Factors Influencing University Employees Preference to Purchase Products Online

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ABSTRACT

The internet is not only a networking media, but has become a medium for consumers in the global market. It has become a platform for retailer all over the world to reach their customers. In addition, electronic retailing offers a direct interactive channel as well as the absence of time constraint, people and place. Online shopping has become an alternative for consumers since it is more efficient than conventional shopping which is usually attributed with anxiety, crowded shop, traffic jam, limited time, parking space and other. The purpose of the study is to determine the most efficient determinant (product variety, usefulness and time saving) that motivates employees of Terengganu Advanced Technical University College (TATIUC) in Kemaman to choose e-shopping as the main choice in shopping for goods and services. This paper focuses on the effectiveness of e-shopping among employees of TATIUC. A total of 200 respondents participated in the survey. All 200 questionnaires were used in the data analysis stage. The findings in this paper highlighted the positive relationship between three independent variables namely product variety, website usefulness and time saving abilities on e-shopping preference among the respondents at TATIUC. The researchers also proves that "time saving" is the most dominant factor in influencing e-shoppers among TATIUC's employees. In conclusion, having access to online shopping has truly revolutionized and influences our society as a whole. The use of technology has opened new doors and opportunities that enable the public a more convenient shopping style. Shoppers can also purchase goods that are unavailable at their location, and are able to bypass restrictive import policies, as the Internet allows shoppers to make purchases from vendors in other locations around the world.
KEYWORDS: Global Market, Electronic Retailing, Direct Interactive Channel, Online Shopping, E-Shopping.

INTRODUCTION

Internet is not only a networking media, but also as transaction medium for consumers at global market in the world, and becomes dominant retailers in the future. Besides that, the most necessary element of e-retail offers a direct interactive channel as well as no time definition, people and place. Online shopping become an alternative for consumers since it is more comfortable than conventional shopping which usually attributed with anxious, crowded, traffic jam, limited time, parking space and other. Internet shopping has become an accepted way to purchase various types of goods and services according to [1]. Through a computer-mediated shopping environment, online retailers have attracted consumers by offering a reduction in search costs for products and product-related information [2, 3].

Presently, due to the large number of internet entrepreneurs appear to sell items online, there are several factors that affect the customers, especially employees. Besides that, in the e-commerce shopping, the series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy. The consumer must then decide where to make the purchase, what brand, model or size to purchase, when to make the purchase, how much to spend and what method payment will be used.

In this paper, a selected number of employees from the Terengganu Advanced Technical University College (TATIUC) in Kemaman, Terengganu, Malaysia were chosen as the respondents. They have been buying products and services through the internet during their free time and during lunch breaks and they are attracted to buy online due to its convenience, mobility in terms of location and time and also the ease of payment. These factors that motivates the public to choose the internet as a channel of acquiring goods and services is similar to the work of [4] who suggested that trust and enjoyment influences consumer's attitudes towards e-shopping.

CONCEPTUAL FRAMEWORK

Based on the literature review, we postulate that TATIUC's employee's preference to practice e-shopping in Kemaman, Terengganu is influenced by product features, website usefulness and the time saved in shopping.

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Figure 1 below shows the conceptual frameworks that interpret the relationship between variables which are dependent and independent variables.
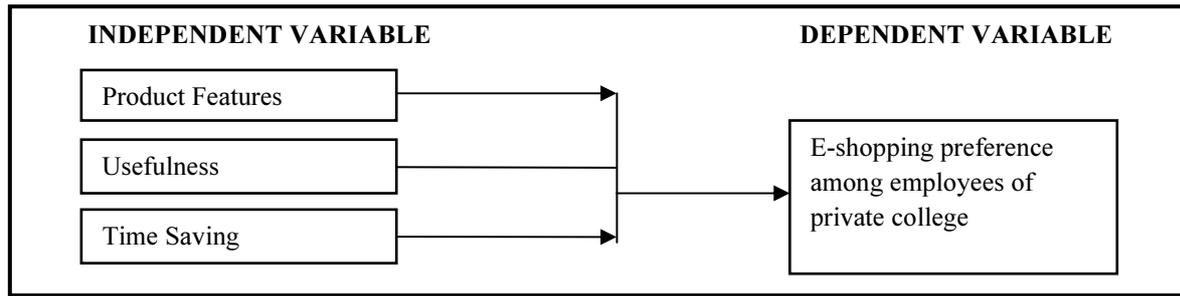

