: A STUDY AMONG CONSUMERS IN KOTA KINABALU.

This thesis was about factors that influence consumers' attitude toward online shopping in Kota Kinabalu because the increasing number of internet users leads to online shopping. Hyper competition among e-commerce, marketer and online shop must to know what factor that can motivate attitude among consumers to go buying through online shopping. Thus, in order to increase the sale, marketer also need to understand the factor that can influence consumers attitude toward online shopping for create better marketing program. The main purpose of this study is to determine relationship factor and consumers' attitude toward online shopping among consumers in Kota Kinabalu, Sabah. This study focused on four independent variables which is convenience, time saving, security, and website design as well as gender as moderator. A quantitative research design was adopted to collect data, test hypothesis, and answer the research question in this study. Questionnaire will distribute to consumers in Shopping Mall, Kota Kinabalu. The result of this study can provide an insight and recommendation for marketer to increase number of online shopper. This study found out that convenience, time saving, website design were factors that can influencing attitude toward online shopping while security was not really factor because the result showed not supported. Other than that, this study found out that there were no moderating among effect of factors and attitude toward online shopping. It was suggested that online shop or marketer pay attention to the results of this study for better business future performance.

ABSTRAK

Kajian ini adalah mengenai faktor-faktor yang mempengaruhi sikap pengguna ke arah membeli-belah dalam talian di Kota Kinabalu kerana peningkatan jumlah pengguna internet membawa kepada membeli-belah dalam talian. Persaingan kuat di kalangan e-dagang, menyebabkan pemasar mesti tahu apa faktor yang boleh mendorong sikap di kalangan pengguna untuk pergi membeli melalui membeli-belah dalam talian. Oleh itu, untuk meningkatkan jualan, pemasar juga perlu memahami faktor yang boleh mempengaruhi sikap pengguna ke arah membeli-belah dalam talian untuk mewujudkan program pemasaran yang lebih baik. Tujuan utama kajian ini adalah untuk menentukan hubungan faktor dan sikap pengguna ke arah membeli-belah dalam talian di kalangan pengguna di Kota Kinabalu, Sabah. Kajian ini memberi tumpuan kepada empat pembolehubah bebas iaitu kemudahan, penjimatan masa, keselamatan, dan reka bentuk laman web dan juga jantina sebagai "moderator". Satu reka bentuk penyelidikan kuantitatif pakai untuk mengumpul data, ujian hipotesis, dan menjawab soalan kajian dalam kajian ini. Soal selidik akan diedarkan kepada pengguna di pusat membeli-belah, Kota Kinabalu. Hasil kajian ini dapat memberikan wawasan dan cadangan untuk pemasar untuk meningkatkan bilangan pembeli dalam talian. Kajian ini mendapati bahawa kemudahan, penjimatan masa dan reka bentuk laman web adalah faktor-faktor yang boleh mempengaruhi sikap ke arah membeli-belah dalam talian manakala keselamatan tidak benar-benar faktor kerana keputusan menunjukkan tidak disokong. Selain daripada itu, kajian ini mendapati tidak terdapat kesan "Moderator" antara faktor dan sikap ke arah membeli-belah dalam talian. Ia telah dicadangkan bahawa pekedai online dan pemasar perlu menumpu perhatian kepada hasil kajian ini untuk prestasi perniagaan yang lebih baik pada masa hadapan.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter was about introduction of the research and provided general explanation and overview of the research. This research was focused on the factor that effect attitude customer toward online shopping in Kota Kinabalu. This chapter would discuss about the background of the study, problem statement, research question, research objective, scope of the study, significance of the study, definition of term, and lastly about the organization of this study.

1.2 Background of study

Consumers nowadays able to purchase product and service just through online because of the raise in function of internet compare the previous one. This facilitate consumer to gain information about the products and services from internet. Online shopping can be seen as a form of electronic commerce directly buying or purchasing products and services form a seller in real-time without an intermediary service. According to survey conducted by A.C Nielson (2008), 875 million number of people were experiencing online shopping in 2008 compare to 627 million in previous year and showed an increasing of 40% number of buyer through Internet. Mostly consumer bought book, airline tickets, game, accessories, and apparels through internet. Other than that, online channel is growing faster with sales grew by over 120 percent between 2002 and 2008, while offline sales grew by only 30 percent (Lieber and Syverson, 2011). From that statement we can conclude that online shopping channel is more effective compare to offline channel. There are factors that can influence consumer buy product either online and offline channel such as convenience, time

saving, website design, security, information and other. This factor had apply by online retailer in cater the market until make growing faster in sales. Thus, marketer or retailer need to put pay more attention to the factors that can influence consumer buy the product either through online or offline. Growing faster of online shopping had make academician and practitioners interested to investigate the factors can influence consumer attitude, attention, and behavior purchase through online channel.

