

DETERMINANTS OF INTENTION TO USE THE
INTERNET FOR ONLINE SHOPPING AMONG
CONSUMERS IN KOTA KINABALU

PERPUSTAKAAN
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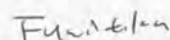

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DECLARATION

The materials in this research are original except for quotations, excerpts, summaries, and references, which have been duly acknowledged.

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ABSTRACT

The Internet as a medium for shopping is gaining interest from researchers and practitioners alike. This study presents an investigation on the determinants of intention to use the Internet for online shopping among consumers in Kota Kinabalu, Sabah. A model explaining the different determinants such as; attitude, subjective norms, behavioral control, personal innovativeness, perceived consequences, and demographic towards online shopping intentions was developed based on the Theory of Planned Behavior. The findings of this study demonstrated that there was a significant relationship between attitude, subjective norms, and perceived consequences towards the dependent variable of intention. The findings are useful in explaining consumers' buying intention via the Internet. Implications of the findings were also discussed in this study.

ABSTRAK

PENENTU-PENENTU BAGI NIAT UNTUK MENGGUNAKAN INTERNET BAGI TUJUAN UNTUK MEMBELI-BELAH SECARA DALAM TALIAN DI ANTARA PARA PENGGUNA DI KOTA KINABALU

Internet sebagai medium untuk membeli-belah semakin mendapat perhatian daripada sesama para pengkaji dan para pengamal. Kertas kerja ini, memaparkan suatu kajian ke atas penentu-penentu bagi niat, untuk menggunakan Internet bagi tujuan untuk membeli-belah secara dalam talian di antara para pengguna di Kota Kinabalu, Sabah. Sebuah model yang menjelaskan tentang penentu-penentu yang berlainan seperti sikap, norma-norma subjektif, kawalan kelakuan, keinovatifan individu, akibat-akibat anggapan, dan demografik terhadap niat untuk membeli-belah secara dalam talian, telah dibangunkan berdasarkan teori kelakuan dirancang. Dapatan daripada kajian ini menunjukkan terdapat hubungan yang signifikan di antara sikap, norma-norma subjektif, dan akibat-akibat anggapan terhadap pembolehubah bersandar iaitu niat. Dapatan ini amat berguna dalam menjelaskan niat membeli para pengguna menerusi Internet. Implikasi terhadap dapatan juga turut dibincangkan dalam kajian ini.

ABBREVIATIONS

B2B	Business-to-Business
B2C	Business-to-Consumer
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
SPSS	Statistical Package for Social Sciences
VIF	Variance Inflation Factor
R²	R Square

LIST OF FIGURES

Figure 2.1: The Theory of Planned Behavior	8
Figure 3.1: Conceptual Model of Intention and Its Antecedents	16
Figure 5.1: Conceptual Model of Intention and its Antecedents	33

LIST OF TABLES

Table 2.1: List of Variables Used By Researchers to Measure Behavioral Intention	14
Table 3.1: Summary of Measures of Variables	20
Table 4.1: Frequency of Respondents' Gender	22
Table 4.2: Description of Respondents' Profile	23
Table 4.3: Cronbach's Alpha before Removal of Questions	24
Table 4.4: Cronbach's Alpha after Removal of Questions	25
Table 4.5: Descriptive Analysis of Composite Variables	25
Table 4.6: Levene's Test for Intentions among Males and Females	26
Table 4.7: The Output of the Study's Multiple Regression Analysis	28
Table 4.8: Summary of the Multiple Regression Analysis Findings	31

TABLE OF CONTENTS

	Page
TITLE	
DECLARATION	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iii
<i>ABSTRAK</i>	iv
ABBREVIATIONS	v
LIST OF FIGURES	vi
LIST OF TABLES	vii
TABLE OF CONTENTS	viii
APPENDICES	xii

CHAPTER 1: INTRODUCTION

1.1 Overview	1
1.2 Problem Statement	1
1.3 Objectives of Study	2
1.4 Significance of Study	3
1.5 Key Variables	4
1.6 Organization of Thesis	4

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction	5
2.2 Definition of Key Concepts	5
2.2.1 Internet	5



