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## The Relationship of Attitude, Subjective Norm and Website Usability on Consumer Intention to Purchase Online: An Evidence of Malaysian Youth\*

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### Abstract

This study aimed to identify factors on youth for intention to buy online shopping in Malaysian Public University. The factors were attitude, subjective norm and website usability. The present study also attempted to explore whether consumer prefer the online retailer of attitude, subjective norm also the website design can influence them or not. In addition, the current study examined how online retailer ranks these factors in terms of importance to their online business. A simple random sampling technique was adapted and questionnaires were distributed to 300 respondent's Malaysian youth. A total of 253 questionnaires were collected and were found usable. The data were analyzed using several statistical analyses including demographic profile, descriptive analysis, reliability analysis, correlation test and regression test. The result revealed that youth were significantly related comprises of attitude, subjective norm and website usability. Furthermore, the study findings confirmed that website usability was perceived to be the most important factor, whereas other variables has moderate influence on consumers' intention to shop online. The findings of this study can be beneficial for business online industry, especially for online retailer in attracting and retaining customer.

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## 1. Introduction

According to Liu and Tsai (2010), due to the fast growth of Internet technology, consumers' lifestyles have changed drastically. The Internet brings big changes to everyone's lifestyle, changing the way in which people work, live, and learn (Gates, 2000). One of the biggest changes that people are slowly adopting in their lifestyle is how they make their purchases, as online shopping has now become an alternative to conventional shopping (Wang, Yeh, & Jiang, 2006). People have shifted from traditional offline stores to online stores to shop for products or services. Online shopping also is in line with the vision 2020 was introduced from Malaysian Prime Minister, Dato' Seri Najib B Abd Razak, to be a developed countries. In Annual Report RMK 10, 2011-2015, through the Economic Planning Unit, 2010 which are RMK 10 to form one of the developed countries, Malaysia must have knowledge-based economy technology. This is because Malaysia must compete with existing rapid and more advanced in terms of technology. It also supported by newspaper The Star Online, (2010) Malaysians spent RM1.8bil shopping on the Internet (2009), and this figure is expected to almost triple in three years, according to a Nielsen Company study. The study, commissioned by PayPal, also found that Malaysians were spending more on local websites with transactions worth RM825mil, compared with foreign websites which only recorded RM627mil in receipts. It shows that Malaysia increasingly aware of the importance of online shopping in future. To enhance and attract online customer it is very important to know about consumer behaviour and understand what they need. Online shopping is the one of medium of shopping with different demands of consumers. All customers have their own desires and demands for products so that it is very crucial for all online retailers to identify and know about their online consumers (Hasslinger, 2007). Generally, the objective of this study are to explore the important variable that can attract more costumer and to improve the number of complaints that was reported related to fraud between the consumer on online retailer (Malaysian Communication And Multimedia Commision, 2010).

## 2. Literature review

### 2.1 *Underpinning Theories*

#### 2.1.1 *Theory of Reasoned Action (TRA)*

The TRA hypothesizes that a behavior is predicted by an individual's intention to engage in a given behavior was develop by Fishbein and Ajzen, (1980). The TRA proposes that consumer behaviour is determined by subjective norm and attitude towards the behaviour in question and behavioural intention (Torben, Marie & Christina, 2012) and that it is possible to predict consumer behaviour on the basis of these variables. Theory Reasoned Action (TRA) chosen as the guiding framework for this study. TRA was chosen over the TAM and TPB for several reasons. Although the TAM provides advantages, such as wide use in IT field and being parsimonious, but interested in examining theory that have less used other than TAM always be applied to behaviors from previous research (Hanudin, 2009; Syed et.al, 2011). Icek Ajzen and Martin Fishbein, the developers of TRA theory, assume that people make conscious decisions about how to behave and that much behavior is under volitional control. Based on this theory, human beings choose how to behave and that these choices are rational for the most part. If behaviors are not fully under volitional control, even though a person may be highly motivated by her own attitudes and subjective norm, she may not actually perform the behavior due to intervening environmental conditions.

