

Internet Shopping in Malaysia: TAM Model Adoption

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ABSTRACT

To date, online shopping has rapidly growth and become well-known among Internet users in Malaysia. Online retailers and company also has used the Internet in order to promote their business, perhaps that is called as e-commerce, e-business, business to consumer or business to business. This study aimed to examine the relationship between three elements in Technology Acceptance Model (TAM) which comprises of Perceived Ease of Use, Perceived Usefulness and Perceived Enjoyment towards online shopping intention among students at a Higher Education Institution in Terengganu. A set of 306 questionnaires were distributed to the Bachelor Degree students in Universiti Teknologi MARA Terengganu. This study applies stratified random sampling. Pearson Product-Moment Correlation was used to identify the relationship of perceived ease of use, usefulness and enjoyment on intention to shop online. The findings showed that all three elements in TAM model (perceived ease of use, perceived usefulness and perceived enjoyment) have a relationship with behavioral intention to shop online among students. Thus, the findings also confirm all hypotheses. Perceived enjoyment was the most contributed factor that leads to intention to shop online among students. Hence, online retailers need to create a shopping website which contains the enjoyment and fun elements besides pay attention on other factors; perceived ease of use and perceived usefulness to elevate the level of consumer satisfaction and attract more consumers to visit their website.

KEYWORDS: TAM Model, Perceived Ease of Use, Perceived Usefulness, Perceived Enjoyment, Intention to Shop Online.

INTRODUCTION

E-commerce is a form of online channels marketing involved in non-store trading. Based on a report by Malaysian Communication and Multimedia Commission, the rate of Internet users growth in Malaysia has been rising rapidly from 3.5 million users in the early years 2000 to 14.7 million users in 2008 [8]. Moreover, users found that when they do virtual shopping, it is easier compare to visit from store to store, because they can compare the price of the things without leaving their home. Before making decision to buy, Internet seems helpful in seeking information instantly to compare goods, services or prices. In fact, the use of Internet helps consumers to do online shopping without concerning about the timing and places. They do not need specific time to do shopping because everything will be done through online [12].

Online shopping becomes trend among young people in Malaysia nowadays [11]. Young people are the one who frequently use the Internet especially for the students who are in the higher education institution. Based on the research made by [10], the majority of the respondents 43.8% with the age range between 20 to 25 years of age and about 1.1% were above 40 years old that use Internet to do online shopping in Malaysia. This indicated that young people in the range of 20 to 25 years are using Internet to make an online shopping. Social network site such as Facebook and blogs were part of communication technologies that serve as channels for retailers to sell their products and for the e-shopper to shopping through online. For example, the online retailer may use Facebook to promote and advertise their product due to easier to gain attention from many Facebook users.

Therefore, this study has been done in order to determine the relationship between Technology Acceptance Model (TAM) model which comprises of perceived ease of use, perceived usefulness, and perceived enjoyment and the intention to shop online among Bachelor Degree students at UiTM (Terengganu).

LITERATURE REVIEW

Technology Acceptance Model (TAM)

TAM is one of the models that were frequently used in order to predict the consumer behaviour towards online shopping. It explained attitudes towards information systems and predicts use intentions, adoption and is

the most broadly used theoretical system in information systems [1]. This model has been proven can also be employed as a theoretical base for electronic commerce adoption even though it is designed to understand the computer-based technologies acceptance in the workplace [3]. According to [5], there are two external variables that effect online shopping behaviour namely perceived usefulness and perceived ease of use. These two external variables of TAM model has been found to be the significant factors and the core predictors that affect consumer intention to use electronic commerce. As further proposed by [7], consumer behaviour is directly determined by behavioural attention, with the influence of consumer's attitude. According to [14], there is another variable that motivate consumer to engage in online shopping namely perceived enjoyment. Perceive enjoyment is the third external variable in TAM model that is believed to affect the consumer's online shopping intention and attitude [2].