2.2.2 Online Shopping	6
2.2.3 Theory of Planned Behavior	7
2.2.3.1 Intention	8
2.2.3.2 Attitude	8
2.2.3.3 Subjective Norms	9
2.2.3.4 Perceived Behavioral Control	9
2.2.4 Personal Innovativeness	9
2.2.5 Perceived Consequences	10
2.2.6 Demographic	11
2.2.6.1 Gender	12
2.2.6.2 Age	12
2.2.6.3 Education	12
2.2.6.4 Income	13
2.3 Significance of Theories	13
2.4 Summary	14

CHAPTER 3: RESEARCH METHODOLOGY AND FRAMEWORK

3.1 Introduction	15
3.2 Research Framework	15
3.2.1 Dependent Variable	16
3.2.2 Independent Variables	16
3.3 Hypotheses	17
3.4 Research Design	18
3.5 Unit of Analysis	18
3.6 Sampling Design	18
3.6.1 Location of Study and Population	18
3.6.2 Sampling Frame	18
3.6.3 Sampling Technique	18

3.6.4 Sampling Size	19
3.7 Instruments Design	19
3.7.1 Questionnaire	19
3.8 Data Collection Method	20
3.9 Data Analysis Methods	21
3.10 Summary	21

CHAPTER 4: ANALYSIS OF RESULTS

4.1 Introduction	22
4.2 Profile of Respondents	22
4.3 Reliability Test Analysis	23
4.4 Descriptive Analysis of Variables	25
4.5 Inferential Analysis	25
4.6 Hypotheses Testing	26
4.6.1 Structural Equation Modeling	27
4.7 Summary of Findings	31

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Introduction	32
5.2 Recapitulation	32
5.3 Discussion and Implication	33
5.3.1 Attitude and Intention	34
5.3.2 Subjective Norms and Intention	34
5.3.3 Behavioral Control and Intention	35
5.3.4 Personal Innovativeness and Intention	36
5.3.5 Perceived Consequences and Intention	37
5.3.6 Demographic	38
5.3.6.1 Gender and Intention	38

5.3.6.2 Age and Intention	39
5.3.6.3 Education and Intention	39
5.3.6.4 Annual Income and Intention	40
5.4 Limitations of Study	40
5.5 Suggestion for Future Research	41
5.6 Conclusion	41
REFERENCES	43



APPENDICES

APPENDIX A: Research Instrument - Questionnaire

APPENDIX B: Reliability Analysis

APPENDIX C: Inferential Analysis

APPENDIX D: Regression Analysis

CHAPTER 1

INTRODUCTION

1.1 Overview

The purpose of this study is to identify the determinants of intention to use the Internet for online shopping purposes among consumers and to investigate their relationship towards consumers' intention. For some consumers, shopping online has become part of their daily lives whereas others are still considering it without taking any action just yet. What determinants can explain the online shopping intention among consumers? This study tried to identify those determinants that determine consumers' intention to shop online.

Previous studies on the related area that were done by previous researchers would be examined on their consistencies. Many researchers have done some research on the area of consumers' intention, online shopping via the Internet, as well as the relationship between consumers' intention and online shopping. Each of the area of studies has a significant contribution towards the body of knowledge.

1.2 Problem Statement

Since the commercialization of the Internet in the early 1990s, (Shim *et al.*, 2001) indicates that online shopping is becoming more popular. Grant (2006) mentioned that, online retail spending from November through December totaled \$19.6 billion, a twenty five percent surge from \$15.7 billion the same period in 2004. The number of online buyers was also up by seventeen percent over a year ago, and the average amount spent increased by seven percent (O'Donnell, 2006).

Despite the explosive growth of e-commerce and the rapidly increasing number of consumers who shop online, very little is known about what actually determines consumers' intentions to use the Internet for the purpose of online shopping and whether demographic would have any effects on consumers' intentions to shop online. Li *et al.* (1999) mentioned that as e-commerce is changing the way consumers buy goods and services; an understanding of consumers' behavioral intention is therefore very important (Goby, 2006). International consumer research is needed for a better understanding of global online consumer behavioral intention (Jarvenpaa & Tractinsky, 1999).

