

**A STUDY OF FACTORS
WHICH INFLUENCE ONLINE
PURCHASE INTENTION OF ONLINE BRAND**

MOHD SHAFFRAN BIN ZAINAL RASHID



PERPUSTAKAAN
UNIVERSITI MALAYSIA SABAH

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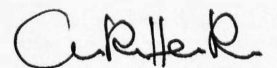
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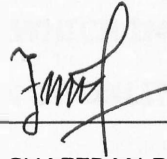
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ABSTRACT

A STUDY OF FACTORS WHICH INFLUENCE ONLINE PURCHASE INTENTION OF ONLINE BRAND

The purpose of this study is to investigate the factors which influence online purchase intention of online brand. The research framework in this study was adapted and modified from Zarrad and Debabi (2012). Two criteria were opted to select respondents which were: 1) consumers who have experienced on purchasing products or services via online and 2) consumers who were aged 21 years old and above. A total of 175 set of questionnaires were valid and useable for data analysis. The findings in this study found that brand name, perceived ease of use and perceived usefulness have positive and significant influence on online purchase intention. However, the findings also revealed that gender have insignificant influence on online purchase intention. This study also highlights that perceived ease of use make the largest contribution in influencing consumers' online purchase intention of online brand. In addition, this study also investigate the mediating role of attitude towards online shopping in the relationship between brand name, gender, perceived ease of use, perceived usefulness and online purchase intention. The finding showed that there was full and partial mediation of attitude towards online shopping in the relationship between brand name, perceived ease of use, perceived usefulness and online purchase intention. On the other hand, attitude towards online shopping did not mediate in the relationship between gender and online purchase intention. Based on the findings, online retailers should give more attention to the consumers' attitude which will influence the retailers' sales. Concurrently, both academic and marketing implication should highlight that the website name plays an important role on influencing consumers' intention to purchase online.

ABSTRAK

Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi keinginan untuk membeli secara atas talian terhadap jenama atas talian (online brand). Rangka kerja kajian (research framework) ini telah diambil dan diubah suai daripada Zarrad dan Debabi (2012). Dua kriteria diambil kira dalam memilih responden-responden untuk kajian ini iaitu: 1) pengguna-pengguna yang mempunyai pengalaman dalam membeli produk-produk atau perkhidmatan-perkhidmatan secara atas talian dan 2) pengguna-pengguna yang berumur 21 tahun ke atas. Sebanyak 175 set soal selidik adalah sah dan boleh digunakan untuk analisis data. Hasil-hasil dalam kajian ini menunjukkan bahawa brand name, perceived ease of use dan perceived usefulness mempunyai kesan positif dan signifikan dalam mempengaruhi keinginan untuk membeli secara atas talian (online purchase intention). Walau bagaimanapun, hasil-hasil dalam kajian ini juga menunjukkan bahawa jantina (gender) tidak mempengaruhi keinginan untuk membeli secara atas talian. Kajian ini turut menunjukkan bahawa perceived ease of use adalah penyumbang paling besar dalam mempengaruhi keinginan pengguna-pengguna untuk membeli secara atas talian terhadap jenama atas talian. Sebagai tambahan, kajian ini turut mengkaji peranan sikap pengguna terhadap pembelian atas talian sebagai pengantara diantara hubungan brand name, jantina, perceived ease of use, perceived usefulness dan keinginan untuk membeli secara atas talian. Hasil dalam kajian ini menunjukkan bahawa sikap pengguna terhadap pembelian atas talian terlibat secara separa dan sepenuhnya dalam pengantaraan di antara hubungan brand name, perceived ease of use, perceived usefulness dan keinginan untuk membeli secara atas talian. Manakala, sikap pengguna terhadap pembelian atas talian tidak terlibat sebagai pengantara di dalam hubungan di antara jantina dan keinginan untuk membeli secara atas talian. Berdasarkan dari hasil-hasil dalam kajian ini, peniaga-peniaga atas talian (online retailers) seharusnya memberi lebih perhatian terhadap sikap pengguna yang mana sikap pengguna boleh mempengaruhi hasil jualan peniaga atas talian. Seiringan dengan itu juga, nama laman sesawang (website name) memainkan peranan penting dalam mempengaruhi keinginan pelanggan untuk membeli secara atas talian dan patut diberi lebih perhatian dari segi implikasi terhadap pemasaran dan juga akademik.

