

**FACTORS AFFECTING WOMEN'S ACCEPTANCE OF
MOBILE RETAILING: A PROPOSED MODEL**



AZLINA BINTI BUJANG

UMS
UNIVERSITI MALAYSIA SABAH

**FACULTY OF COMPUTING AND INFORMATICS
UNIVERSITI MALAYSIA SABAH
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Disahkan Oleh,

AZLINA BINTI BUJANG
DI1421005T

(Tandatangan Pustakawan)

Tarikh : 10 Oktober 2017

(Dr. Norbayah Mohd Suki)
Penyelia

(Prof. Madya Dr. Norazah Mohd Suki)
Penyelia Bersama

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.

10 October 2017

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Azlina Binti Bujang
DI1421005T



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CERTIFICATION

NAME : **AZLINA BINTI BUJANG**
MATRIX NO : **DI1421005T**
TITTLE : **FACTORS AFFECTING WOMEN'S ACCEPTANCE OF
MOBILE RETAILING: A PROPOSED MODEL**
DEGREE : **DOCTOR OF PHILOSOPHY (INFORMATION
TECHNOLOGY)**
VIVA DATE : **18 AUGUST 2017**

CERTIFIED BY

1. MAIN SUPERVISOR

Dr. Norbayah Mohd Suki



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Signature

2. CO-SUPERVISOR

Assoc. Prof. Dr. Norazah Mohd Suki

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ABSTRACT

The mobile retailing sectors have been revolutionised through some of the fastest growing technologies as the demand on mobility and flexibility internet technology is getting higher. Consumers are getting more interested in a retailing concept that can be reached at anytime and anywhere. The main aim of this study was to investigate the factors that influence women's acceptance towards mobile retailing. This research also aimed to assess the extent of information by providing empirical and theoretical evidence on women's acceptance attributes towards mobile retailing. A total of 486 respondents comprising of Malaysian women who have had experience in using mobile retailing in the past six months, including mobile retailers and members of women organizations in Malaysia have each completed a set of structured self-administered questionnaire that was collected via purposive sampling technique. A Structural Equation Modeling (SEM) technique was used to assess the hypothesized relationships among the variables via Analysis of Moment Structure (AMOS) program version 21. The SEM approach revealed that women consumers' attitude was a significant determinant of their actual behavior in using mobile retailing, whereby they viewed it positively. They were also motivated to do more business with online retailers and are more inclined to do information sharing. It was highlighted that women consumers' attitude towards the use of mobile retailing was impacted by disruptive attribute reachability, ubiquity, personalization, convenience and connectivity. As one of the findings of the study, a model of women acceptance factors towards mobile retailing has been proposed. It is expected that the gap in this area and additional information especially among Malaysian women context will be filled as there is now a growing body of literature that review the details on the available information as well as recognizes the importance of mobile retailing. This research sheds light on the body of knowledge by looking into women's acceptance of mobile retail industry in Malaysia. Therefore, this study is optimistic that by using the proposed model, retailers are able to embark into the mobile retailing sector and subsequently attracts more women consumers to use mobile retailing as a way to shop online.