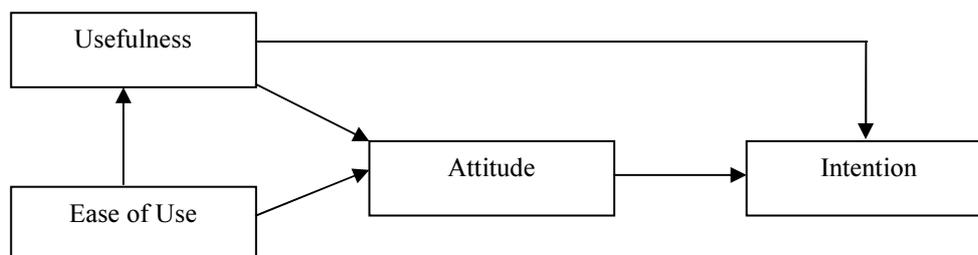


Figure 1: Technology acceptance model

Perceived Ease of Use of Internet to Shop Online

Perceived ease of use has been found to influence computer usage and Internet usage indirectly through perceived usefulness [5] and also perceived enjoyment [9]. Meaning that, if a particular system is difficult to use, then it will be perceived as less useful and less enjoyable. In the context of internet shopping, perceived ease of use is due to the fact that an internet user would inherently try to mould his or her perception of internet shopping based on his or her experiences in engaging in internet shopping and the ease in which the task was executed [12]. According to [4], findings of the study revealed that perceived ease of use is a vital antecedent in determining online consumer behaviour through behavioural attitude and behavioural control. It also indicates that consumers have positive intention to purchase online when cost reduction is offered.

Perceived Usefulness of Internet to Shop Online

As defined by [5], perceived usefulness is the degree to which a person believes that by using a particular system, their job performance can be improved. In [13] stated that, in the context of online shopping, perceived usefulness can be defined as the extent to which a consumer believes that online shopping allows them to acquire useful information, make ease of comparison shopping as well as help their shopping activities quicker. Based on past research studies, perceived usefulness is proven to positively associate with intention to purchase real items via Internet.

In [5] further stated that perceived usefulness affects usage of a variety of systems and has a concrete and significant relationship with the Internet usage and electronic commerce acceptance. For electronic shopping websites, consumers will use these sites more if they find the sites to be useful for them to shop online [10].

Perceived Enjoyment of Internet to Shop Online

Perceived enjoyment was introduced by Davis in the year of 1992. In [6] stated that perceived enjoyment can be defined as "the extent to which the activity of using the computer is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated". Consumers will feel enjoyment when they have fun in doing an activity especially they have fun in searching some web for online shopping.

Perceived enjoyment can be one of the intentions to do online shopping compared to offline shopping especially for those who have knowledge in using information technology to do shopping through the internet. In [13] indicates that it might be convenient, economic or enjoyable for those who are computer literate to engage in online shopping. When a consumer is enjoying using the Internet, it can make them feel satisfied towards what they have experienced of the Internet usage. It can give positive impacts of enjoyment that can make them have intention to do online shopping, plus will give them satisfaction on it.

METHODOLOGY

This correlational type of study assessed the relationship between perceived ease of use, perceived usefulness and perceived enjoyment towards the intention to shop online. Stratified random technique was applied in this study. For the purpose of collecting data, self-delivered and e-mail approaches have been used. A total of 350 questionnaires were distributed to the Bachelor Degree Students in UiM Terengganu with the return rate of 87%.

The questionnaire has five different sections including demographic section which focuses on items such as age, gender, faculty and semester of study. Section B was focused on the perceived ease of use towards using Internet to shop online. Section C was discovered on the perceived usefulness towards the usage of Internet to shop online. Section D was discovered on the perceived enjoyment towards using Internet to shop online. Meanwhile Section E consisted items to discover intention to use Internet to shop online. The questionnaire in section B, C, D and E was instructed in five point Likert-scale format, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. The data collected were analyzed using the Statistical Packages for Social Science (SPSS) version 17.0. The study used both descriptive and inferential statistics. The descriptive statistics include mean and frequency. The inferential statistics include Pearson Product-Moment Correlation Coefficient analysis.

Three hypotheses were developed:

H1: There is a positive relationship between perceived ease of use and intention to shop online among Bachelor Degree students at UiTM (Terengganu)

H2: There is a positive relationship between perceived usefulness and intention to shop online among Bachelor Degree students at UiTM (Terengganu)

H3: There is a positive relationship between perceived enjoyment and intention to shop online among Bachelor Degree students at UiTM (Terengganu)

The data collected were analyzed using the SPSS version 17.0. The study used both descriptive and inferential statistics. The descriptive statistics include mean and frequency whereas the inferential statistics include Pearson Product-Moment Correlation Coefficient.