Nowadays, consumer became aware about the important of internet in their daily life and because of it affected the number of internet user over the world. According internet world statistics (June, 2012) reported that Asia region internet users were higher compare to the other world region which was around 1,076,681,059 internet users in June, 2012 compare to 114,304,000 user in 2000 with 3,922,066,987 population in 2012. This showed 89 percent increasing from 2000 until June 2012. The increasing number of internet users in Asia also contributed by Malaysia country with 17,723,000 in December 2012. With the increasing number of internet users also causes increasing number of consumers to shopping online. According to study conducted by Joines et al., (2003) increasing number of people that experiencing online shopping was reflected by number of internet users. In 2010, Malaysia reported that RM1.8 million spent by Malaysian people for shopping via internet. It showed that Malaysia people also active in online shopping because of government initiative in upgrade ICT infrastructure such as distributed 1 Malaysia laptop and introduced program "Kampung Tanpa Wayar". This initiative has increased the number of internet users as well as online shopping consumers.

According to Euromonitor international, (2012), reported that internet retailing in Malaysia reach a total of RM824 million sales in 2011. It showed that online shopping market in Malaysia also increases with large number of potential online consumer that influence the external and internal factor such as convenience, time saving, security, and website design and feature. There are several internet commerce web sites in Malaysia that most popular among consumers in Malaysia such as

<http://www.ebay.com.my>, <http://www.myestore.com.my>, <http://www.lelong.com.my>, <http://moresales.com.my>, <http://www.sony.com.my>, <https://zalora.com.my>, and other. In Malaysia activity in online shopping aspect have increase even there are different product that online store provide. The table 1.1 shows internet retailing by category in Malaysia for the year 2006 until 2011.

TABLE 1.1: Internet retailing by category for the year 2006-2011

Retail category (RM Million)	2006	2007	2008	2009	2010	2011
Beauty and Personal Care	3.9	4.7	5.3	5.6	5.5	8.0
Apparel	67.4	82.8	109.8	131.6	161.4	191.4
Consumer Electronics and Video Games Hardware	97.1	114.9	166.7	198.7	222.0	256.4
Consumer healthcare	1.7	1.9	2.7	3.1	3.5	3.9
Home care	-	-	-	-	0.3	0.5
Media product	114.9	141.2	164.8	181.4	200.1	222.1
Food and Drink	46.6	51.4	57.0	60.1	64.1	67.3
Toy and Games	0.9	1.6	2.5	3.2	3.3	3.5
Other	31.9	46.8	62.4	76.3	87.7	88.4

Source: Euromonitor International (2012)

According to University of California, Los Angeles (UCLA) communication policy (2001) had report that online shopping was the third most popular among internet user after email and web browsing. This showed an ease access to internet has driven consumer to online shopping among internet users. Online shopping seems to be a tools that create convenience thus raises its popularity. This was because of improving in attractiveness, value and quality of delivering consumer benefit and better satisfaction among online shopper. With introduced "fraud-free electronic shopping" by

United Kingdom in early 1995 and introduced Secured Electronic Transaction (SET) by Europe and Singapore in 1997, Liao and Cheung (2000) had improve the concern about security among online shopper over the world. Online shopping has given many advantages to online shopper and influences them to repurchase. According to Cuneyt and Gautam, (2004) stated that online shopper were faster, more alternative and can ordered product and services with lower price through online shopping. It showed that online shopping gave benefit in time saving to online shopper especially among busy people. Consumers' attitude toward online shopping referred to the psychological state in terms of make purchased over the internet. Consumers' buying willingness was influences by consumers' attitude. Ajzen (1975) explained that attitude toward behavior as a human's evaluation of particular behavior involved outcome and object. From past study by researcher, some researcher has reported that gender has influences between factor and attitude toward online shopping. According to business time and online survey particularly online shopping was dominated by male and in the age between 18 to 40 years old. According to (Flick, 2009) consumer's gender has significant relationship towards website design and perceived website quality, and consumers' attitude toward online shopping. The result of study by (Flick, 2009) show that female tend to be more trusting than male shoppers and female respondents were more concerned with the website having a security than male. According to study conducted by (Saroja Dhanapal et al., 2013) stated that the inconsistent result in gender were due to the cultural influences.