#### 2.2 *The Relationship between Attitude on trust and Intention to Shop Online.*

Trust can be one of attitude to convince or attract consumer or customer to increase purchase product or service through online. Researchers believe that online retailer has trust attitude into online business, it is believed that there will be confident and less risky among consumer on purchasing online and services. According to (Khalil &

Michael, 2008) trust was found to have a significant positive effect on the intention to use online shopping. It also supported by Lai & Wang, (2012) by saying that trust has positively influence online purchase online. Xing (2013) supported by proved that there are significant people's online buying behavior or intentions of buying a specific product online with trust online information sources. Chen and Barnes (2007) found that trust is an important factor in influencing purchase intention. The concluding positive relationship between online trust and consumer purchase intentions also supported by other scholars (Straub, 2001). It also supported from Yuliharsi et. al. (2011), they tested the impact of trust on the adoption of online shopping and found a significant positive effect of trust on intention to purchase online. Thus, hypothesis is proposed as below:

*Hypothesis 1: There is positive relationship between attitude towards intention online shopping among youth in Malaysian Public University*

### *2.3 The Relationship between Subjective Norm and Intention to Shop Online.*

Ajzan & Driver (1980) defined that subjective norms is considered to be the perceived pressure imposed by others such as neighbor, friends, peers etc who perform the behavior of interest and such action have either directly or indirectly influence on respondent's behavior. Subjective norms refer to the 'person's perception that most people who are important to him think that he should or should not perform the behavior in question'. Khalil and Michael, (2008) said friends, family members and colleague as subjective norms have a positive influence individuals to buy online. It also proven from Supanat (2012) that subjective norms have significantly towards intention of using ecommerce but in minor influence compare to other variable. Research from George, (2011) shows that social interaction predicts have significant in satisfaction of online shopping. This shows that social shoppers are more satisfied with who offer an integrated social experience that comprises shopping and non-shopping activities. According to Talal, Charles and Sue, (2011), social influences result from subject norms, which relate to consumers' perceptions of the beliefs of other consumers and consider subjective norms only marginally significant on e-shopping intentions, whereas Foucault & Scheufele (2005) confirm a significant link between talking about e-shopping with friends and intention to e-shop. Thus, hypothesis is proposed as below:

*Hypothesis 2 : There is significant relationship between subjective norm towards intention online shopping among youth in Malaysian Public University.*

### *2.4 The Relationship between Website Usability and Intention to Shop Online.*

In their study, Barnes & Vidgen (2002) operationalized the construct 'usability' as consumers perceive the website as easy to learn and to operate, easy to navigate, easy to use and the interactive with the website is clear and understandable. Moreover, Childers et. al. (2001) in their empirical study also found that usefulness is the primary determinant of behavioral intention to use online shopping. Thus, it is proposed that usability of online website is positively associated with consumers online purchase intention. Syed & Norjaya (2010) stated that's website design is one factor for usability that have been studied and it shows and significant. They said both established and new, large and small scale businesses are now using the Internet as a medium of sales of their products and services (for example Dell computer, Amzon.com, in the world and jobstreet.com, blooming.com, lelong.com, mudah.my and many others in Malaysia). So website design have to be the main entrance to attract customer to get more influence on shopping online. According to Aidil (2010) the research shows that the websites that perform best in customer experience have a significant advantage in driving online sales. Other than that, the website design received the most consistent support as factors that influence online shopping satisfaction. Alam et al. (2008) found that website design is one of the unique features online shopping environment. Shergill and Chen, (2005) identified web site design characteristics as the dominant factor which influences consumer perceptions of online purchasing. Website usability is discussed as a main factor in engendering trust in the e-retailer (Sharma & Gupta, 2006).