FINDINGS AND DISCUSSION

The study intended to investigate the relationship between TAM model which comprises of three elements namely perceived ease of use, perceived usefulness and perceived enjoyment towards the intention to shop online among Bachelor Degree students at UiTM (Terengganu).

Pearson Product-Moment Correlation Coefficient was used to assess the relationship among variables (independent and dependent variables). Table 1 shows the result indicating that independent variables are statistically significant with the p-value of 0.000 at 0.01 significant levels.

Table 1: Correlation analysis (n = 306)

Variables	Mean	Standard Deviation	Pearson Correlation
Perceived Ease of Use	3.7745	.66	.659**
Perceived Usefulness	3.6250	.75	.767**
Perceived Enjoyment	3.6871	.73	.780**
Intention to Shop Online	3.6032	.81	

** Correlation is significant at the 0.01 level (2-tailed)

Perceived enjoyment in section D shows the highest Pearson Correlation with $r = .780$. Based on Guilford's Rule of Thumb, it indicates that perceived enjoyment has high correlation and marked relationship with the intention to shop online. Apart from that, perceived usefulness which represented in section C also has positive relationship with the intention to use Internet to shop online with $r = .767$ indicating that this variable also has high correlation and marked relationship with the intention to shop online. Perceived ease of use formed the lowest correlation with $r = .659$, indicated that perceived ease of use in section B has positive relationship with the intention to use Internet to shop online. Hence, the findings accepted the three hypotheses formulated for this study.

Based on the findings, it can be concluded that perceived ease of use, perceived usefulness and perceived enjoyment found to be the significant drivers of intention to use Internet to shop online which perceived enjoyment emerged as the main predictor. Hence, online retailers should not fail to notice the important of the element of fun and enjoyment when developing their website. Most university students who prefer to shop online expect to acquire endless pleasure through online shopping.

CONCLUSION AND RECOMMENDATIONS

This study examined the factors that influence intentions to use Internet to shop online among Bachelor Degree Students in UiTM Terengganu through the three variables (perceived ease of use, perceived usefulness and perceived enjoyment) of TAM framework developed by [4]. The findings generally supported the hypothesis derived from the model as well as previous research. Based on the findings, it was proven that all independent variables (perceived ease of use, perceived usefulness and perceived enjoyment) has a positive relationship with the dependent variable (intention to shop online) among Bachelor Degree students at UiTM (Terengganu). The findings of this study have discovered that perceived enjoyment has more positive and strongest relationship with the

intention to shop online. This is agreed upon by other literatures which supported the element of enjoyment in an online shopping environment is important and it has direct effect on consumer's intention to shop online. In conclusion, the analytical results of this study are consistent with the previous study made by a few researchers. The findings from the data analysis revealed that all three proposed hypotheses answered all the research questions.

A number of recommendations can be identified. The perceived enjoyment was found to be the most significant factor in this study. Therefore, online retailers should focus on the factors which will contribute to consumer's enjoyment and use it in order to increase their profit and attract more online shoppers. They need to spend more time and effort in order to identify which factors can lead to consumer's enjoyment and implement it in their website and also their services and product. Apart from that, online retailers also should consider other elements that can contribute online shoppers to shop at their website; perceived ease of use and perceived usefulness.

In addition to level of service and quality concerns, online retailer or company must also take into consideration other elements that facilitate consumer's purchasing process besides to have user-friendly website. Perhaps, by consider these entire factors, the number of consumer that visit their online stores would increase. The relationship between perceived ease of use and usefulness towards intention to use Internet to shop online will become stronger as individuals gain direct experience with the Internet. Individuals may found a website to be useful for them to do shopping when they trust the services provided in the website.

Several suggestions have been made if a study of this nature is to be carried out in the future. Further research should study other variables and elements that contribute to online shopper's intention to use Internet to shop online other than perceived ease of use, perceived enjoyment and perceived enjoyment in order to gain more knowledge about consumer's behavior. As only one institution is involved in this study, it limits the generalizability and exploration of the findings. Hence, it is vital for the future research to make a research from different institutions as well in order to diagnose the determinant factors that lead to consumer's intention to shop online. In addition to the distribution of the questionnaire, interviews need to be carried out in order to further strengthen the findings of the study.

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