Figure 1: Conceptual frameworks between the independent and dependent variables

Several initiatives were considered in ensuring that the process of selecting a sufficient number of the right elements from the population. The study of a sample and an understanding of its properties or characteristics make it possible for us to generalize such properties or characteristics to the population elements. Besides that, sampling design addressed the question from which the researcher needs to obtain the information. In other words, the sampling design is a process of choosing or selecting appropriate respondents to enables the researcher gather all the information that is needed and relevant to this study. Besides that, the sampling design that researcher use is descriptive research and probability technique. The researchers decided to select the respondents using the random sampling method. A sample size of 200 respondents was chosen from the employees of TATIUC's from a population of 300 employees. The number of sample size exceeds the sample size of 169 for a population of 300 as suggested by [5].

RESULTS AND DISCUSSION

The result of the Pearson Correlation analysis in Table 1 revealed a significant and positive correlation between the independent variables (Product Features, Website Usefulness and Time Saving) and the dependent variable, E-Shopping Preference. In terms of the strength of association, we discovered that the relationship between all the independent variables and the dependent variables had a strength of greater than 0.60 indicating a strong correlation between all variables indicating a positive linear relationship. Furthermore, correlations between the independent variables reveal that all the r values are less than 0.815 showing a low possibility of multicollinearity.

Table 1: Pearson correlation analysis between the dependent variables and the independent variables

	E-Shopping Preference	P	U
Product Features (P)	0.607**		
Website Usefulness (U)	0.687**	0.722**	
Time Saving (TS)	0.714**	0.696**	0.774**

**All correlation is significant at the 0.01 level (2-tailed)
Number of respondents = 200

The researcher further explored the relationship between products, usefulness, and time saving on the dependent variable E-Shopping Preferences by using a multiple regression analysis. Based on the correlation analysis, the researcher assumed that there is a linear relationship between these variable. In conducting the multiple regression analysis, a step wise was adopted, hence two models of regression was produced. The results are shown in the Table 2.

Table 2: Model summary of regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.714[a]	0.510	0.507	0.35243
2	0.745[b]	0.555	0.550	0.33669

a. Predictors: (Constant), Time Saving
b. Predictors: (Constant), Time Saving, Usefulness

The researcher uses the regression analyses to determine the influence of the three independent variables namely product characteristics, usefulness and time saving on the dependent variable. In Table 2 indicates that the best regression model is model 2 where two predictors were shown to have a significant association with the

dependent variables. In addition, the r square value describes the goodness of fit or the amount of variance explained by a given set of predictor (independent) variables. The r square of 0.555 in the second model indicates that 55% of the variance in the dependent variable is explained by the two predictor (independent) variables in the model.

The second output of the regression analysis is the analysis of variance (ANOVA) that describes the overall variance accounted for in the model. All results of the ANOVA analysis is shown in Table 3.

Table 3: Analysis of variance (ANOVA) of dependent variable (e shopping preference)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	27.833	2	13.917	122.762	0.000
Residual	22.332	197	0.113		
Total	50.165	199			

Dependent Variable: E-Shopping Preference
Predictors: (Constant), Time Saving, Usefulness

The F statistics in Table 3 represent the expected value that the regression coefficients are equal to each other and they are not equal to zero. Furthermore, the significant level (Sig.) highlighted in the ANOVA table showed a p value of 0.00 and the model is valid and strong. A higher sum of squares value for the regression relative to the residual value indicates the soundness of the regression model.