Keywords: Attitude, Behavior, Mobile Retailing, Women, Technology

ABSTRAK

Sektor peruncitan mudah alih telah melalui beberapa revolusi teknologi yang berkembang pesat melalui permintaan yang semakin tinggi ke atas teknologi Internet yang mobiliti dan fleksibiliti. Pengguna semakin berminat terhadap konsep peruncitan yang boleh dihubungi pada bila-bila masa dan di mana sahaja. Tujuan utama kajian ini adalah untuk mengkaji faktor-faktor yang menyumbang kepada kejayaan peruncitan mudah alih di kalangan wanita. Kajian ini juga, mengakses tahap maklumat dengan menyediakan bukti empirik dan teori sifat-sifat penerimaan wanita ke arah peruncitan mudah alih. Seramai 486 responden yang terdiri daripada wanita di Malaysia yang mempunyai pengalaman dalam menggunakan peruncitan mudah alih sepanjang tempoh enam bulan yang lepas telah terlibat di dalam kajian ini termasuk peruncit mudah alih dan ahli-ahli pertubuhan wanita di Malaysia yang mana setiap daripada mereka telah diminta untuk melengkapkan satu set soal selidik berstruktur yang ditadbir sendiri dikumpulkan melalui teknik persampelan bertujuan. Teknik Structural Equation Modeling (SEM) telah digunakan untuk menilai hubungan hipotesis antara pemboleh ubah melalui program Analysis of Moment Structure (AMOS) versi ke-21. Pendekatan SEM mendedahkan bahawa sikap pengguna wanita adalah merupakan penentu penting terhadap tingkah laku sebenar mereka dalam menggunakan peruncitan mudah alih yang mana mereka dianggap berkelakuan positif. Mereka juga terdorong untuk melakukan lebih banyak perniagaan melalui peruncitan dalam talian dan cenderung untuk melakukan perkongsian maklumat. Kajian ini menekankan bahawa sikap pengguna wanita terhadap penggunaan peruncitan bimbit dipengaruhi oleh factor kebolehcapaian, sentiasa ada, pemeribadian, kemudahan dan keterkaitan. Sebuah model mengenai faktor penerimaan wanita terhadap peruncitan mudah alih telah dicadangkan. Jurang bagi aspek kajian ini dijangka dapat dirapatkan kerana peningkatan jumlah literatur yang berkaitan. Kajian ini mendedahkan beberapa penemuan berkenaan penerimaan wanita terhadap industri peruncitan mudah alih di Malaysia. Oleh itu, dengan menggunakan model yang diperkenalkan kajian ini diyakini dapat memperluaskan strategi pasaran perniagaan baru di samping menggalakkan Peruncit untuk terlibat di dalam sektor peruncitan mudah alih dan seterusnya menarik lebih ramai pengguna wanita untuk menggunakan peruncitan mudah alih.

Kata kunci: *Tinghahlaku, Kelakuan, Peruncitan Mudah Alih, Wanita, Teknologi*

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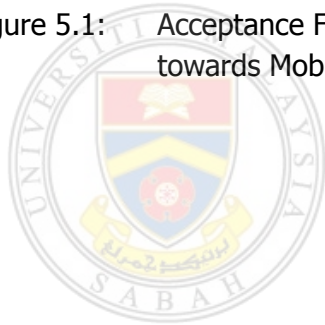
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CHAPTER 1

INTRODUCTION

1.1 Overview

Despite being a new emerging platform, mobile technology has been extensively used. Looking at the way retail industry is being operated, it can also provide mobile retailers with new marketing strategies to market their product. A mobile technology is described as an electronic device such as smart phones or tablet that is used to communicate information wirelessly. Mobile retailing has been widely used as a platform to market various products and services. It has grown from 11 percent in 2012 to 2014, and this percentage is expected to increase up to 25 percent by the year 2017 (Earley, 2014). Furthermore, global users are expected to own three billion smartphones and one billion tablets by the year 2017. Out of this total users, 49.6 billion are expected to have visited the top 500 e-retailers with 26.4 billion (53.2%) of them using smartphone medium.

Digital Marketing (2015) depicts the popularity of mobile devices, whereby 80% of the internet users have been using smartphones. According to the Mobile Commerce Evolution (2012), mobile retailing is widely adopted with 37% of users in the US are using this service, and it is dominated by women and young people (aged between 26 to 34 years). This statistic shows that mobile phones are important Information Communication Technology (ICT) tools that have created new opportunities for the retail sector by enabling customers' preferences to be tracked while shopping and enhance customer service while shopping in the retail store.

Understanding the consumers' behavior is a necessity in order to formulate marketing strategies that can determine the organization's success. A useful mobile application can also be developed from the analysis and review. Consumers'

acceptance and positive reaction towards the implementation of this strategy in a competitive environment are necessary. Offering customer values, anticipate and respond to their needs and making a difference from the other competitors in terms of ICT usage will all be contributing to the organization's long term survival. Besides, this study provides an in-depth understanding for future researchers in terms of the level of agreement on the usage of retailing that is being conducted.