What are the determinants of intention to use the Internet for online shopping among consumers? This is the primary research question in the current study; that is, this study intends to offer insights into what types of determinants that are actually related to consumers' intentions to use the Internet for online shopping and whether demographic would have any relationship on consumers' intentions to shop online. The findings for this study are useful in explaining consumers' buying intention in the electronic marketplace.

1.3 Objectives of Study

This study has two primary objectives. The first objective is to use current behavioral theories in the elaboration of a model that can identify key determinants influencing intention to use the Internet for online shopping. Such a model should also explain the relationship between the determinants and the individuals' intentions to buy from the Internet. The second objective is to conduct a cross-sectional study to empirically test the validity of the proposed model.

1.4 Significance of Study

New technologies such as the Internet are affecting traditional attitudes towards shopping and challenging the traditional assumptions underlying conventional theories and models. The Internet, as a virtual medium for selling and buying services and products, is gaining increasing attention from people alike. Grant (2006) mentioned that, for the year, Internet spending rose twenty two percent to \$143.2 billion. Growth is likely coming from more people shopping online as well as from experienced online shoppers increasing how much they spend (O'Donnell, 2006).

Online shopping via the Internet provides a distinctive form of shopping experience for consumers. Consequently selling online requires an understanding of consumer behavior. Limayem *et al.* (2000) finds that selling online is very different from selling in physical markets as it requires a critical understanding of consumer behavior, in addition, if cyber marketers know how consumers make these decisions, they can adjust their marketing strategies to fit this new way of selling in order to convert their potential customers to real ones and retain them. Consumers' buying behavior is not purely goal-directed or goal seeking as there is a shared agreement about the importance for understanding and directing of consumers' behavior online (Scarpì, 2006).

While this study provides valuable insights into the determinants of consumers' intentions in making online product purchases, further research will be needed to obtain a deeper understanding of consumers' actual purchase behavior in online shopping. Nevertheless, this study is an initial attempt to examine comprehensive determinants factors influencing intentions for online product purchases and lays a significant foundation for future research in this field.

1.5 Key Variables

Goby (2006) have adopted the research instrument of (Limayem *et al.*, 2000) to measure the Internet usage, attitude, and intention towards online shopping among consumers. After an extensive literature review, she identifies six constructs; subjective norms, attitude, intentions, perceived consequences, perceived behavioral control, and personal innovativeness. Her adopted instrument has 27 items which are grouped into six different categories according to the six constructs. Adopted versions of her instrument will be used for this study.

Bellman *et al.* (1999) mentioned that demographic do not predict whether or not someone buys online but (Li *et al.*, 1999) argue that they do. There are some demographic differences among consumers. For this study, demographic would also be included as one of the predictor constructs in view that it might have some influence on consumers' intention to use the Internet for online shopping. Kuratko & Hodgetts (2004) explained that demographic constructs which includes items such as gender, purchasing power, and educational background also helps determine the composition and makeup of consumers living within the community. The demographic items included in this study are gender, age, education, and annual income.

1.6 Organization of Thesis

This study is presented as follows. Chapter 2 reviews the current literature on consumers' intention to use the Internet for online shopping. Chapter 3 outlines the research methodology and describes the framework of this study. Chapter 4 presents the results and describes the data analysis. Finally, Chapter 5 concludes this study by describing the limitations of the current study and by providing several suggestions for future research in this area.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Following are definitions gathered from various sources along with the author's own understanding and perception of the terms and jargons used. These terms and jargons are widely used within the discussion of this study.

2.2 Definition of Key Concepts

2.2.1 Internet

It seems like everyone's talking about the Internet these days. The Internet is revolutionizing our society, our economy and our technological systems (Kahn & Cerf, 1999). But what is it really?

According to the encyclopedia of Wikipedia, the Internet is a worldwide collection of computer networks, cooperating with each other to exchange data using a common software standard. The Internet, as an integrating force, has melded the technology of communications and computing to provide instant connectivity and global information services to all its users.

Kahn & Cerf (1999) mentioned that, ten years ago, the world knew little or nothing about the Internet, whereas today, the Internet's magnitude is thousands of times what it was only a decade ago. The Internet allows a greater flexibility in working hours and location in which the Internet can be accessed virtually anywhere by numerous means. It is the fastest way to spread information to a vast amount of people simultaneously.