*Hypothesis 3: There is significant relationship between website usability towards intention online shopping among*

youth in Malaysian Public University

### 3. Research Methodology

A theoretical framework developed by Fishbein and Ajzen, (1980). adapted by Supanat (2012) will guides this research, determines what variables to measure, formulate an instrument, and finds statistical relationship between independent and dependent variables. Supanat (2012) has applied the framework to measure the purchase intention of ecommerce. In total there are three constructs where the first and second are based on Theory Reasoned Action by Fishbein and Ajzen, (1980). The other one variable added by Alam et.al (2008) to strengthen up the research. It was proposed by Alam et.al (2008) where founded website usability is one factor that have been studied and it shows and significant. Past research has tested the TRA on a variety of behavioral intentions, such as blood donation ,bone marrow donation, and online shopping (Supanat, 2012). The findings tell whether these profile can change the nature of those relationship and how strong the effect will be. Further analysis will reveal the dominant profile that exerts the most effect on relationship. By combining the framework, hopefully this research will result better understanding of purchase intention of shopping online and add new information to the body of knowledge especially in area of online marketing.

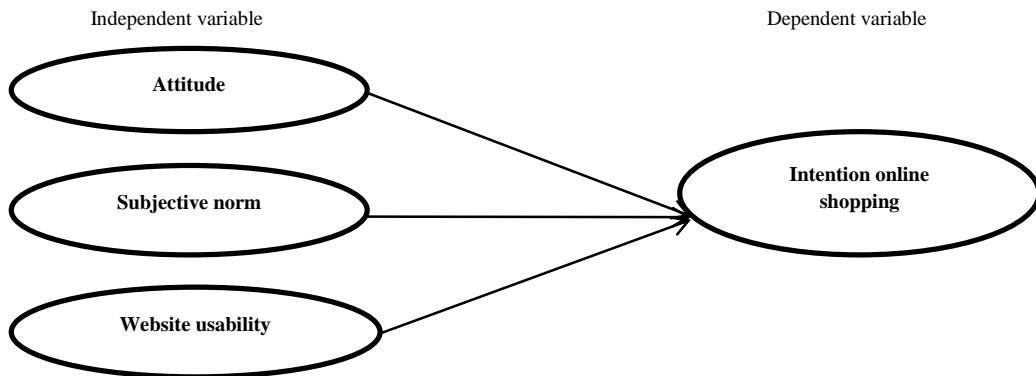


Figure 1: Research Framework.

This study applied probability sampling design in the form of a sampling method. The basis for using this sampling method was involve a process of stratification according state, followed by random selection of subjects from stratum. The sampling population as mentioned above were taken from youth which are focus in Malaysian Public University. A stratified random sampling is under simple random sampling method will use and has the least bias and offers the most generalizability. To elaborate, questionnaires were distributed to a total of 300 respondents using area sampling technique. The target respondents in this study were only for youth that participate in this research. The researcher will appreciate to the Universiti Malaysia Perlis in the survey. Data collected from research instrument will be analyzed using Statistical Package for Social Science (SPSS 22).Although there are many studies on consumer behavior in online shopping, there has been little attempt to focus on the online behavior of different target segments. The primary purpose of this research was to provide a deeper insight into the factors that affected online shopping intention of youth in Malaysia.

### 4. Analysis & Findings

Questionnaires was done using distribution and drop, pickup technique. The respondents were giving time to answer all questions. A total of 300 questionnaires were distributed. After being filtered and identified only 253 complete and usable. Thus, only 253 questionnaires are satisfactorily completed which given the percentage of responded volunteer is 84.3%.

