

A STUDY ON CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING ON  
PENANG FAMOUS FRUIT PICKLES

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## DECLARATION

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I hereby declare that this Project Paper is the result of my own work, except for quotations and summaries which have been duly acknowledged.

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## ABSTRACT

Online shopping is no doubt the future trend. Online shopping on sectors such as fashion and accessories, electronic/electrical goods and books are growing in Malaysia. Many researches claimed that online shopping is still at the early stage of development in Malaysia and the potential for growth is inevitable. However, little is known about the acceptance of online shopping on localized products such as Penang famous fruit pickles and the factors which influence consumers' attitudes purchasing it online. The purpose of this study is to identify the potential of online sales on Penang fruit pickles by investigating consumers' attitudes towards purchasing Penang fruit pickles through online shopping as an alternative to visiting the physical shop. It also investigated the influence of factors (demographic profile, previous online shopping experience, perceived benefits, consumers' lifestyles, and perceived merchants' trustworthiness) towards attitude. In total 55 valid responses were gathered through self-administered questionnaire survey. The survey questionnaire consists of a total of 34 questions. The first 2 questions are for screening purpose to ensure only those who have either bought fruit pickles at any retail store before or at least like fruit pickles to take part in the survey. Pearson's Correlation and 1-way ANOVA were used to test hypotheses and determine the significance and degree of relationship between dependent and independent variables. The results and findings show that consumers exhibited positive intention to make an online purchase in future and attitude is positively and strongly correlated with behavioral intention. The study also concluded the perceived benefits of online shopping, perceived merchant's trustworthiness, consumers' lifestyle and consumers' prior e-commerce experience have direct influence on attitude. On the contrary, demographic profile, online shopping frequency and duration of daily internet usage found to have no impact on attitude. The research model applying Theory of Reasoned Action (TRA) can effectively be used to achieve the primary purpose of this study. Finally, future researches are suggested to improve the generalisability by selecting truly randomized and a larger sample size. The research should be conducted by inviting participants to take part in the survey through the actual website. The website should have been improvised with features that consumers prefer such as ease of transaction, security and trustworthiness.

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## LIST OF ABBREVIATIONS

ANOVA	Analysis of variance
CAGR	Compound annual growth rate
MBA	Master of Business Administration
OGS	Online Grocery Shopping
SMB	Small and medium-sized business
SPSS	Statistical Package for Social Science
TRA	Theory of Reasoned Action
UiTM	Universiti Teknologi MARA
UPM	Universiti Putra Malaysia

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of Study**

Online shopping as defined by Mastercard Worldwide Insights (2008) is the process of purchasing goods and services from merchants who sell over the internet. Generally, it is also known as internet buying, electronic shopping, online purchasing or internet shopping. Kim (2004) further defined internet shopping as examining, searching for, browsing for or looking at a product to get more information with the possible intention of purchase on the Internet. By looking at other perspective, Chiu et al (2009) considered online shopping as an exchange of time, effort and money for receiving products or services. Retailers see it as internet/online retailing, e-commerce or e-store/online store, which refers to “the sale of retail goods via online channels, valued at retail selling price” (Datamonitor, 2009). As such, there are various ways of defining online shopping and it may depend on which perspective we are looking at or interested in. Hence, the above-mentioned terms may be used interchangeably in this report.

Nowadays, online shopping has become the norm and consumers are adopting it as it has many advantages. On consumers’ perspective, online shopping provides low and transparent prices, comprehensive assortment of goods and services and a much more convenient shopping alternative that has eliminated such traditional shopping

inconveniences of squeezing through crowds, stuck in long queue at cashier counter, battling for parking spaces at a busy mall. On the other hand, retailers see it as a huge business opportunity to grab. According to Euromonitor (2012) in Tang & Tong (2013), Malaysia's Internet retail realized RM842 million in 2011 and will expect to post compound annual growth rate (CAGR) of 15% to reach RM1.7 billion in 2016. With Malaysian consumers shifting their shopping needs online, a lot of small and medium-sized businesses (SMBs) or even corporation are taking advantage of this opportunity by setting up their alternative e-commerce stores to better serve their customers' needs. For instance, SenHeng Electric, MPH Bookstore, Parkson, Tesco and Isetan all created internet retailing as an additional way for their customers to shop and as a marketing strategy to reach more potential customers (Euromonitor, 2013). However, many researchers still claimed that online shopping is still at the early stage of development in Malaysia (Paynter & Lim, 2001; Haque et al, 2006; Tang & Tong, 2013). According to ComScore (2009), the online retail (or total online spending in the retail industry) in Malaysia is the lowest compared to many other countries in Asia. The ranking in 2009 (in Asia) as follows: 1)Japan, 2)South Korea, 3)Australia, 4)Taiwan, 5)Singapore, 6)New Zealand, 7)Hong Kong, 8)China, 9)Vietnam, 10)Philippines, 11)India, 12)Indonesia and 13)MALAYSIA.

Although, the potential for growth in internet shopping is inevitable in Malaysia, understanding of what product has potential of online sales is critical. Many previous researchers have identified products characteristics and classifications influence the attitudes and intention to shop online. According to classical product information

economics Theory by Nelson (1974) in Tsang and Hsu (2009), goods can be classified into experience and search goods. This theory defines that the search goods are products dominated by product information attributes (or product specifications) which can be acquired electronically by perspective consumers prior to purchase (such as computers, compact discs, books, electronics & electrical items, games) whereas the experience goods are products dominated by information attributes that can only be appreciated after purchase and use such as clothes and groceries. Tsang and Hsu (2009) explained that experience goods require personal inspection prior to purchase and such information is often difficult to obtain electronically; it is likely that consumer's intention to shop online is lower for experience goods than search goods. However, Tsang and Hsu (2009) in a study found that experience goods induce more search efforts than search goods. It implied that experience goods can become "search goods" with the help of forums and blogs, perspective consumers may virtually experience other users' experiences without any cost prior to purchase. It also implied that the need for advertisements of experience goods may surpass that of search goods. On the other hand, Chiang and Dholakia (2003) concluded in earlier study that online shopping intention is higher when consumers perceive the product to be search goods than experience goods. Earlier study by Ian Phau, Poon, SM (2000) regarding Internet shopping in Singapore found that products and services that have a low outlay (expenditure), are frequently purchased, have intangible value proposition, and relatively high on differentiation are more likely to be purchased via the Internet. According to Lian and Lin (2008), different products types affect consumers' degree of acceptance of online shopping. It was concluded in a similar study by Dimitrios et al (2009) that consumer attitude towards online shopping is affected

mainly by the product in question. Moreover, a study by Korgaonkar et al (2006) also suggested that consumers' online patronage differed based on product type. However, Zuroni & Goh (2012) found that there is no significant difference in attitude towards online shopping among types of goods group.