The Internet is the wave of the future as it is still growing faster than all the other technologies that have preceded it (Tschohl, 2001). The global nature of the Internet makes it a perfect vehicle for international interactive marketing (Park & Jun, 2003) while at the same time as the most significant and greatest marketing tools for the global marketplace (Samiee, 1998).

The Internet also subsequently revolutionized shopping; commerce through the Internet which is also known as e-commerce allows a company doing business online an equal chance to reach customers globally through the Internet, and hence accelerate its global marketing. The relevant factor for success in e-commerce seems to be the knowledge of consumer behavior on the Internet.

2.2.2 Online Shopping

E-commerce is becoming more and more important in our world. Electronic commerce or e-commerce is considered as the new wave of transacting business of which it consists of marketing, promoting, shopping, and selling of goods and services online via the Internet (Kuratko & Hodgetts, 2004). The most popular segments in e-commerce are the Business-to-Business (B2B) segment and the Business-to-Consumer (B2C) segment.

While the Internet is used as a special form of commerce and shopping, online shopping can be further referred to as the B2C relations of distribution and the trade of goods (Penz & Kirchler, 2006). The definition of B2C logically describes transactions between companies and consumers.

According to the encyclopedia of Wikipedia, online shopping is a process whereby consumers go online over the Internet to purchase products or services. Online shopping is popular mainly because of its speed and ease of use. Tschohl (2001) explained that online shopping has become the standard method of buying goods and services for millions of people throughout the world, in addition, the attraction of using the Internet for online shopping is speed, price, and convenience.

Online shopping is driven by consumer markets, in which consumers behave according to their shopping preferences and values (Gibbs *et al.*, 2003).

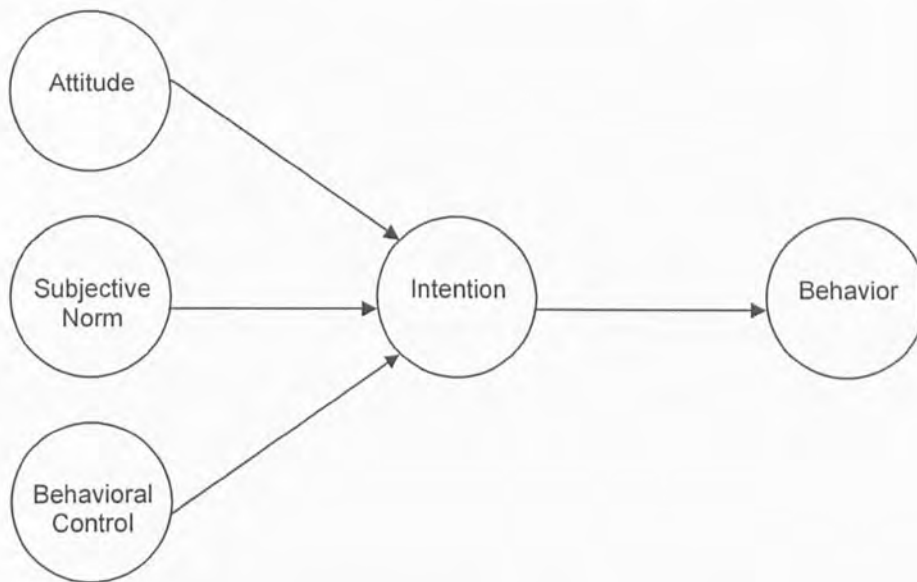
2.2.3 Theory of Planned Behavior

The Theory of Planned Behavior is the successor of the similar Theory of Reasoned Action by (Fishbein & Ajzen, 1975). The succession was the result of the discovery that behavior appeared not to be one hundred percent voluntary and under control, which resulted in the addition of perceived behavioral control. With this addition the theory was called the Theory of Planned Behavior (TPB).

The TPB is a theory about the link between attitudes and behavior. Ajzen (1991) mentioned that the direct measures of attitude, subjective norms, and perceived behavioral control should be used to predict intentions. This is because, according to the theory, the summative indices of behavioral, normative, and control beliefs capture, respectively, the underlying determinants of these constructs. So basically (Ajzen, 1991) tries to explain that, attitudes, subjective norms, and perceived behavioral control are related to appropriate sets of behavioral, normative, and control beliefs about the intention and behavior.