Table 1: Demographic Profile

Demographics	Categories	Frequency	Percent
<b>Gender</b>	Male	89	35.2
	Female	164	64.8
<b>Age</b>	18-23 years	84	33.2
	24-29 years	153	60.5
	30-35 years	16	6.3
<b>State</b>	Perlis	19	7.5
	Kedah	32	12.6
	Perak	24	9.5
	Pahang	12	4.7
	Terengganu	10	4.0
	Kelantan	25	9.9
	Penang	30	11.9
	Selangor	61	24.1
	Melaka	6	2.4
	Negeri Sembilan	8	3.2
	Johor Bahru	18	7.1
	Sabah	6	2.4
Sarawak	2	0.8	
<b>Background</b>	Student	224	88.5
	Employed	29	11.5
<b>Education Level</b>	SPM	2	0.8
	Diploma	113	44.7
	Degree	123	48.6
	Master	15	5.9

The total frequency is 253 respondents in this study. In this study, a higher distribution of gender is female representing 64.8% while male 35.2%. In term of age, majority of the respondents are between 24-29 years old representing 60.5% follow by 18-23 years old with 33.2%; thirdly 6.3 % or 16 numbers of respondents were between 30-35 years old. There are four of education level discovered in the research which are SPM, diploma, degree and master level. Most of respondents have had an education at degree level responding 48.6% of the total sample; secondly by diploma with 44.7 % then master with 5.9% or 15 respondents only. In terms of state, mostly respondents came from Selangor which have the highest youth population in Malaysia (Statistical Department of Malaysia, 2013) by representing 24.1% or 61 numbers then followed by Kedah 12.6 %. There also many respondents from Penang with 11.9 % or 30 persons follow by Kelantan 9.9% then Perak 9.5%. the respondent

from Perlis are 19 person, from Johor Bharu 18 person, Pahang with 12 persons, Terengganu with 10 persons, Negeri Sembilan with 3.2%, Sabah and Melaka with 2.4%. The minorities respondents are came from Sarawak with 2 person or 0.8 % from total respondents. As for background, two level was discover. There were 224 respondents which are fully students and 29 persons are part time students that were working.

#### 4.1 Descriptive Statistics

Table 2: Descriptive Analysis

Variables	Mean	Standard Deviation
Attitude	2.5059	.41609
Subjective norm	2.4261	.52048
Website usability	2.7573	.55499
Intention shopping online	2.3781	.62974

Referring to the table 2, the mean value for all variables are ranging between 2.7573 and 2.3781. Website usability the highest mean (2.7573), with standard deviation of 0.55499 follows by attitude and subjective norms with mean value of 2.5059 (SD=0.41609) and 2.4261 (SD=0.52048) respectively. This indicates that respondents have average level of agreement towards the attitude, subjective norm and website usability. All the variables scored standard deviation lower than 1 which indicates that the scores were clustered closely around the mean.

#### 4.2 Reliability Analysis

Table 3: Reliability Analysis

Variables	Number of Items	Cronbach Alpha
Attitude	6	0.802
Subjective norm	5	0.832
Website usability	5	0.800
Intention shopping online	6	0.813

Four sets of reliability tests were run and the result was display in table 3. Firstly, the test began with attitude on trust. Attitude have 6 items. These 6 items were run with the reliability test, which the Cronbrach's alpha value was 0.802. Next, it was testing with subjective norm. Subjective norm had five items and the value of reliability test for subjective norm support was 0.832. Then, reliability test continued with the third variable testing, that was website usability. Website usability have 5 items with reliability value 0.803. The final run was for intention to quit. The questionnaire of intention to shop online in this study was 8 items. The intention to shop online reliability value of 0.813.

#### 4.3 Correlation analysis

Table 4: Pearson Correlations Matrix of Study Variables

Correlations					
		Attitude	Subjective norms	Website usability	Intention Shopping Online
Attitude	Pearson Correlation	1			
	Sig. (2-tailed)				
Subjective norms	Pearson Correlation	.418**	1		
	Sig. (2-tailed)	.000			
Website usability	Pearson Correlation	.477**	.509**	1	
	Sig. (2-tailed)	.000	.000		
Intention Shopping Online	Pearson Correlation	.422**	.507**	.585**	1
	Sig. (2-tailed)	.000	.000	.000	