The purpose of this study is to identify the potential of online sales on Penang fruit pickles. Just how much is known about the readiness and acceptance of consumers adopting online shopping on such product and the factors which influence consumers' attitudes purchasing it online. This study also examines whether demographic profile (gender, age, education level, income, residential area type), previous online shopping experience, perceived benefits, consumers' lifestyles, perceived merchants' trustworthiness influence consumers' attitude towards online shopping on Penang fruit pickles. It is impossible to cover all the potential factors. The intention is to figure out the most important and relevant factors which may highly affect the consumers' online shopping attitudes toward this specific product. The next chapter provides a review of relevant literature leads to formulation of needed research questions. It also covers the research framework and hypotheses underpinning this study. Chapter 3 outlines the research methodology and design. The results and findings are presented in chapter 4. A summary and conclusion, limitation, implication as well as recommendation are provided in the last chapter.

## **1.2 Problem Statement**

With increasing retail space rental and other operating cost, with declining sales and financial constraints, retailers have no choice but urgently need to find alternative to increase revenue. Online store can be one of the attractive solutions. Sulaiman et al. (2008) highlighted the fact that most companies use the Internet to cut marketing costs and to improve competitiveness. However, before venturing in it, it is important for retailers to understand clearly such online shopping opportunity. No success can be guaranteed. Setting up a portal site can be costly, time consuming, lead to wrong direction and a mere waste of many resources. When appropriate goods and services are offered through online channel, only then consumers will purchase them. One of the critical arguments here is there any way that can shed some lights on potential of online sales of a specific product? How many consumers are ready to buy online? The purpose of this study was to identify the potential of online sales on Penang fruit pickles. However, little information is known about Malaysian internet users' attitude towards shopping online on such product. Therefore, it is important to understand the attitudes of our consumers towards internet shopping and what are the factors that influence attitudes towards making make an online shopping decision.

## **1.3 Research Questions**

Research questions are posed to obtain the relevant information required to fulfill the objectives. The proposed main questions to be answered in this research are as follow:

- What are the attitudes towards online shopping intentions on Penang fruit pickles among Malaysian citizen?

- What are the factors influence their online shopping attitudes on Penang fruit pickles?

In specific, the research questions are broken down into the following:

1. Is there any relationship between consumers' attitudes and online shopping intentions
2. Is there any relationship between consumers' demographic profiles and attitudes towards online shopping on Penang fruit pickles?
3. Is there any relationship between perceived benefits (time, cost & etc) and attitudes towards online shopping on Penang fruit pickles?
4. Is there any relationship between prior e-commerce experience and attitudes towards online shopping on Penang fruit pickles?
5. Is there any relationship between consumers' lifestyles and attitudes towards online shopping on Penang fruit pickles?
6. Is there any relationship between perceived merchant trustworthiness and attitudes towards online shopping on Penang fruit pickles?

#### **1.4 Study Objectives**

In general, this study is to identify if there is relationship between attitude and online shopping intentions as well as the factors that influence consumers' attitude towards purchasing online Penang fruit pickles as an alternative to visiting the physical shop.

The specific objectives are:

1. To examine if there is any relationship between attitude and online shopping intention
2. To examine if demographic profiles influence consumers' attitude towards online shopping



3. To examine if the perceived benefits (time, cost, conveniences & etc) of online shopping influence consumers' attitude towards online shopping
4. To examine if prior e-commerce experience affect consumers' attitude towards online shopping
5. To examine if the consumers' lifestyle affect consumers' attitude towards online shopping
6. To examine if the perceived merchant trustworthiness influence consumers' attitude towards online shopping

### **1.5 Study Contribution**

In general, this study identifies consumer attitudes toward online shopping. It offers insight that helps to shed lights on the potentiality and future growth of online shopping on a specific product. The results of this study are useful for the local companies in Malaysia so that they can have a better understanding of the dynamic online markets before venturing into online retailing.

First of all, the result of the study can indicate that many other specific products can be marketed and sold through online channel under Malaysian context. Secondly, it is expected that result from this study can help online retailers to improve or change their business strategy to attract more consumers through online shopping under Malaysian context. Thirdly, retailers and consumers can make full use of the telecommunications infrastructure and management provided by our government. Finally, the results of this research could hopefully improve the general knowledge about online shopping and could become a reference to the future researchers.

## **1.6 Limitation of Study**

It is necessary to recognize the limitations of the current study. Firstly, since the survey was conducted on respondents who have bought fruit pickles at Penang before or who have visited any physical shop before to buy Penang fruit pickles or who at least like fruit pickles. The results should be interpreted with caution, particularly with respect to the generalization of research findings of Malaysian consumers as a whole. Next, the sample size itself is relatively small. To accurately evaluate Malaysian consumers' perceptions of online shopping on such product, a larger sample size is desirable. Thirdly, select a truly random sample. Fourth, there are others factors that could have affected the attitudes but were not included such as website design, price, ease of use of website, trust, security, mode of payment & etc.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Concepts and Theory**

According to Fishbein and Ajzen (1975) in Paul Dorresteyn (2007), a consumer's intention to engage in actual behavior is a better predictor of actual behavior than solely their attitude towards an object. Intention represents a person's conscious plan to exert effort to carry out a behavior (Eagly and Chaiken, 1993 in Albarq & Alsughayir, 2013). However, Fishbein and Ajzen (1975) in Paul Dorresteyn (2007) later found that attitudes do in fact influence a consumer's intention, which in turn influences their behavior. As such, Theory of Reasoned Action (TRA) model was developed by Fishbein and Ajzen (1975) by combining attitudes and intentions in a quest to predict behavioral intentions (the subjective probability that one will perform some behavior, Fishbein and Ajzen, 1975, p.288, in Paul Dorresteyn, 2007). Fishbein and Ajzen's behavioral intention model (1975) is popular in researches on how an individual's attitude toward online shopping will influence that person's behavioral intention (Shim et al, 2001 in Kim, 2004). In the model, Fishbein & Ajzen (1975) in Kim (2004) viewed attitude as a predictor of intention and finally actual behavior. Theory of Reasoned Action (TRA) claims that beliefs such as online shopping perceived benefits are completely mediated by attitude (Delafronz, 2009). In a study by Verhoef and Langerak (2001) in Delafronz (2009) using the TRA model concluded that beliefs had a significant influence on the intention to shop online through attitude.