TABLE OF CONTENTS

	Page
TITLE	i
DECLARATION	ii
CERTIFICATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
ABSTRAK	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	x
LIST OF FIGURES	xii
LIST OF APPENDICES	xiii
CHAPTER 1: INTRODUCTION	
1.1 Background of the Study	1
1.2 Research Problem	4
1.3 Research Questions	6
1.4 Research Objectives	7
1.5 Significant of the Study	8
1.6 Scope of the Study	8
1.7 Definition of Variables	9
1.7.1 Brand Name	9
1.7.2 Perceived Ease of Use	9
1.7.3 Perceived Usefulness	9
1.7.4 Attitude towards Online Shopping	9
1.7.5 Online Purchase Intention	9
1.8 Organization of Study	10
CHAPTER 2: LITERATURE REVIEWS	
2.1 Introduction	11
2.2 Tripartite Model of Attitude	11
2.3 Technology Acceptance Model	14
2.4 Online Purchase Intention	15
2.5 Definition of Brand Name	18
2.6 Definition of Gender	19
2.7 Definition of Perceived Ease of Use	19
2.8 Definition of Perceived Usefulness	20
2.9 Definition of Attitude towards Online Shopping	21
2.10 The Relationship of the Variables	21
2.10.1 Brand Name and Online Purchase Intention	21
2.10.2 Brand Name and Attitude towards Online Shopping	22
2.10.3 Gender and Online Purchase Intention	23

2.10.4	Gender and Attitude towards Online Shopping	24
2.10.5	Perceived Ease of Use and Online Purchase Intention	24
2.10.6	Perceived Ease of Use and Attitude towards Online Shopping	25
2.10.7	Perceived Usefulness and Online Purchase Intention	26
2.10.8	Perceived Usefulness and Attitude towards Online Shopping	26
2.10.9	Attitude towards Online Shopping and Online Purchase Intention	27
2.10.10	The Mediating Role of Attitude towards Online Shopping	28
2.11	Summary	29

CHAPTER 3: RESEARCH METHODOLOGY

3.1	Introduction	29
3.2	Theoretical Framework	29
3.3	Research Design	30
3.4	Sampling Frame and Sampling Procedures	30
3.5	Sample Size	31
3.6	Pretest Study	31
3.7	Research Instruments	32
3.8	Measurement of Factors	33
3.8.1	Brand Name	33
3.8.2	Perceived Ease of Use	34
3.8.3	Perceived Usefulness	35
3.9	Measurement of Attitude towards Online Shopping	37
3.10	Measurement of Online Purchase Intention	38
3.11	Statistical Analysis	39
3.11.1	Exploratory Factor Analysis	39
3.11.2	Reliability Analysis	40
3.11.3	Descriptive Analysis	40
3.11.4	Correlation Analysis	41
3.11.5	Multiple Regression Analysis	41
3.11.6	Hierarchical Regression Analysis	43
3.12	Summary	43

CHAPTER 4: RESEARCH FINDING

4.1	Introduction	44
4.2	Profile of Respondents	44
4.3	Factor Analysis	47
4.3.1	Factor Analysis of Factors (Brand Name, Perceived Ease of Use and Perceived Usefulness)	47
4.3.2	Factor Analysis of Attitude towards Online Shopping	51
4.3.3	Factor Analysis of Online Purchase Intention	52
4.4	Reliability Analysis	53
4.4.1	Reliability Analysis of Brand Name, Perceived Ease of Use, Perceived Usefulness, Attitude towards Online Shopping and Online Purchase Intention	53
4.5	Descriptive Analysis	54