In combination, attitude, subjective norms, and perceived behavioral control lead to the formation of a behavioral intention. As a general rule, the more favorable the attitude and subjective norms, and the greater the perceived behavioral control, the stronger should be the person's intention to perform the behavior in question. Figure 2.1 shows (Ajzen, 1991) Theory of Planned Behavior.

Figure 2.1: The Theory of Planned Behavior



Source: Adapted from (Ajzen, 1991)

2.2.3.1 Intention

The best predictor of behavior is intention. Ajzen (1991) explained that intention is the cognitive representation of a person's readiness to perform a given behavior and it is considered to be the immediate antecedent of behavior. In addition, intention is determined by three things; their attitude toward the specific behavior, their subjective norms and their perceived behavioral control.

2.2.3.2 Attitude

It is the first determinant of behavioral intention. The TPB holds that only specific attitudes toward the behavior in question can be expected to predict that behavior (Ajzen, 1991). It is the degree to which the person has a favorable or unfavorable evaluation of the behavior in question.

2.2.3.3 Subjective Norms

In addition to measuring attitudes toward the behavior, we also need to measure people's subjective norms. It is considered the second predictor of behavioral intention.

Ajzen (1991) mentioned that subjective norms refer to people's beliefs about how people they care about will view the behavior in question and in order to predict someone's intentions, knowing these beliefs can be as important as knowing the person's attitudes. Beliefs that underlie subjective norms are termed normative beliefs.

2.2.3.4 Perceived Behavioral Control

Ajzen and other researcher realized that the TRA was not adequate and had several limitations (Godin & Kok, 1996). So (Ajzen, 1991) modified the TRA by adding a third antecedent of intention called perceived behavioral control. With the addition of this third antecedent, he re-named this the TPB.

While perceived behavioral control is determined by two factors; control beliefs and perceived power, (Ajzen, 1991) also add that perceived behavioral control refers to people's perceptions of their ability to perform a given behavior. Perceived behavioral control indicates that a person's motivation is influenced by how difficult the behaviors are perceived to be, as well as the perception of how successfully the individual can, or can not, perform the activity.

2.2.4 Personal Innovativeness

One of the factors that can affect consumers' decisions to purchase from the Internet is personal innovativeness (Limayem *et al.*, 2000). Personal innovativeness could be used to help explain behavioral intentions among consumers. Limayem *et al.* (2000) further explain that it is important to include this construct in order to account for individual differences. Shopping on the Internet is an innovative behavior and those

who were more innovative were more likely to intend to shop online than those who were less innovative.

Considerable attention has been received on personal innovativeness among consumer researchers (Hirschman, 1980; Rogers, 1995). Personal innovativeness has been of particular interest in the innovation research, in the domain of marketing and recently in the domain of information technology. The construct of personal innovativeness in the domain of Information technology is a recent construct defined by (Agarwal & Prasad, 1998) which is designed to measure the willingness of an individual to try out any new information technology.

Personal innovativeness has also been conceptualized as an individual trait where it captures an individual's willingness to try out any new information technology. Rogers (1995) conceptualized personal innovativeness as the degree and speed of adoption of innovation by an individual.

Citrin *et al.* (2000) adopted the measures of innovativeness to explain consumer adoption of Internet shopping. The inclusion of personal innovativeness has important implications such as it furthers our understanding of the role of personality traits that is possessed by all individuals in the innovation adoption. Joseph & Vyas (1984) argues that this kind of innovativeness is an important predictor of the adoption of innovations.

2.2.5 Perceived Consequences

In order to identify the specific consequences of online shopping among consumers, (Limayem *et al.*, 2000) and (Goby, 2006) decided to include perceived consequences to the TPB. According to them, perceived consequences were borrowed from (Triandis, 1979).

Triandis' theory is a comprehensive theory of social behavior. The theory further explains that perceived consequences may be positive or negative, and are often dependent on previous experiences. Triandis (1979) intended that the theory be

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