## **2.2 Attitudes and Online Purchase Intention**

According to Chen (2009) in Mojtaba Nourbakhsh et al (2012), research on consumers' attitudes and behavior towards online shopping has been the main focus in e-commerce recently. This may be due to an individual's attitude towards consuming a product is one of the most important antecedents for predicting and explaining consumers' choices across products and services, including food products (Honkanen et al, 2006 in Voon et al 2011). In other words, understanding attitudes would shed lights on preferences and behaviors of individuals. Attitude as defined by Jung (1971) in Voon et al (2011) is a psychological construct which represents an individual's readiness to act or react in a certain way. Allport (1935) in Asiegbu et al (2012) defines attitude as a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related. According to Fishbein and Ajzen (1975) in Asiegbu et al (2012), attitude is a learned predisposition to respond or react in a consistently favorable (like) or unfavorable (dislike) manner with respect to a given object/situation. In a simpler definition, Pickens (2005) defines attitude as a mind-set or a tendency to act in a particular way due to both an individual's experience and temperament and the reactions/responses include the tri-component of feelings (emotions), thoughts (beliefs) and actions (behaviors). It is consistent with Gordon W. Allport (1935) in Wilson (2005), who theorized that the attitude-behavior relationship was not uni-dimensional as previously thought, but multi-dimensional. Allport viewed attitudes as complex systems made up of the person's beliefs about the object, his feelings toward the object, and his action tendencies with respect to the object. Peter et al. (2002) see attitude as a person's overall evaluation of a

concept and it can range anywhere on the continuum from extremely negative to extremely positive. Generally, attitudes are developed from personal experiences and learning with reality, as well as from information, from friends, sales people and news media. They are also derived from both direct and indirect experiences in life. In short, consumers' perceptions of the product and service would determine their readiness to accept and adopt the product and service or otherwise.

Many previous studies have investigated the influence of attitudes in the adoption of online shopping and indicated that attitudes is important in predicting online shopping intentions or behaviors. In the study by Delafrooz (2009) showed that the level of online shopping intention was relatively high and direction of attitude towards online shopping was positive among the postgraduate students in Malaysia. Jarvenpaa et al (2000) assessed consumers' intention to shop online indicated that consumers' intention to shop online (or willingness to buy in an internet shop) is positively associated with attitude towards internet buying, and influences their decision-making and purchasing behavior. Previous researches by George (2004) and Yang et al (2007) in Mojtaba Nourbakhsh et al (2012) have revealed attitude towards online shopping is a significant predictor of making online purchases and purchasing behavior. According to Shwu-Ing (2003), the group with more positive attitude towards online shopping should be the target market as attitude is believed to influence online purchase decisions directly. In particular, attitude serves as the bridge between consumers' background characteristics and the consumption that satisfies their needs (Shwu-Ing, 2003). According to Jahng et al (2001) in Na Li & Ping Zang (2002), in the context of online shopping, the first dimension of attitudes for

investigation is the consumers' acceptance of the Internet as a shopping channel. The second dimension for investigation is the consumer attitudes toward a specific Internet store (i.e., to what extent consumers think that shopping at this store is appealing). As such the proposed main hypothesis to be tested as follow:

**H1. There is positive significant relationship between attitude and online shopping intentions towards Penang fruit pickles**

According to Haque et al. (2006), the attitude towards online shopping is considerably negative among Malaysians internet users relatively, i.e. only approximately 30% showed positive attitude towards internet shopping. Therefore, it is also important to recognize that numerous factors precede attitude formation and change. The following sections explore the possible factors that influence online shopping attitudes in order to solve research question 2.

### **2.3 Demographic factors**

Demographic factors are common variables studied in online shopping related researches. As mentioned by Defeng, Bingchuan, and Li (2006) in Delafrooz (2009), attitude towards online shopping is influenced by demographic factors, such as gender, age and income. A study by Hashim et al (2009) among UiTM part-time students also concluded their chosen five demographic variables (gender, age, job designation, marital status and salary) are important determinants of online shopping behavior.

In terms of gender and education background, the study by Osman et al (2010) to examine the attitude towards online purchasing behavior among UPM students concluded that gender and education background have direct influence on attitude towards online purchasing behavior. Chua et al (2006) also concluded that university graduates in Malaysia are the highest users of online shopping. Haque et al (2006) concluded that only two factors, gender and family income have significant relationship with overall attitudes towards online shopping. The findings are consistent with earlier study which stated that men are more interested in using various types of technology in the shopping process (Monsuwe et al, 2004). Hence, men are found to be more positive about adopting online shopping. On the contrary, female shoppers are found to prefer using catalogs to shop at home. However, it is found once female showed preference in online shopping, they will shop more frequently online than their male counterparts (Burke, 2002 in Monsuwe et al, 2004).

With regards to income, consumers with higher household incomes intend to shop more online compared to lower income consumers. A reason for this is that higher household incomes are often positively correlated with possession of computers, Internet access and higher education levels of consumers (Lohse et al., 2000 in Na Li & Ping Zhang, 2002). Similarly, Kim et al (2000) found that consumers who have more disposable income are also more prone to purchase online. Case, Burns, and Dick (2001) in Na Li & Ping Zhang (2002) also concluded from a survey on a group of university students that internet knowledge, income, and education level are especially powerful predictors of Internet purchases among them. Swinyard and Smith (2003) also found that more highly educated

and higher income groups are more likely to buy online than the less well educated and lower income groups. Other studies also concluded that men were found to make more purchases (Stafford et al, 2004) and spend more money online (Susskind, 2004) than women. Moreover, a study by Haque et al (2007) also indicated that Malaysian males showed a more positive attitude towards internet advertising compared to females. According to Slyke et al (2002), men's perceptions on online shopping were more favorable than those of female consumers although Alreck and Settle (2002) found that there was no difference in term of gender and age. In general, all these findings add to proofs and knowledge regarding gender theory in internet use (Bimber, 2000).

In regard to age, it is common view that the younger users spend more time on the Internet than older users and that younger users are also more knowledgeable about the Internet or technology savvy in general. Hence, it is believed that younger age group should be more frequent online shoppers by default. A research by Sulaiman et al (2008) in the study of e-ticketing trends among urban communities particularly in Kuala Lumpur, revealed that online ticket purchasers are the young, educated and with higher income bracket. However, a more recent study by Osman et al (2010) also concluded that age has no significant relationship with attitude towards online purchasing behavior among UPM students in Malaysia. In contrast, Joines et al (2003) reported that younger respondents were more likely to shop online. Swinyard and Smith (2003) also concluded that online shoppers are younger. However, Zuroni & Goh (2012) revealed that there is no significant difference in attitude towards online shopping among age group in Ipoh.