Mobile selling indicates a dramatic effect of the study variables as it become a marketing tool among women. This indicate that their lifestyles have an optimistic effect by their culture's diversity and technological advancements (Bauer, Reichardt, & Neumann, 2005; Bauer, Reichardt, & Neumann, 2010). A previous study by Sullivan (2014) found that 60% of women population agreed that a smartphone is the most important device in a female's life. Furthermore, 73% of women respondents clarified that smartphone will be the first thing they look at in the morning and it is a device that they will bring everywhere. A recent survey revealed that women spend more time on their smartphones and are more dependent on application usage provided in the mobile devices (Derla, 2016).

This chapter introduces the details of this study including the background of the study, problem statements, objectives, research questions, significance of the study, scope of the research and the organisation chapters throughout this thesis.

1.2 Background of the Study

In line with the consistent usage of Internet technology in Malaysia, online retailing is getting more and more popular. This environment has started a new phenomena in attracting consumers' interest to use that method in making online purchases (San, Omar & Thurasamy, 2015). Previous research has established that the rapid growth of mobile retailing creates a revolution when it involves the use of mobile technology together with the driven use of the Internet. As reported, in Malaysia, the practicality of mobile technology as a platform to conduct online shopping has grown up to 47% which is above the global average of 44% and below the Asia-Pacific average of 52%. These figures are expected to rise intensively up to 20% in the next 2 years (Wong, 2016). According to MasterCard Mobile Shopping Survey, Malaysia holds the position in

the third rank in mobile shopping growth in Asia Pacific after recording a growth of over 20 percent in 2014. As presented in Our Mobile Planet report: Google, 42 percent of Malaysians have made purchases using their primary shopping companion, smartphones. This is further supported by a claim made by Internet World (2015) stating that smartphone technology leads as a platform to support e-commerce in 2017. A study by Arora (2013) determined the major benefits of electronic retailing to consumers and retailers and they are: consumer convenience by saving consumer's time and money without going to the shop directly; desirable price by eliminating middlemen and cost involved in maintaining the showroom; provide a lot of selections by providing mechanism to compare the products; market research online interactive customer service; promotional tool for business since it is one of the latest trends in social networking and can attract and reach out to people from outside of the country to get them to know about the product; virtual showrooms bearing less cost; provide better information for customers through dynamic pages and more frequent updating of the content that is available online and the 'anytime anywhere' services. Similarly, Agarwal (2015) has reported that the benefits of online retailing are the fact that it is the cheapest way to do business at anytime and anyplace besides influencing better buying decisions and reduce the cost. Hence, a wide variety of products are available to choose from and faster delivery process of goods can be conducted. Up to now, no study in the past have empirically analysed women's acceptance toward mobile retailing in Malaysia.

A study by Singh (2011) examined the trend in Malaysia's local retail market whereby it has approximately increased to six percent in 2011 due to the growth of retail chains. Other studies have concluded that the growth of Malaysian retail market has achieved an average of 6.1% a year from 2001 to 2006 and retail sales values increased by RM77.3 billion (USD 232 billion) in 2007. In the same vein, Dunne & Lusch (2005) saw the retailing industry faced massive acclimatization over the past era. Ultimately, this increasing number shows that mobility computing supports the business of retail industry.

Following the gap in the findings of the mentioned past studies and the growing literature, there is a need to explore the factors of women's acceptance that

contribute to successful mobile retailing. It is important to investigate the acceptance factors while at the same time, propose an enhancement to the framework that can fill the existing gap. As supported by Persaud & Azhar (2012), research on mobile selling is still in its early stages, but the literature regarding this topic is growing. The proposed model of women's acceptance on mobile retailing will shed new light and cater to women consumers by providing more knowledge on this industry.

1.3 Problem Statement

Malaysian shoppers have progressively become more sophisticated and discerning. Even though there are a few information technology management models suggested by earlier scholars to become alternative mediums for the manager to determine the successful factors of mobile retailing usage, we still have to consider new variables that tailor to women customers.