The final output of the regression analysis is shown in the coefficient analysis as shown in Table 4. It reveals the strength and nature of association of the predictor variables on the dependent variables. We found out that among the two independent variables, time saving is the most dominant factor in influencing the employees of TATIUC to use E-shopping when purchasing goods and services. This is indicated by the standardized coefficients β value of 0.454. As for the second predictor variable, "usefulness," the β value equals 0.335 which is the second most dominant factor in influencing the dependent value. Both of these predictors are significant as shown by the p (Sig.) value of less than 0.050. The third predictor variable, product features is not significant in influencing the dependent variable as indicated by the p (Sig.) value of greater than 0.050, hence it is not shown in the coefficient analysis. Obviously, it can be determined that product features is not critical in determining the respondents' preference towards e-shopping.

Table 4: Coefficients analysis of the regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.149	0.281		4.082	0.00		
Time Saved	0.456	0.075	0.454	6.051	0.00	0.401	2.496
Usefulness	0.334	0.075	0.335	4.466	0.00	0.401	2.496

Dependent Variable: E-Shopping Preference

FINDINGS AND DISCUSSION

The findings of this study provide useful information to the future planning of e-shopping experience among shoppers at public higher learning institution especially in Terengganu. In this paper, the researcher has identified three factors, for the first research factors, time saving, usefulness and product characteristics. In terms of time saved, the respondents agreed that this factor is the most dominant predictor of e-shopping preference among TATIUC employees in Kemaman. Consumers own perception of time differs from one consumer to other in terms of internet shopping. Other than that, shoppers may save their time in e-shopping because they do not have to go through any effort on travelling to a mall or saving their time in other psychology factors such as traffic jam and other. Online shopping increases search efficiency by eliminating travelling costs and psychological costs brings convenience in e-shopping. Based on the work of [6, 7], shoppers who value convenience can garner the benefits of product and services with less effort and this would have a positive relationship with shoppers' excitement. Meanwhile, products ordered are directly delivered to the door is a great motivation to many consumers to shop online since they do not have to leave the office or home, thus saving them a lot of time.

The second predictor, website usefulness is the second most dominant factor in influencing TATIUC's employees' preference to shop online as compared to conventional shopping. "Usefulness" is defined as the individual's perception that using a new technology will enhance or improve his/her performance. In the context of e-shopping, the new technology on the internet may help an individual to experience joy on online shopping. In addition, the consumers' intention to use internet technology is due to its usefulness. "Usefulness" is also linked

with "ease of use" in determining consumers' attitude toward online shopping. "Usefulness" is influenced by "ease of use", because the easier the technology is to use, the more useful online shopping is to the consumer [8].

The last predictor in this research is product's attributes. Based on the result of the multiple regression analysis, we discovered that product features has no association with TATIUC's employee's preference for internet retail. This is in contrast to the work of [9] who suggested that customer may base their purchase decisions on products attributes such as brand image, reliability, style and availability of after sale service. This may be due to the difficulty in obtaining full information for a product features prior to online purchase. Hence, the result in this paper indicates the insignificant relationship between product features and e-shopping preference for the respondents at TATIUC.

In conclusion, having access to online shopping has truly revolutionized and influences our society as a whole. The use of technology has opened new doors and opportunities that enable for a more convenient lifestyle. Moreover, the Internet is available 24 hours a day, seven days a week, and can be accessed anywhere in the connected world. Shoppers can expect to browse and purchase goods on the Internet anytime, unlike traditional storefronts that have fixed opening hours. Shoppers can also purchase goods that are not available at their locality and are able to bypass restrictive import policies as the Internet allows shoppers to make purchases from vendors around the world. Furthermore, product variety, fast service and usefulness of e-shopping were three significant ways in which online shopping influenced people from all over the world.

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