4.6	Correlation Analysis	55
4.7	Multiple Regression Analysis	56
4.7.1	The Relationship Between Brand Name, Gender, Perceived Ease of Use, Perceived Usefulness and Online Purchase Intention	57
4.7.2	The Relationship Between Attitude towards Online Shopping and Online Purchase Intention	58
4.7.3	The Relationship Between Brand Name, Gender, Perceived Ease of Use, Perceived Usefulness and Attitude towards Online Shopping	59
4.8	Hierarchical Regression Analysis	60

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1	Introduction	64
5.2	Reiteration of the Findings	64
5.3	Recapitulation of the Findings	66
5.4	Discussion	68
5.4.1	The Relationship between Factors (Brand Name, Gender, Perceived Ease of Use and Perceived Usefulness) and Online Purchase Intention	68
5.4.2	The Relationship between Factors (Brand Name, Gender, Perceived Ease of Use and Perceived Usefulness) and Attitude towards Online Shopping	71
5.4.3	The Relationship between Attitude towards Online Shopping and Online Purchase Intention	75
5.4.4	The Mediating Role of Attitude towards Online Shopping in the relationship between Factors (Brand Name, Perceived Ease of Use and Perceived Usefulness)	75
5.5	Implication of the Study	77
5.5.1	Academic Implication	77
5.5.2	Marketing Implication	77
5.6	Limitation	79
5.7	Conclusion	80

REFERENCES	82
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APPENDICES	87
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LIST OF TABLES

		Page
Table 1.1	Sales of Internet Retailing by Category: Value 2006 - 2011	2
Table 1.2	Sales of Internet Retailing by Category: % Value Growth 2006 - 2011	2
Table 3.1	Original Items of Brand Name	33
Table 3.2	Modified Items of Brand Name for Current Research	33
Table 3.3	Original Items of Perceived Ease of Use	34
Table 3.4	Modified Items of Perceived Ease of Use for Current Research	35
Table 3.5	Original Items of Perceived Usefulness	36
Table 3.6	Modified Items of Perceived Usefulness for Current Research	36
Table 3.7	Original Items of Attitude towards Online Shopping	37
Table 3.8	Modified Items of Attitude towards Online Shopping for Current Research	38
Table 3.9	Original Items of Online Purchase Intention	38
Table 3.10	Modified Items of Online Purchase Intention for Current Research	39
Table 4.1	Profile of Respondents	46
Table 4.2	Usage Background	47
Table 4.3	Factor Analysis of Factors	49
Table 4.4	Factor Analysis of Attitude towards Online Shopping	52
Table 4.5	Factor Analysis of Online Purchase Intention	52
Table 4.6	The Reliability Analysis	53
Table 4.7	Mean and Standard Deviation for Variables	54
Table 4.8	Pearson Correlation Matrix of Study Variables	56
Table 4.9	Regression Analysis of Brand Name, Gender, Perceived Ease of Use and Perceived Usefulness against Online Purchase Intention	57

Table 4.10	Regression Analysis of Attitude towards Online Shopping against Online Purchase Intention	58
Table 4.11	Regression Analysis of Brand Name, Gender, Perceived Ease of Use and Perceived Usefulness against Attitude towards Online Shopping	59
Table 4.12	Mediating Effect of Attitude towards Online Shopping on the Relationship between Brand Name, Perceived Ease of Use, Perceived Usefulness and Online Purchase Intention	61
Table 4.13	Summarized Hypotheses Testing Result	62
Table 5.1	Summarized of the Findings	64



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LIST OF FIGURES

	Page
Figure 2.1 Tripartite Model of Attitude	13
Figure 2.2 Original Technology Acceptance Model	14
Figure 3.1 Research Model	29



UMS
UNIVERSITI MALAYSIA SABAH

LIST OF APPENDICES

	Page
Appendix A Questionnaire	87
Appendix B Descriptive Analysis for Respondents Profile	93
Appendix C Factor Analysis	97
Appendix D Reliability Analysis	108
Appendix E Descriptive Analysis	114
Appendix F Correlation Analysis	115
Appendix G Multiple Regression Analysis	116
Appendix H Hierarchical Regression Analysis	122



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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The internet usages among Malaysians are steadily growing since the first introduction of Internet Service Provider (ISP) JARING in Malaysia in 1990 followed by TMNET in 1996 (Harn, Ali Khatibi and Hishamuddin Ismail, 2006). Internet usage has become a potential environment as there are increasing numbers of online businesses each year. Yasmin Hassan and Nik Fadrizam Akimin Abdullah (2010) state that the distribution channel has become more profit and benefit towards businesses as the improvement of marketing strategies and marketing tools which is by using internet to be more competitive in the market.