From the analysis, result shown that value of correlation coefficient between attitude-subjective norms is 0.418 or 41.8 percent at 99 percent confident interval ; attitude-website usability is 0.477 or 47.7percent at 99 percent confident interval ; attitude- intention to buy online is 0.422 or 42.2 percent at 99 percent confident interval. This meant that the Pearson’s correlation between attitude and all the variables have value lower than 0.70 which meant that attitude and each of the variables are two distinct variables. In term of strength of relationship, the result represent moderate relationship. Attitude is significant to all variable since they are significant at 0.00. From the analysis, result shown that value of correlation coefficient between; subjective norm-website usability is 0.509 or 50.9 percent at 99 percent confident interval ; subjective norm- intention to buy online is 0.507 or 50.7 percent at 99 percent confident interval. This meant that the Pearson’s correlation between attitude and all the variables have value lower than 0.70 which meant that subjective and each of the variables are two distinct variables. In term of strength of relationship, the result of subjective norm and attitude represent moderate relationship while intention to buy online and website usability represent strong relationship. Subjective norm is significant to all variable since they are significant at 0.00 (sig =0.00). Result shown that value of correlation coefficient between website usability-intention to buy online is 0.585 or 58.5 percent at 99 percent confident interval. This meant that the Pearson’s correlation between website usability and all the variables have value lower than 0.70 which meant that attitude and each of the variables are two distinct variables. In term of strength of relationship, the result of website usability and attitude represent moderate relationship while subjective norm and intention shopping online represent strong relationship. Website usability is significant to all variable since they are significant at 0.00

#### 4.4 Regression Analysis

Table5: Regression Analysis

Serial	Independent Variables	Beta	Significance value (Sig.)
1	Attitude	0.143	0.011
2	Subjective norm	0.246	0.000
3	Website usability	0.395	0.000
R <sup>2</sup> = 0.416 Model Summary } F Value= 59.197 } Sig. = 0.000 <sup>b</sup> } ANOVA <sup>a</sup>			

From the result in Table 5, the relationship between attitude towards intention to buy online has found to be significant at 10% confident level ( $\text{sig}=.1$ ) with positive beta value at .143. This indicates that the attitude towards buying has significant positive effect on the intention to purchase online. Therefore hypothesis 1 is accepted. This result was expected because developers who have positive attitude towards online will perform buying online in order they were trust towards buying online. The result also shows that subjective norms has significant positive relationship (beta value = .246) at confident level 10% ( $\text{sig}=.1$ ) with intention to online shopping. Thus hypothesis 2 which statement is “There is a positive relationship between subjective norms and intention to buy online” is substantiated. This indicates that the higher social influence on a consumer. In other words, the consumers tend to accept the behavior performs by their trusted person hence increase their intention to perform the behavior. Typically consumers will seek information about product from their most trusted person likes peers and friends. An advice by those close to a consumer will influence him or her to take action as recommended. Similarly, the result in Table 4. was referred. The relationship between website usability and purchase intention to buy online was found to be significant ( $\text{sig}=.000$ ) at 10% significant level with positive beta at .395. This indicates that website usability have significant positive relationship with intention to buy online. Thus the third hypothesis is accepted. The reason for this hypothesis to be important is that the consumers have high tendency to purchase a product through online when the website provided information easy understand and easy of transaction. The more attractive of website, it may increase the intention to purchase online. For the analysis, the  $R^2$  is .416 which implies that attitude, subjective norm and website usability to use can explain 41.6% of the variation in the intention to purchase online. This meant that result from this study nearly average explanation towards purchase intention to buy online and the remaining 58.4% should explained by other factors.

Table 6: Summary of the Hypotheses testing results from Regression Analysis

Hypothesis	Remarks
There is positive relationship between attitude towards intention online shopping.	Accepted.
There is positive relationship between subjective norm towards intention online shopping.	Accepted.
There is positive relationship between website usability towards intention online shopping.	Accepted.

Table 6 acutely presents summary of the hypothesis testing results from Regression Analysis. The first hypothesis which is ‘There is a relationship between variable of between attitude towards intention online shopping.’ is supported while second hypothesis which is ‘There is a relationship between subjective norm towards intention online shopping’ is supported as well. Nevertheless, the third hypothesis which is ‘There is a relationship between website usability towards intention online shopping’ is also supported well. It proves that all the three hypothesis is accepted in this study.