1.3 Problem Statement

Nowadays, statistics indicated that there was rapid growth in the field of online shopping over the world. According to study conducted by Liao and Cheung, (2000) reported that with increasing number and variety of company and organizations was creating business opportunity on the internet. Competitions among company or organization with online sellers have forced them to compete in online business. In order to compete in the market, marketer should know the behavior among online shopper to ensure marketing strategy success. So it was important to analyze and

identified the factors which influence consumers' attitude toward online shopping in order to cater the demands of consumer.

Malaysia Communication and multimedia commission's web site (www.mcmc.gov.my) has reported that by 2013, Malaysia population 29,910,000 and penetration of internet was increased around 6,373,000 users compared to 5,591,800 users for 2009. It showed the increasing number of penetration of internet in Malaysia have opportunity to company that use e-commerce to sale product and service. Sabah was one of the states in Malaysia and it reported around 243,210 user of broadband subscription. According to Legard, (1998) stated that Malaysia have greater opportunity to conducted business through online store because of increasing number of PCs and directly impact the number of internet user. According to survey by International Data Corporation (IDC) reported that Malaysia have bright opportunity in the future in term of online shopping. A study conducted by (Narges Delafrooz, 2009), claimed that trend of internet user was growth due to advance information and communication that been emphasized by Malaysian government. It showed the growing of internet user created a potential customer to business shop online.

Other than that, online channel is growing faster with sales grew by over 120 percent between 2002 and 2008, while offline sales grew by only 30 percent (Lieber and Syverson, 2011). From that statement we can conclude that online shopping channel is more effective compare to offline channel. There are factors that can influence consumer buy product either online and offline channel such as convenience, time saving, website design, security, information and other. This factor had apply by online retailer in cater the market until make growing faster in sales. Thus, marketer or retailer need to put pay more attention to the factors that can influence consumer buy the product either through online or offline. Growing faster of online shopping had make academician and practitioners interested to investigate the factors can influence consumer attitude, attention, and behavior purchase through online channel.

Potential online shopper or customer purchase through internet was created by number of internet user. To make potential online shopper purchase through internet, marketer should understand the attitude, perceptions, and motivation to create online marketing strategies. According to Goodwin, (1999) claimed that perception and motivation were important because it showed the success or failure in online marketing strategy while Armstrong and Kotler, (2000) stated that buying choices by customer can influenced by motivation, perception, learning, beliefs and attitude among consumers. This factor also been called as Internet factor that can influence consumer to buy the product and service. According to Heque et al., (2006) reported that people still lacked about factor that can influencing consumers' attitude toward online shopping and online shopping still at the early stage of development. It was important to understand among marketer to know what actually factor that influence or motivates consumer to online shopping and can created a suit strategy for marketing activity.

Consumers' attitude toward online shopping can influenced the behavior of consumer to purchase the products and services. According to study by Michael, (1998) reported that the main factor can influenced online shopping behavior was consumer attitude toward online shopping. This was because attitude directly can influence the buying decision among consumer to purchase products and services. The positive attitude among consumers toward online shopping group can influence them to purchase through internet. Thus the target market should be consumer that have positive attitude toward online shopping (Shwu-Ing, 2003). However, in Malaysia there were negative attitude toward online shopping (Haque et al., 2006). These required academician and practitioner to understand the factor can influence consumer attitude toward online shopping.