In term of geographical location or residential area type, for consumers who have to travel large distances to physical shop to get the services/products needed, shopping on the Internet is a viable alternative to overcome this “geographical distance”. The review by Monsuwe et al (2004) shows that attitude toward online shopping and intention to shop online is also affected by geographical distance which is classified as situational factors. Garnett (2010) found that geographical location affect online shopping behavior with majority like to shop at physical shops. However, some respondents living in big cities show preference to shop online. The above-mentioned findings lead to the following Hypothesis:

**H2: There is positive significant relationship between the demographics profiles (Residential area type, gender, age, level of education, income) and the attitude towards online shopping.**

## **2.4 Perceived Benefits**

The perceived benefits of online shopping in relation to traditional store shopping are believed to be one of the main encouraging factors in the adoption of this emerging shopping channel by consumers. An individual’s choice of behavior is based on the probability that an action will result in a specific consequence. The process of consumers’ decision-making on online shopping relates to the consequences or experiences and satisfaction they perceive while shopping. Analysis by Limayem et al. (2003) found that perceived consequences significantly affect an individual’s attitude and intention to shop online. In other words, an individual may adopt online shopping if he/she perceives benefits (positive consequences) or otherwise if he/she perceives some important

negative consequences. The finding is consistent with Kurnia & Jenny Chien (2003) who found that the perceived usefulness and perceived ease of use positively affect the attitude towards using Online Grocery Shopping (OGS) and this attitude, in turn, influences the Behavioural Intention and the actual usage of OGS.

Alreck and Settle (2002) found that internet shopping was viewed as saving more time than traditional ways of shopping and hence it is considered as attractive. The Malaysian Internet users conducting online shopping seek benefits such as cost saving, convenience, cheaper price, a way to easily search for information, and a 24-hours services (Zuriahti Azura, 2010). Delafrooz et al (2009) concluded that consumers' perceived benefits are highly and significantly correlated with attitude toward online shopping among Malaysian university students. It is consistent with earlier study (Vijayasathya and Jones, 2000) that found internet shopping benefits was significantly associated with attitude toward online shopping and intentions to shop online. Findings by Forsythe et al. (2002) showed a positive and highly significant relationship between perceived benefits of Internet shopping and both frequency of shopping and amount spent online. The recent study by Shaheen Mansori et al (2012) regarding the influence of generation X & Y on E-Shopping intention in Malaysia concluded that perceived benefits is one of the factors significantly influenced online shopping intention. In contrast, in an earlier study by Razinah et al (2009) regarding Malaysian part-time students' benefit perception on online shopping, the result showed that part time students are still skeptical to shop online although they are more prone to time-constraint. Their attitudes towards online shopping channel are rather not encouraging at all.

Within the online shopping context, the consumers' perceived benefits are the sum of online shopping advantages or satisfactions that meet their needs or wants (Shwu-Ing, 2003). According to Shwu-Ing (2003), consumers' benefits perception comprised convenience, selections freedom, information abundance, homepage design and company name familiarity which have a significant relationship with attitude toward online shopping. Consumers usually compare the perceived benefits between shopping channels. The main motivation to shop online is that it is more convenient than to shop at traditional physical store (Delafrouz et al, 2009). In addition, Hasan and Rahim (2004) also found that convenience variable is significantly related to the purchasing behavior through cyber ads. Some other advantages or benefits are listed in table 1.

<i>Reasons</i>	<i>Percent (Base: 1007)</i>
Saves time/ Convenience	78%
Better prices	51%
More selection	43%
Easier shipping	40%
Ability to find a more personalized gift	28%
More information available about the products	20%
Other	8%

**Table 1: Online Holiday Purchases to Grow Despite Growing Security Concerns.**  
**Source: McGann, ACNielsen Research, November 30th 2004 (in Chua et al, 2006).**

Therefore, understanding how consumers perceive benefits of online store is important in choosing and making a purchase decision. Thus, the following hypothesis is proposed.

**H3. There is positive significant relationship between the online shopping perceived benefits and the attitude towards online shopping.**

## **2.5 Prior E-commerce/online shopping experience**

Balance theory suggests that people tend to develop positive attitudes towards those with whom they have some prior association (Jarvenpaa et al, 2000). In term of online shopping, according to Jarvenpaa et al (2000), a consumer's past experience in online shopping might have generated knowledge and consequences that reinforce the consumer's behavior and shape and moderate the consumer's beliefs, attitudes, and willingness to shop in Internet stores. Shim et al (2001) conducted a similar study few years later but focus on intentions (Online Prepurchase Intentions Model) found that there are direct and indirect relationships between two antecedents (attitude toward Internet shopping and previous Internet purchase experience) and Internet purchase intention. According to a literature review by Ana Teresa Machado (2005) regarding the drivers of shopping online, concluded that prior online shopping experiences have a direct impact on Internet shopping intentions. Similarly, Monsuwé et al (2004) also reviewed researches on what drives consumers to shop online concluded that satisfactory previous experiences decreases consumers' perceived risk levels associated with online shopping but only across low-involvement goods and services. The findings are consistent with earlier researches by Shim et al. (2001), who also concluded that consumers that evaluate positively the previous online experience are motivated to continue shopping on the Internet. Limayem et al. (2003) found that online shopping experience was the factor with the second highest effect size upon attitude toward online shopping. In Malaysian context, Haque et al (2006) concluded that customers who experienced shopping a product or they were satisfied previously, have stronger confidence to do online shopping in future. Mohd Suki & Ramayah (2006) also found that online experience have a

significant impact on online shopping among MBA students in Malaysia. It is consistent with a more recent finding by Zuroni & Goh (2012) which revealed there is a significant relationship between e-commerce experience and attitude towards online shopping among the respondents in Ipoh. This can be explained as suggested by Syed Shah Alam et al (2008), when individuals have more experience with online buying, information gained from experience over time undoubtedly has the potential to modify future intentions of online buying.