According to Tarasewich et al.(2002), there is an insignificant amount of study which relates to the use of location technology on utilization and acceptance of mobile. Location identification, user trust and readiness to use the technology have also received little attention in the previous study. This situation was predicted since the mobile technology itself is still in the early evolutionary stage (Sreenivasan & Noor, 2010).

The Technology Acceptance Model (TAM) can be extended by including a few new factors that can bring significant impacts to the research (Wixom & Todd, 2005). From the literature review criticism, it seems that TAM did not consider the external factor which also influences user behavior (Moon & Kim, 2001). Therefore, there is a need to consider an enhancement of this IT management model that is suitable for the Malaysian environment, particularly to represent Malaysian women. As one of the developing countries, it is indicated that Malaysian online shoppers were mostly females (Lim & Ting, 2012).The development of the retail sector has somehow offered the chance for consumers to purchase local goods without much problem, which in turn has contributed towards retail development in the market.

Besides that, a few countries have investigated the perception of women consumers towards the mobile retailing transaction that are conducted wirelessly. Reported that by 2020 there will be \$284 billion in sales where the majority were women and young people (26-34 years old). (BI Intelligence Report, 2016). In Malaysia, there have been no study that specifically focused on women consumers; therefore, this research investigates on how well the proposed model fits with local users and tremendously contribute to the success of mobile retailing sectors in Malaysia. Malaysia electronic commerce are still at an embryonic stage but continuously emerging. E-commerce growth and consumption behaviour also play a vital role in this new economy and could be the major influence of change on how Malaysians shop in the near future where about 7 million Malaysians shop online every month and 47% smartphones to shop online. Statistics show that 42% of Malaysians use online mobile shopping platform compared to 35% in the Philippines, 39% in Sri Lanka and 28% in Indonesia (The Star Online Tech News, 2014). Almost 20 million people are registered and have an internet connection in Malaysia; furthermore, the Malaysian government plans to grow the number up to 22.5 million by the end of 2015 to realize their mission of having a strong digital economy platform by 2020 (Nadaraj, 2015). Furthermore, consumer experience while using mobile technology facilities are recommended to be studied (Ngai and Gunasekaran, 2007). Previous works show an intensification in consumers' usage of mobile technology for shopping (Blazquez, 2014; Pantano & Viassone, 2015).

It is recommended to have a look in terms of the key drivers (factors) that engage mobile retailing intention involving online transaction behavior among consumers. At the same time, there is a need to look at the gender viewpoint in observing consumers' online shopping behavior including their acceptance and the use of the mobile commerce and IT related technologies (López-Bonilla & López-Bonilla, 2008; Ulbrich, Christensen & Stankus, 2011; Ozok & Wei, 2010).

1.4 Research Questions

The research questions of this study are:

- i. What are the factors that influence women's acceptance towards mobile retailing?
- ii. What model can be developed to illustrate the women mobile retailing acceptance?
- iii. How does the newly model can act as an innovative way to offer products and services that cater to women's needs?

1.5 Research Objectives

This research is designed to achieve the following objectives:

- i. To investigate factors that influence women's acceptance towards mobile retailing.
- ii. To develop a model on women acceptance towards mobile retailing.
- iii. To verify the model as an innovative way to offer products and services that are personalized to women's needs.

1.6 Significance of Study

The development in ICT online mobile technology has created many opportunities for the organization aiming to deliver more enhanced products and services. In 2015, m-commerce up from \$18.3 billion in 2008 into a \$119 billion global industry, according to ABI Research. Growth in this area can be credited to the growing number of smartphone clients with mobile wireless, Internet-capable phones and the increased competition among firms to offer services through the mobile channels. Besides shaping in the direction of the future of retail for consumer industries (Internet of Things-IoT) towards retail industry vision 2026 (Insight Report: World Economic Forum, 2017). A study conducted by Sadeh (2003) mentioned that this mobile-based