## 5. Discussion And Conclusion

This study revealed that attitude towards online shopping has significant positive relationship with intention to buy online. In this study, this attribute is refers to the online retailer. They have to display positive attitudes towards their behavior as online shopping seller to induce the purchase intention among youth. In other words, the purchase intention of youth will increase if the online retailer demonstrate positive attitude towards their business online. The finding was consistent with TRA (Fishbein and Ajzen, (1980) which indicated a positive linkage between attitude and behavior. This also was supported by previous research. Xing (2013) said there are significant influence online buying behavior with trust and Straub, (2001) also said the same things which said adoption online shopping and found a significant positive effect of trust on intention to purchase online. Since the customer have invisible purchase means no face to face contact so trust is a must between online retailer and customer. Online retailer would attract customer by giving the best services to them. Yuliharsi et. al, (2011) also tested and said that trust giving positive significant impact on intention to purchase online.

Hypothesis 2 was also accepted in which subjective norm has been found to have significant positive relationship with intention to buy online. The Person correlation value is .507 which meant that the factor has about 50% influence over the intention to buy online. According to Fishbein and Ajzen, (1975), subjective norm is



correlated with person's normative belief which refers as feeling of concern with possibility that important referent individual or group would approve or disapprove the person's behavior. In other words, increases of normative belief will increase subjective nor indirectly increase the person's purchase intention. Similarly as attitude, this finding confirmed with Theory Reasoned Action (Fishbein and Ajzen, (1975) which indicated a positive relationship between subjective norm and behavior. Peer and friends are been highlight in this research since they are using and spend a lot more of time browsing online compare family and relative. The results also confirmed with finding by previous research. Karaiskos ,(2011) agreed that among the social influence, subjective norm has been considered a strong determinant of intention. Other that, Amoroso (2009) said consumer's acceptance of online shopping is affected by social influence by their peers. Friends, family members and colleagues as subjective norm have a positive influence individuals to buy online (Khalil & Michael, 2008). It proves that positive word from group play an important role for acceptance of those who are closet to customer. Information from people might be biased thus customer will seek an opinion from their trustworthy referent individual or group such as peers and friends.

The third hypothesis, H3 tested on relationship between website usability and intention to buy online and significantly this hypothesis was accepted. This indicates that intention of costumer to purchase online will increase with the website usability by online retailer. Website usability in online purchasing refer to which perspective of consumer expect the website as easy to operate and understand. Osama et. al. (2010) suggested five major categories that should be considered when designing a website for a business: page loading, business content, navigation efficiency, and security and marketing/consumer focus. This research have been supported by Aidil, (2010) identified website design characteristics as dominant or strong factor which influences consumer towards online shopping because website play main role by attract consumer with the arrangement and transaction tools. Website is the first impression and the entrance of consumer online business of online retailers.

## 6. Limitations And Recommendations

A possible limitation of the current study is the use of a youth sample as respondents. But it has been widely documented that youth are a strongly representative sample of today's online population (Gefen et.al, 2003; Wang, 2004). All of them from the university community and so the results may not reflect the full diversifies of beliefs, attitude and intention towards Internet shopping. The respondents have been collected from a homogeneous group as youth. The factors that were utilized in this research were studies from various literature reviews. For future research this study could be focus to baby boomers generation or generation Z. Since generation Z nowadays very familiar with growing technology. There also can see the differences and compare between this three generation. The result from that research can be used for online retailer to tackle all generation as their customer. At the same time, future research could test the proposed research framework using other generation medium sample to increase generalizability. These results need to be incorporated developing more effective online marketing and sales strategies specially while doing g online business in such context. Yet, future research is still need to account for other factors including demographic variables and expanding the scope and coverage of the population of the research. This is especially true for the current research context of using.

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