Now days, internet does not only been used to search for information of products or services, but it also has been used for transaction activity. The advancement of technology has converted the traditional shopping activity to the virtual shopping activity. This new environment is steadily gaining attraction and interest among Malaysians. The advancement of technology has become the perfect vehicle for online shopping even though it is a new design of shopping for Malaysians to adopt (Yasmin Hassan and Nik Fadrizam Akimin Abdullah, 2010).

Internet retailing in Malaysia sees a value growth of 13 per cent to reach sales of RM 842 million in 2011 (Euromonitor, 2012). This value growth reflects the increasing transaction of online purchasing. Compare to traditional shopping, product prices in online shopping much lower because there are no cost of running physical stores. This gives an opportunity to customer to save their expenses. Besides that, consumers also experienced better convenience in online shopping. There is also no time constraint for consumers to shop online which they can

browse the website and purchase the products whenever they have time compare to traditional shopping.

Table 1.1: Sales of Internet Retailing by Category: Value 2006 - 2011

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	189.7	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 products	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
Toys and games	0.9	1.6	2.5	3.2	3.3	3.5
Others	31.9	46.8	62.4	76.3	87.7	88.4
Internet retailing	364.5	445.1	571.2	650.9	748.0	841.5

Source: Euromonitor International (2012)

Table 1.2: Sales of Internet Retailing by Category: % Value Growth 2006 – 2011

RM million	2010/11	2006-11 CAGR	2006/11 Total
Beauty and personal care	45.2	15.7	106.9
Apparel	18.6	23.2	184.1
Consumer electronics and video games hardware	15.5	21.4	164.0
Consumer healthcare	10.8	17.4	122.7
Home care	69.7	-	-
Media products	11.0	14.1	93.3
Food and drink	5.0	7.6	44.5
Toys and games	5.9	30.1	272.3
Others	0.8	22.6	176.8
Internet retailing	12.5	18.2	130.9

Source: Euromonitor International (2012)

According to Ueno (2012), the online shopping market in Malaysia is projected to grow exceed RM 1.9 billion in 2016. There are five trends that has been expect to emerge which shaping the future of online shopping. The five trends are mobile browsing will turn to buying, smaller merchants will embrace mobile channels, tablet commerce will create a tactile online shopping experience, more people will take their social network shopping and flexible which local shipping models will be vital for customer loyalty (Ueno, 2012). There is a significant increase in online shopping during festive season (Ch'ng, 2012). *"Online shopping has become mainstream, especially during the festive season as many Malaysians skipped the long queues, searched online for great deals and bought gifts from the comfort of their homes"* said Elias Ghanem who is the Managing Director of PayPal Southeast Asia and India on January 17, 2012.

It is a good opportunity for retailers and entrepreneurs to expand and maximise their business. Not only that, it is also an opportunity for the newcomer of online retailers and entrepreneurs to enter the market because the market is growing. In spite of the increasing sales in online shopping, there is less knowledge on what drives consumers' intention to purchase online. Intention to purchase online is important to study because every transaction activity either physical or virtual will start with intention.

Brand name is one of the important roles to create the consumers' intention to purchase. Brand name in physical transaction refers to the brand name of the product (e.g. Adidas, Guess, Bonia, Sony, Colgate, Nivea, Samsung). There are several studies on brand name influence purchase intention (e.g. Yee and Yahyah Sidek, 2008; Ran, 2008; Alamgir, Nasir, Shamsuddoha and Nedelea, 2010; Hanzaae and Andervazh, 2012; de Run, Yee and Muhammad Khaliq, 2012). In contrast, brand name in this study is refers to the website name (e.g. www.agoda.com, www.ebay.com.my, www.lelong.com.my, www.zalora.com.my, www.groupon.my). Each of the websites' names represents the type of business that retailers offer to the customer. Examples; www.zalora.com.my selling attires and fashion accessories

while www.lelong.com selling products with auction price. Retailers' website may become as a factor to attract consumer to browse and purchase.