All the above-mentioned findings are consistent with traditional attitude-behavior models (Eagly & Chaiken, 1993) which asserted that past behavior is a predictor of future behavior. However, in contrast, if the past experiences are judged negatively, consumers may become reluctant to perform any online shopping in future. As such, online retailers must take good care of the online customers so that they may return for future online purchases. Thus the following hypothesis is proposed:

**H4. There is positive significant relationship between prior e-commerce experience and the attitude towards online shopping.**

## **2.6 Consumers' lifestyles**

Consumers' lifestyle is defined as a person's pattern of living (Shwu-Ing, 2003). Kim et al (2000) found a consumer whose lifestyle is more net-oriented will perceive more benefits and fewer risks to online shopping. Similarly as concluded in their study, consumers who are more time-oriented will perceive more benefits to buying goods online than less time-oriented ones. The consumers' lifestyles of interests here refer to the use internet as a routine tool to receive and send e-mails, to do their work, to read news,

to communicate with friends & family, to search information, for recreational purposes and etc. Haque et al (2006) found that weekly internet use among Malaysian internet users have significant relationship with their overall attitude towards online shopping. However, in contrast, Razinah et al (2009) found that Malaysian part-time students are not in favor of online shopping although they are expected to be occupied with working and studying life concurrently. Similarly, Zuroni & Goh (2012) found that there is no significant relationship between hours spent on internet and attitude towards online shopping among the respondents in Ipoh. On the other hand, there are several previous researchers who have suggested that habit affects attitudes about shopping online (Limayem et al, 2000 in Norzieiriani et al, 2010). Similarly, Mahmood et al. (2004) also suggested that lifestyle characteristics play an important role in customer buying behavior. Furthermore, Chu and Lee (2007) viewed consumers' lifestyles and characters as important factors that determine the success or failure of an online store. They suggested that in order to run a shopping web site effectively, online retailers should be acquainted with consumers' lifestyles and characters, and design the online shops that suits the consumers' diversified lifestyles. Hence, the following is proposed:

**H5. There is positive significant relationship between consumers' lifestyle and the attitude towards online shopping.**

## **2.7 Perceived merchant trustworthiness**

Many previous researches found consistently that trust is a significant factor that influence online buying (Gefen, 2002; Koufaris and Hampton-Sosa, 2004; Koufaris and Hampton-Sosa, 2002 in Syed Shah Alam et al, 2008). Jarvenpaa et al (2000) believed that

trust is associated with lower perceived risk of shopping at the website. In addition, they posited that the level of trust was also positively related to the attitude toward the online store. As such, online stores that are able to create a sense of trustworthiness among customers may affect their willingness to patronize their online stores. Furthermore, they suggested that trust is affected by variables such as the consumer's perceptions of the size and reputation of the store where the larger the store's size, the more likely the consumer might associate a favorable reputation with the store. Similarly, stores having favorable reputations might attract more business than stores offering similar merchandise and prices, but not having favorable reputations. In addition, according to Dirk Van den Poel and Wouter Buckinx (2004), customers who recently purchased a product they are more likely to do next purchase online than whom intent to shop a product for first time. Haque et al (2006) believed that familiarity and confidence are two important factors influencing e-shopping preference and potential of online sales in Malaysia and it is also claimed as such by many other previous researches. It is consistent with a study by Chua et al (2006) who concluded that online consumers in Malaysia still lack confidence and trust in utilizing the Internet as a shopping channel. According to Mohd Suki (2006), Malaysian internet users are attracted to the Internet pull factors such as user friendliness and reliability of the products or services offered through the Internet regardless of years of usage on the Internet. Syed Shah Alam et al (2008) also found website reliability influence Malaysian young consumers' perceptions of online shopping. Therefore, the following is hypothesized:

**H6. There is positive significant relationship between merchant's trustworthiness and the attitude towards online shopping.**

## 2.8 Conceptual Framework

The development of the conceptual framework was based on the behavioral intention model or the theory of reasoned action (TRA) (Fishbein and Ajzen, 1975). From the literature review, five variables/factors with corresponding hypotheses are derived and they are integrated to form the research model as shown in figure 1. The variables/factors are demographic profiles, perceived benefits/value added, previous online purchasing experience, consumers' lifestyle, perceived merchants' trustworthiness. From the research model outline, it is clear that the aims are to investigate the relationship between attitudes and intentions, the relationship between the chosen factors and attitudes towards online shopping on Penang fruit pickles.

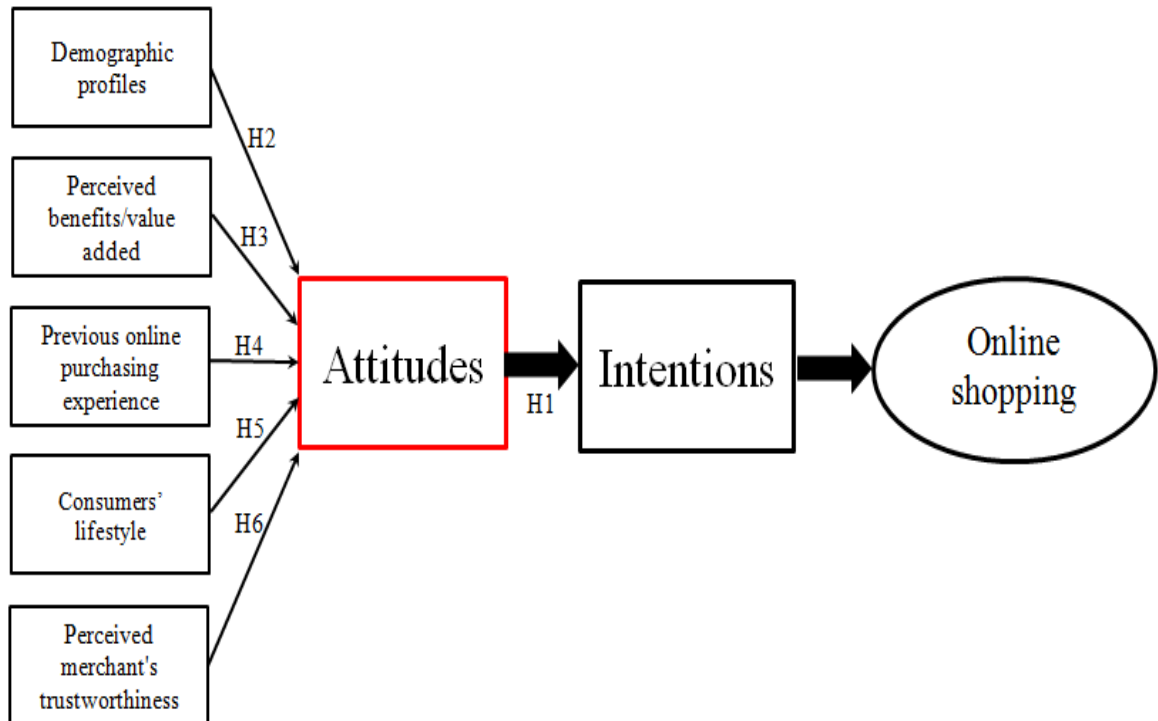


Figure 1: Research model



## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 Research Design & Method**

The research method used in this study is a descriptive type using quantitative survey method. The main purpose of the study is to find out the relationship between variables, i.e. attitude versus online purchase intention, attitude versus chosen factors (demographic, perceived benefits, previous online purchase experiences, consumers' lifestyles, and perceived merchant's trustworthiness). As such, it is also a correlational research in an attempt to determine the extent of a relationship between two or more variables using statistical data and analysis. The scope is to find out the relationships between or among variables by interpreting data, looking for trends and patterns in data. It is not the aim of this study to establish cause and effect for them. As such, there is no manipulation of variables at all. Data, relationships, and distributions of variables are collected, observed and analyzed only in their natural setting.