Since online shopping became more significant in promising the bright future of online purchasing, it was important to really understand about attitude consumer toward online shopping. Attitude was an internal factor that were difficult to change and marketer should found the factor that change influence attitude among online shopper. Thus, it was important to identified and analyzing the factor that could influence consumers' attitude toward online shopping. Therefore in order to further understand the gap in research that existed regarding why consumer were reluctant to bought online and this study will focusing on convenience, time saving, website design and security factor that can influence consumers' attitude toward online shopping. Many past study showed that attitude toward online shopping influenced by various factor including web design, convenience, security and time saving, Goodwin, 1999; Heque et al., Armstrong and Kotler, 2000; Cuneyt and Gautam, 2004; Kesh et al., 2002; Rao, 2000; Swaminathan et al., 1999; Lee, 2002; Loshe and Spiller, 1999.

The relationship between website design and consumers' attitude toward online shopping was significant, Shergill and Chen, 2005; Kamariah and Salwani, 2005; Liang and Lai, 2000; Osman et al, 2010 and Reibstein, 2000; Yasmin and Nik, 2010. However in the study of (Ahmad Jusoh et al, 2013) the relationship between website and consumers' attitude toward online shopping was not significant. Therefore, the relationship between the two variables was still not conclusive. More evident were required to provide conclusive explanations on the nature of the relationship as indented in this study.

The relationship between security and consumers' attitude toward online shopping to be significant, Belanger et al, 2002; Bhatnagar and Ghose, 2004. However in study conducted by Jun and Noor Ismawati, (2011) the relationship between security and consumers' attitude toward online shopping was not significant. Therefore, the relationship between the two variables was still not conclusive. More

evident were required to provide conclusive explanations on the nature of the nature of the relationship as indented in this study.

The relationship between time saving and consumers' attitude toward online shopping was significant, Rohm and Swaminathan's, 2004; Alba et al, 1997; Morganosky and Cube, 2000; and Goldsmith and Bridges, 2000. However, a research conducted by Corbett, 2011 the relationship between time saving and consumers' attitude toward online shopping was not significant. Therefore, the relationship between the two variables was still not conclusive. More evident were required to provide conclusive explanations on the nature of the nature of the relationship as indented in this study.

The relationship between convenience and consumers' attitude toward online shopping to be significant, Btatnagar and Ghose, 2004; Darian, 1987; Robinson et al, 2007; Rohm and Swiminathan's, 2004; and Webcheck's, 1999. However, referred to study conducted by (Sajjad Nazir et al, 2012) result showed that convenience was not really one of factor that influence consumers' attitude toward online shopping where 19% from 120 respondents felt online shopping was inconvenient. Therefore, the relationship between the two variables was still not conclusive. More evident were required to provide conclusive explanations on the nature of the relationship as indented in this study.

Nowadays, much researchers has been conducted the study about online shopping because of the important of online shopping was one new channel in marketing. However, they still need conducted a survey on the consumers' attitude toward online shopping in specific countries. As we know, nowadays large and small scale businesses were used internet as a medium of promote as well as sold their

product and service by online as what been done by Dell computer, Amazon.com, Jobstreet.ocm and Blooming in Malaysia. According to (Stiglitz, 1998; Shore, 1998; Spanos et al., 2002) stated that there still have extended gap that exist between countries and also between develop and developing country, which may have difference result. Referred to (Dewan and Kraemer, 2000; Clarke, 2001) stated that there were limited in generalization of the research as well the result from developed countries to developing country contexts. According to Shore and Stiglits, (1998), reported that the difference in social, cultural, economic, legal and political between countries over the world causes differ in implementation of spreading information.

However, according to Dewan and Kreamer (2000) and Clarke (2001) have difference opinion where the finding of the study from developed countries cannot directly transferable to developing country such as Malaysia and other developing country. Thus, it showed that the findings from developed country cannot be used in developing country. Other than that, the aspects under online shopping field should have improvement to better understanding especially in developing counties such as Malaysia Syed et al, 2008. Furthermore, Eastlick and Lotz, (1999) stated that online shopping can consider at the early stage of development because little is known about consumer attitude toward online shopping channel and factor that influence attitude towards online shopping. Based on Adeline et al, (2006) stated that online shopping is still new and consumers are less familiar and little known about online shopping. Therefore, this study aims to examine the factor that can influence consumers' attitude toward online shopping among consumer in Kota Kinabalu, Sabah. Thus, the problem statement for this study was the factor why Malaysian especially in Kota Kinabalu online shopper purchase through online shopping wass still unclear even increasing number of internet users and online shoppers.

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