1.2 Research Problem

There are several literatures which had been conducted to identify factors which influence online purchase intention (e.g. Li and Zhang, 2002; van der Heijden, Verhagen and Creemers, 2003; Ling, Dazmin Daud, Piew, Keoy and Padzil Hassan, 2011; Zarrad and Debabi, 2012). Li, Yang, Wang and Lei (2012) proposed to further study on brand name as one of the factors that influence purchase intention because brand name may affect the consumer's perception and purchase intention. However, this study focuses on online purchase intention because online shopping in Malaysia sees a value growth of 13 per cent to reach sales of RM 842 million in 2011 and projected to reach RM 1.7 billion in 2016 (Euromonitor, 2012) yet, there is less literature reviews on brand name influence online purchase intention (e.g. Ward, Chitty and Achard, 2010; Ling, Chai and Piew, 2010). Therefore, the aim of this study is to investigate the relationship between brand name and online purchase intention.

There is less study on demographics influence online purchase intention especially on gender (e.g. Li and Zhang, 2002; Harn *et al.*, 2006; Siagian and Purwanegara, 2012; Zarrad and Debabi, 2012). However, there is inconsistent finding from the literature reviews. Li and Zhang (2002) and Harn *et al.* (2006) found that gender does not influence attitude towards online shopping and online purchase intention but Zarrad and Debabi (2012) and Siagian and Purwanegara (2012) found that gender has significant effect on attitude towards online shopping and also have positive relationship on online purchase intention. Therefore, this study will examine the relationship between gender and attitude towards online shopping to find the outcome either gender does influence attitude towards online shopping or vice versa.

Technology-oriented perspective and trust-oriented perspective such as perceived ease of use, perceived usefulness, perceived risk, perceived security and perceived privacy are well studied (e.g. Li and Zhang., 2002; van der Heijden *et al.*, 2003; Syed Shah Alam and Norjaya Mohd Yasin, 2010; Talal Al-Maghribi, Abdullah Basahel and Muhammad Kamal, 2011; Jun and Noor Ismawati Jaafar, 2011; C.W. Chen, T. H. Chen and Lin, 2011; Ling *et al.*, 2011; Zarrad and Debabi, 2012). Perceived ease of use and perceived usefulness are examined in this study because both of the variables are represent the cognitive component of the user evaluation and the most important antecedents of attitude towards online shopping (van der Heijden *et al.*, 2003; Ling *et al.*, 2011; Zarrad and Debabi, 2012). Therefore, it is imperative to validate the significant relationship of these two variables on attitude towards online shopping and online purchase intention.

In this study, attitude towards online shopping is examined because the past findings mainly highlight the consistency of the relationship between attitude and online shopping which the result indicated a significant and positive relationship on online purchase intention (e.g. Li and Zhang, 2002; van der Heijden *et al.*, 2003; Jun and Noor Ismawati Jaafar, 2011; Zarrad and Debabi, 2012; Siagian and Purwanegara, 2012). However, in addition, this study will investigate the mediating role of attitude between the four variables (brand name, gender, perceived ease of use and perceived usefulness) and online purchase intention based on the tripartite model of attitude. According to the tripartite model, an attitude comprises of three components which are cognitive, affective and behavioural (Farley and Stasson, 2003). Cognitive measures may consist of beliefs, thoughts or perception about attitude objects. Affective measures of attitudes include psychological elements such as feelings and emotions. Behavioural measures may consist of past behaviour, behavioural intentions or actual behaviour. There are two direction of the relationship between cognition and emotion (Smollan, 2006). According to Smollan (2006), emotion could not occur without cognition, even though cognition does not lead to emotion. Therefore, this study will examine the effect of the affective component in the relationship between cognitive and behavioural.