#### **3.2 Sample and Sampling Procedures**

The targeted respondents for this study consists of internet users who may or may not know how to make an online purchase, who possibly have made one recently or are willing to make one in the future. The scope of potential respondents is looking for those who have bought fruit pickles at any retail store before or who at least like fruit pickles.

This study uses the convenience sampling method, i.e. by using any subjects that are available to participate in the study. In other words, it means surveying friends, customers that patron the shops buying fruit pickles. Another source of getting respondents from other states beside Penang is by surveying acquaintances through the Facebook account (JerukAsli Kok Joon). Although this sampling method adopted has limitations in terms of generalisability, it is assumed that the sample may be able to represents the population of Internet users in Malaysia. This is because the sampling procedure that has been used in this study was also a purposive sampling as this study has chosen respondents who are internet users and who like fruit pickles or has experience buying fruit pickles at any retail shop.

### **3.3 Instrument**

The main instrument for this study is a self-administered questionnaire for primary data collection to answer the research questions and objectives pertaining to online shopping on Penang fruit pickles. The questionnaire is available in both English and Malaysia language for flexibility reasons especially to cater for respondents with minimal English proficiency. The questionnaires are carefully selected from previous literatures and also from survey websites (such as [www.surveymonkey.com](http://www.surveymonkey.com); [www.valuedopinions.com](http://www.valuedopinions.com)) related to consumers' attitudes towards online shopping. Some of the questionnaires are adapted to suit the context of this survey so as to meet the requirements and objectives of the research. The survey design, questionnaire format and outline are powered by SurveyMonkey. The Snap shot of survey data base powered by SurveyMonkey is captured in Appendix F. The survey can be taken online where the survey link is

generated by SurveyMonkey and participants just need to click the link which will lead them to the survey. Prior to the main body of the questionnaire, there are 2 screening questions (Appendix A). The purpose of the screening questions is to ensure only those who have either bought fruit pickles at any retail before or at least like fruit pickles to take part in the survey. Any respondent who answer “yes” to any one of the screening questions, will be prompted to take part in the remaining of the questions. Those who answer “no” to both of the screening questions are not suitable to take part in the survey.

The main body of the questionnaire contains a total of 32 questions and is divided into 3 sections, i.e. Section A, B and C (as in Appendix A) where each of which contains questions pertaining to different parts of the study. Section C consists of 7 questions which require respondents to answer questions about their socio-demographic background: Geographical location, gender, age, level of education, income, ethnic group (for information only). Part A consists of 6 closed-ended questions and is about attitudes (4 questions) and intentions (2 questions) towards online shopping. Part B consists of a total of 19 closed-ended questions and they are about the independent variables (perceived benefits, lifestyles, previous online purchase experience, and perceived merchant’s trustworthiness). More details regarding questionnaire as follow.

### **Section A – Attitude and intention towards online shopping**

Attitude measurement involves locating someone's position on an affective continuum ranging from very positive to very negative towards an attitudinal object. According to Teo, S.H. (2002), attitudes towards e-commerce or online shopping can be measured by

asking consumers to evaluate the concept of interest. Common techniques used in business research to determine attitude include rating, ranking, sorting and the choice technique. In this study, rating technique is employed by using a fivepoint Likert scale (1=strongly agree, 2=agree, 3=neutral, 4=disagree, 5=strongly disagree). There are 2 positive statements that have been adopted and adapted from various sources to measure the attitudes towards online shopping directly and indirectly related to Penang fruit pickle. Q3 and Q4 assess how the respondent think about the idea of using internet to purchase fruit pickles online and if online channel provides them valid way of getting fruit pickles that are not available at their place. Concurrently, there are also 2 negative statements (Q5, Q6) that measure respondents' attitudes towards traditional way of shopping. Q7 and Q8 are for measuring intention. Q7 assess the likelihood that respondent will purchase fruit pickles in near future whereas Q8 try to understand if there is any possibility that respondent might make any purchase on fruit pickles in future.

### **Section B – Factors influencing consumers' attitudes to shop online**

This part of the questionnaire will cover the questions relating to factors influencing consumers' attitudes to shop online on Penang fruit pickles. From Q9 to Q13, respondents were asked to indicate how much they agree or disagree with Internet shopping for fruit pickles would provide them benefits such as the convenience of shopping without leaving home, shopping can be done at anytime, shopping can be done more quickly, shopping that can reduce costs and shopping can eliminate the hassle of traditional shopping.

Q14 to Q15 are to assess if known website or trustworthy online fruit pickles store would affect their attitude and intention to make a purchase through internet. Q16 to Q21 try to understand respondents' experience with online shopping. Q16 assess if respondent has bad experience through internet purchase such as product was damaged at the point of receipt and no replacement made, loss shipment & etc. Q17 & Q18 assess the likelihood that respondents experiences in searching and purchasing any other products would affect their attitude. Q19 & Q20 assess if respondents' satisfaction with previous online shopping might affect their attitude. Q21 try to understand if the frequency of making online purchase has any impact on the attitude. Q22 to Q27 try to collect data regarding respondents' internet usage and lifestyle that might influence their attitude. The respondents were asked in Q22 & Q23 to indicate how much they like/dislike to browse and preview products on the internet. Q24 asked respondent to indicate if they frequently watching online advertisements for sale announcements. Q25 and Q26 asked respondents to indicate if shopping on the internet their favorite leisure activity and if they enjoy buying things through internet. Q27 assess how many hours respondents spent every day using internet, i.e. the more the hours, the more positive effect or otherwise. The references for all questions in section A and B is well documented in Appendix B.

### **Section C – Demographic profiles**

This section examines whether demographic profile could influence the consumers' attitude towards online shopping behavior. Five demographic profile variables that could be linked to attitude were chosen: gender, age, education level, income and geographical location. Questions to collect demographic data is purposely separated from the other

independent variables and placed at the last section of the questionnaire. This is because it includes personal and sensitive question such as income and there is a risk that respondent can terminate the survey at early stage if it was placed in front portion of the questionnaire. In addition, it is also common to put such easy questions at the end of the survey as usually respondent will lose focus after answering 17 questions in the first section (Grossnickle, 2001 in You Qinghe et al, 2014).

