

FACTORS AFFECTING POST GRADUATE STUDENTS' ATTITUDE AND
BEHAVIORAL INTENTION TOWARD ONLINE SHOPPING

FAEZEH MIRGHASEMI

A thesis submitted in fulfilment of the
requirements for the award of the degree of
Master of Management (Technology)

Faculty of Management
Universiti Teknologi Malaysia

APRIL 2014

This dissertation is dedicated to my lovely mother, father and my dear husband for their endless support and encouragement during the period of doing this research. My friends and classmates who helped me and supported me doing this research.

ACKNOWLEDGEMENT

Firstly, without the protection and direction from Allah, all other supports given wouldn't have passed through. Alhamdulillah, for being my refuge in life and giving me the strength to face the challenges.

I would like to express heartfelt gratitude and a very big thank you to my supervisor **Prof.Dr. Rohaizat Baharun** and my co-supervisor **Assoc. Prof. Nor Sa'adah Abd. Rahman** for their constant supports during my study at UTM. They inspired me greatly to work in this project. Their willingness to motivate me contributed tremendously to our project. I have learned a lot from them and I am fortunate to have them as my mentors and supervisors.

Besides my advisors, I would like to thank my thesis committee: Dr. Zuraidah Sulaiman and Assoc. Prof Dr. Mohd Shoki Mohd Arif, for their beneficial critics, insightful comments, and questions. Thanks to all my lecturers at Universiti Teknologi Malaysia. Thanks to all my friends and/or classmates, who kept me smiling and accompany during my study period.

Special thanks to my lovely mother and father and my dear husband who have supported me throughout entire process, both by keeping me harmonious and helping me putting pieces together. I will be grateful forever for your love.

ABSTRACT

The increasing use of the Internet in Malaysia provides a developing prospect for E-marketers. Such marketers' awareness of the factors affecting Malaysian's shopping attitudes and intentions is crucial to further develop their marketing strategies in converting potential customers into active ones, while maintaining the existing online customers. Attitude is an important determinant of online shopping behaviour and represents the best estimates of future behavior available to market researchers. Among all the theories, the Decomposed Theory of Planned Behavior model determines particular salient beliefs that might influence Information Technology usage and will predict the behavioral intention more reliable. This study sets out to examine the factors influencing students' online shopping attitudes and intentions at University Technology Malaysia through a five-point Likert scale questionnaire. Also present study examined the mediating role of Attitude between independent variables and behavioral intention. In this research the non- probability and Simple random sampling were chosen and the data were collected from 375 postgraduate students in university. Data were analysed by structural equation modelling using the Partial Least Squares (PLS) approach. During the analysis, several methods were used such as, reliability and validity analysis and t-test. The results of the study showed that perceived usefulness and compatibility were significantly and positively correlated with the attitude of students towards online shopping and also trust as an extent factor indicated to have positive influence on mediator, while perceived ease of use did not provide the significant relationship on attitude. Moreover, it was found that attitude fully mediate the relationship between trust and behavioural intention and also perceived usefulness and Behavioral Intention, whereas, attitude partially mediates the relation between perceived ease of use and Behavioral Intention and also compatibility and behavioural intention. This study provides e-retailers with an assessment of attitude and intention of students segment market to enhance their existing marketing strategies and identify the new emergence of opportunity.

ABSTRAK

Penggunaan Internet yang semakin meningkat di Malaysia menyediakan prospek pembangunan untuk E- pemasar. Kesedaran pemasar berkenaan faktor yang mempengaruhi sikap dan niat membeli-belah masyarakat Malaysia adalah penting untuk membangunkan strategi pemasaran mereka dalam menukarkan pelanggan yang berpotensi menjadi pelanggan yang aktif , di samping mengekalkan pelanggan dalam talian yang telah sedia ada. Sikap adalah penentu penting dalam tingkah laku membeli-belah dalam talian dan merupakan pengukuran terbaik tingkah laku masa depan yang ada untuk menyelidik pasaran. Antara semua teori , model Theory of Planned Behavior menentukan kepercayaan penting tertentu yang mungkin mempengaruhi penggunaan teknologi maklumat dan akan meramalkan niat berperilaku yang lebih dipercayai. Kajian ini bertujuan untuk mengkaji faktor-faktor yang mempengaruhi sikap membeli-belah dalam talian pelajar dan niat di Universiti Teknologi Malaysia (UTM) melalui soal selidik lima mata skala Likert. Kajian ini juga mengenalpasti peranan pengantara sikap antara pembolehubah bebas dan niat berperilaku *behavioural intention*. Dalam kajian ini bukan kebarangkalian dan persampelan rawak mudah telah dipilih dan data telah dikumpul daripada 375 orang pelajar pasca-siswazah di Universiti Teknologi Malaysia (UTM). Data dianalisis dengan persamaan struktur model menggunakan pendekatan *Partial Least Square*. Semasa analisis ini, beberapa kaedah telah digunakan seperti kebolehpercayaan, analisis kesahihan dan ujian-t. Keputusan kajian menunjukkan bahawa manfaat dan tahap keserasian secara signifikan berhubung secara positif serta berkait rapat dengan sikap pelajar terhadap pembelian dalam talian dan juga kepercayaan sebagai faktor yang menentukan pengaruh positif terhadap pengantara manakala tanggapan mudah guna *perceive ease of use* tidak memberikan hubungan yang signifikan pada sikap. Selain itu , didapati sikap yang menjadi pengantara sepenuhnya hubungan di antara kepercayaan dan niat berperilaku *behavioural intention* dan tanggapan mudah guna *perceive ease of use* dan niat berperilaku *behavioural intention*, manakala sikap menjadi pengantara sebahagian hubungan antara tanggapan mudah guna *perceive ease of use* dan niat berperilaku *behavioural intention* dan juga keserasian dan niat berperilaku *behavioural intention*. Kajian ini menyediakan e -peruncit dengan penilaian sikap dan niat untuk pasaran segmen pelajar untuk meningkatkan strategi pemasaran mereka yang sedia ada dan mengenal pasti kemunculan peluang-peluang baru .