1.3 Research Questions

In this study, the research questions are illustrated as follows:

- a. Does brand name has a positive relationship with online purchase intention?
- b. Does brand name has a positive relationship with attitude towards online shopping?
- c. Does gender has a positive relationship with online purchase intention?
- d. Does gender has a positive relationship with attitude towards online shopping?
- e. Does perceived ease of use has a positive relationship with online purchase intention?
- f. Does perceived ease of use has a positive relationship with attitude towards online shopping?
- g. Does perceived usefulness has a positive relationship with online purchase intention?
- h. Does perceived usefulness has a positive relationship with attitude towards online shopping?
- i. Does attitude towards online shopping has a positive relationship with online purchase intention?
- j. Does attitude towards online shopping mediate the relationship between factors (brand name, gender, perceived ease of use and perceived usefulness) and online purchase intention?

1.4 Research Objectives

In this study, the research objectives are illustrated as follows:

- a. To investigate the relationship between brand name and online purchase intention.
- b. To investigate the relationship between brand name and attitude towards online shopping.
- c. To examine the relationship between gender and online purchase intention.
- d. To examine the relationship between gender and attitude towards online shopping.
- e. To examine the relationship between perceived ease of use and online purchase intention.
- f. To examine the relationship between perceived ease of use and attitude towards online shopping.
- g. To examine the relationship between perceived usefulness and online purchase intention.
- h. To examine the relationship between perceived usefulness and attitude towards online shopping.
- i. To examine the relationship between attitude towards online shopping and online purchase intention.
- j. To investigate the role of attitude towards online shopping as a mediating factor in the relationship between factors (brand name, gender, perceived ease of use and perceived usefulness) and online purchase intention.

1.5 Significant of the Study

The findings in this study should enhance the past findings of the relationships between factors (brand name, gender, perceived ease of use and perceived usefulness), attitude towards online shopping and online purchase intention in the online retailing market. This study will contribute to consumers' attitude and behaviour by providing empirical evidence to support the relationships between factors (brand name, gender, perceived ease of use and perceived usefulness), attitude towards online shopping and online purchase intention in the context of online brands in Kota Kinabalu, Sabah. This study also contributes to investigate the mediating role of attitude towards online shopping on the relationship between factors (brand name and perceived usefulness) and online purchase intention. This study will be beneficial to online retailers to gain better understanding of the factors that influence consumers to browse (visit) the website and purchase the products or services.

1.6 Scope of the Study

In 2011, sales of internet retailing in Malaysia experienced a growth of 13 per cent, which is estimated as being worth about RM 842 million (Euromonitor, 2012). Despite the increasing sales of internet retailing in Malaysia, there is not much information about factors which drive Malaysians to perform online shopping. Therefore, this study will focus on online brand or website. Online brand in this study is referring to the website which only offers or selling products or services through internet (e.g. www.groupon.my, www.ebay.com.my, www.lelong.com.my, www.agoda.com). Due to the time constraint to collect the data from sample of respondents and cost, this study will only cover Kota Kinabalu, Sabah. The respondents in this study are consumers who have experience in purchasing products or services through online. The type of investigation in this study is a correlation study using a cross-sectional survey design aiming to test the relationship between factors (independent variables), attitude towards online shopping (mediating variable) and online purchase intention (dependent variable).

1.7 Definition of Variables

In this study, the definitions of terminologies are illustrated as follow:

1.7.1 Brand name

Brand name is defined as the creation of an image or the development of a brand identity and is an expensive and time consuming process (Yee and Yahyah Sidek, 2008).

1.7.2 Perceived ease of use

Perceived ease of use is defined as the degree to which users believe that using a particular system would be free of effort (Davis, 1989).

1.7.3 Perceived usefulness

Perceived usefulness is defined as the degree to which users believe that using a particular system of technology would improves users' performance within organization (Davis, 1989).

1.7.4 Attitude towards online shopping

Attitude towards online shopping is defined as a users' evaluation of a specified behaviour involving an outcome (Jun and Noor Ismawati Jaafar, 2011).

1.7.5 Online purchase intention

Online purchase intention is defined as a situation where a consumer is intended and willing to make online transactions (Ling *et al.*, 2011).