### **3.4 Data Collection**

Primary data collection method in the form of self-administrated questionnaire is chosen to collect inputs from respondents. Respondents are required to answer all questions in the questionnaire. The questionnaires are distributed to the target respondents by sending the survey link to respondents through email and facebook so that they can take the survey online and their responses will be recorded directly in the database of SurveyMonkey website for analysis later. In addition, hardcopy questionnaire is also printed and distributed to potential customers to collect the primary data for analysis. There were altogether 40 handout distributed, 300 invitations through email sent and around 200 invitations through facebook. Only 55 valid responses were collected within 3 weeks and there were also 15 incomplete responses which have been discarded. In addition, those responses collected through handouts will be transferred to the SurveyMonkey database by manually keying in the data to be recorded in the database. SurveyMonkey database is useful as it can calculate and generate basic descriptive analysis such as percentage, mean and frequency. In addition, the data can be exported to

excel file format that can be utilized easily in SPSS for Cronbach's alpha, Pearson correlation analysis and ANOVA analysis.

### **3.5 Pre-test**

Prior to the actual survey, a pre-test was carried out. According to Kim (2004), a pre-test of questionnaire is to ensure that the questionnaire items are readable and in logical arrangement. Furthermore, a pre-test may also help to ensure that the items are understandable and suit the study's objectives (Osman et al, 2010). These can be achieved by collecting feedbacks, suggestions and comments from pre-test respondents. Feedbacks, suggestions and comments are later evaluated and incorporated into the questionnaire if suitable. The chosen pre-test respondents are close friends who can give genuine and constructive feedback and provide further discussion for improvement later. A total of 4 pre-test respondents are chosen for the above-mentioned purpose. 2 respondents took the English version questionnaires and the other 2 for Bahasa Malaysia version.

### **3.6 Data Analysis**

The data collected from the questionnaire is analyzed using Statistical Package for Social Sciences (SPSS for Windows version 21). Three main analyses are performed, i.e. descriptive analysis, 1-way ANOVA and Pearson's Correlation Analysis. First of all, descriptive analysis is conducted on the data collected by using analytical tools such as frequency, percentage, mean to measure the central tendency of the sample and standard deviation to measures the variability or dispersion of the sample distributions. According

to Cao and Mokhtarian (2005) in Ivonne Chan et al (2012), descriptive analysis is showing what happened for a particular sample at a particular time, which provides a clear picture of observed behavior. Secondly, since this study also involves testing of hypothesis, a correlation analysis is conducted to investigate the specific hypothesis about whether the selected variables (factors) affect the dependent variable (attitude towards online shopping intention). According to Cao et al (2005) in Ivonne Chan et al (2012), correlation analysis can be used to explore the strength or degree as well as direction (positive or negative) of the relationship between independent and dependent variables. Hence, Pearson Correlation is used to achieve the purpose in this study. Lastly, 1-way ANOVA is used to analyze the significance and relationship between categorical independent variable and the dependent variable.

### **3.7 Validity and Reliability**

According to Fisher (2007) in Muhammad Umar Sultan and MD Nasir Uddin (2011), validity is the statements that are designed in real terms measure what is actually meant to measure. As most of the research questions are being adopted from previous literature conducted in the area of consumer attitude towards online shopping which are believed to have confirmed the validity automatically. The reliability of each construct was measured with Cronbach's alpha. In general, the desire alpha value for a construct is at or greater than 0.7 for it to be considered reliable (Pallant, 2001 in Kurnia & Jenny Chien, 2003). However, for this study, an alpha value of approximate at 0.5 or greater is considered acceptable. Thus, all constructs in the research model are considered reliable as shown in table 2.



Reliability Statistics			
Construct	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
Attitude	.658	.683	2
Intention	.842	.842	2
Perceived benefits	.750	.751	5
Perceived reputation	.491	.491	2
Experience	.689	.714	5
Lifestyle	.711	.708	5

**Table 2: Internal Consistency Reliability Test**

However, the 2 negative statements (Q5, Q6) that measure respondents' attitudes towards traditional way of shopping were dropped for further analysis as the Cronbach's Alpha value is way below 0.5 as shown in table 3 and considered not reliable at all.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.397	.399	2

**Table 3: Internal Consistency Reliability Test for negative statements (Q5, Q6)**

## CHAPTER 4

### RESULTS

#### 4.1 Introduction

The data analysis is divided into two sections. The first section consists of descriptive statistics that were used to study the demographic characteristics, online shopping frequency, daily internet usage rate and the mean and standard deviation of each variable or construct. The second section consists of hypotheses testing using Pearson's correlation and 1-way ANOVA analysis.

#### 4.2 Descriptive Statistics

##### 4.2.1 Demographic Profile of the Respondents

The composition of respondents are quite balance with respect to gender. Out of total of 55 respondents, male respondents comprise 50.9% and female respondents comprise 49.1% as shown in figure 2.

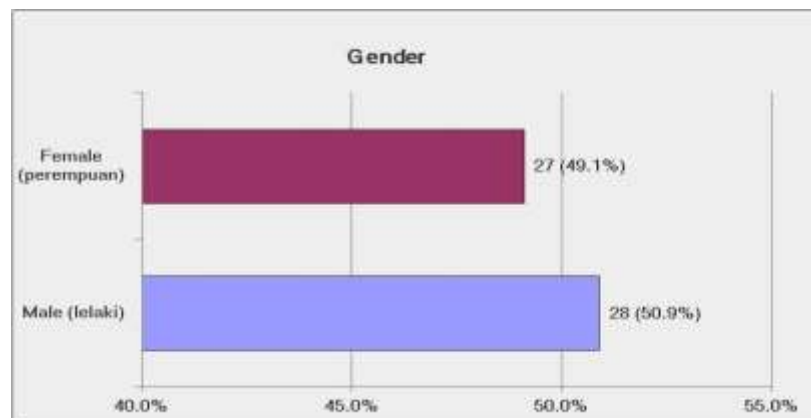


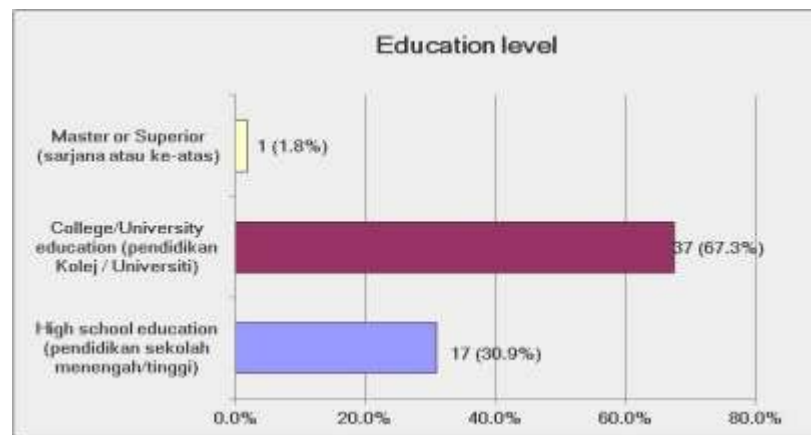
Figure 2: Gender Composition of respondents

