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

Nurul Aqila Hasbullah^a, Abdullah Osman^b, Safizal Abdullah^c, Shahrul Nizam Salahuddin^d, Nor Faizzah Ramlee^c, Hazalina Mat Soha^c

^a*OYA Graduate School of Business, Universiti Utara Malaysia, 06010 Sintok, Kedah*

^b*Kulliyah Muamalat, Insaniah University College, 09300 Kuala Ketil, Kedah*

^c*School of Business Innovation & Technopreneurship, Universiti Malaysia Perlis, 01000 Kangar, Perlis, Malaysia.*

^d*College of Business, University Tenaga Nasional, Bandar Muazzam, Pahang*

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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* * Corresponding author. Tel.: +6094552054; fax: +6094552006.

E-mail address: shahruln@uniten.edu.my

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 &

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