As for the age group, there are total 8 categories. In general, the respondents are mostly younger and from the first 4 age-groups which made up of 80% of the total respondents, i.e. 27.3% belong to age group 21 – 25, and 21.8% fall under age group 31 – 35, followed by 26-30 (16.4%) and 20 years & below comprises 14.5%. The breakdowns of the respondents' age group as in table 4.

<b>Age group (kumpulan umur)</b>			
<b>Age Group</b>	<b>Response Percent</b>	<b>Response Count</b>	<b>Cumulative Frequency</b>
20 years & below (20 tahun & ke bawah)	14.5%	8	14.5%
21 - 25	27.3%	15	41.8%
26 - 30	16.4%	9	58.2%
31 - 35	21.8%	12	80.0%
36 - 40	7.3%	4	87.3%
41 - 45	3.6%	2	90.9%
46 - 50	7.3%	4	98.2%
51 years and above (51 tahun ke atas)	1.8%	1	100.0%
<b>Total</b>	<b>100%</b>	<b>55</b>	

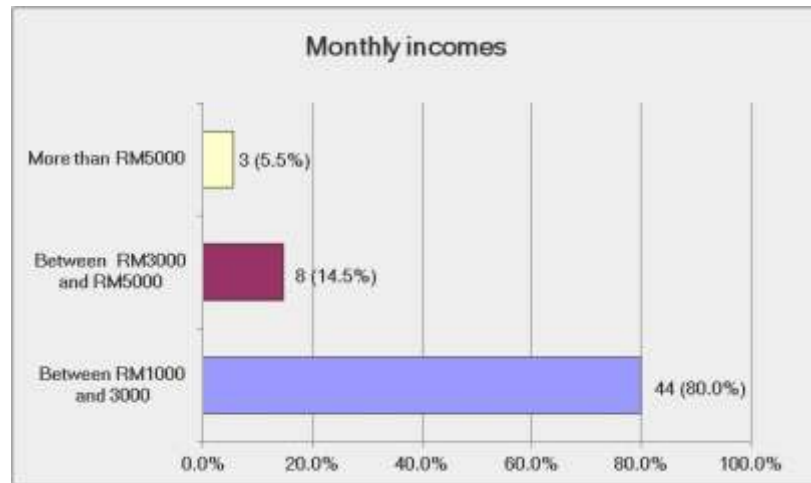
**Table 4: Respondents' age group**

In terms of education, the majority of respondents went through higher education (67.3%) followed by 30.9% with high school education as shown in figure 3.



**Figure 3: Respondents' education level**

The respondents' income in the range of RM1, 000 to RM3, 000 was the highest in this study which made up 80% of the total respondents. Only 14.5% and 5.5% of the respondents have a salary ranging between RM3, 001 to RM5, 000 and above RM5, 001 respectively as illustrated in figure 4.



**Figure 4: Respondents' monthly income range**

In table 5, it shows that most of the respondents are Malay which comprises 70.9% or 39 respondents, followed by Indian, 12.7% or 7 respondents; Chinese and Kadazan Dusun, each with 5.5% or 3 respondents respectively. The majority Malay respondents are most suitable for this study as the major customer in this fruit pickles market are from the Malay ethnic group.

Ethnic group	Response Percent	Response Count
Malay	70.9%	39
Chinese	5.5%	3
Indian	12.7%	7
Iban	1.8%	1
Kadazan-Dusun	5.5%	3
Others (lain-lain)	3.6%	2
<b>Total</b>	<b>100.0%</b>	<b>55</b>

**Table 5: Respondents' ethnic group**

As for the residential area type, respondents from urban and sub-urban area each comprise 40% respectively. There is also 20% from rural area as shown in table 6.

Residential area type	Response Percent	Response Count
Urban (bandar)	40.0%	22
Sub-urban (pinggir bandar)	40.0%	22
Rural (luar bandar)	20.0%	11
<b>Total</b>	<b>100.0%</b>	<b>55</b>

**Table 6: Respondents' residential area type**

In terms of location, respondents from Kelantan made up the biggest portion with 43.6%, followed by Selangor (10.9%), Pahang (9.1%), Penang (9.1%) and other locations are tabulated in table 7.

Location	Response Percent	Response Count
Perlis	0.0%	0
Kedah	5.5%	3
Perak	1.8%	1
Pulau Pinang	9.1%	5
Kelantan	43.6%	24
Pahang	9.1%	5
Terengganu	3.6%	2
Melaka	0.0%	0
Negeri Sembilan	0.0%	0
Johor	5.5%	3
Selangor	10.9%	6
Sabah	5.5%	3
Sarawak	0.0%	0
Wilayah Persekutuan (K.L)	5.5%	3
Wilayah Persekutuan (Labuan)	0.0%	0
<b>Total</b>	<b>100%</b>	<b>55</b>

**Table 7: Respondents' location**

#### **4.2.2 Online Shopping Experience – frequency of online shopping**

From table 8, it is obvious that majority (87.4% or 48 respondents) of the respondents have performed online shopping at least once in a year. From the 5 categories of online

shopping frequency, category 1-3 times per year has the most respondents (36.4% or 20 respondents), followed by less than once per year (25.5% or 14 respondents) and once per month (18.2% or 10 respondents). Nevertheless, there are 12.7% or 7 respondents do not shop online before.

<b>Frequency of online shopping</b>	<b>Response Percent</b>	<b>Response Count</b>	<b>Cumulative Frequency</b>
(e) Very often (once per week) (kerap: sekali seminggu)	7.3%	4	7.3%
(d) Often (once per month) (Selalu: sekali sebulan)	18.2%	10	25.5%
(c) Seldom (1-3 times per year) (Jarang: 1-3 kali setahun)	36.4%	20	61.9%
(b) Rarely (less than once per year) (Jarang-jarang: kurang daripada sekali setahun)	25.5%	14	87.4%
(a) Never (tidak pernah)	12.7%	7	100%
<i>Total</i>	<i>100%</i>	<i>55</i>	

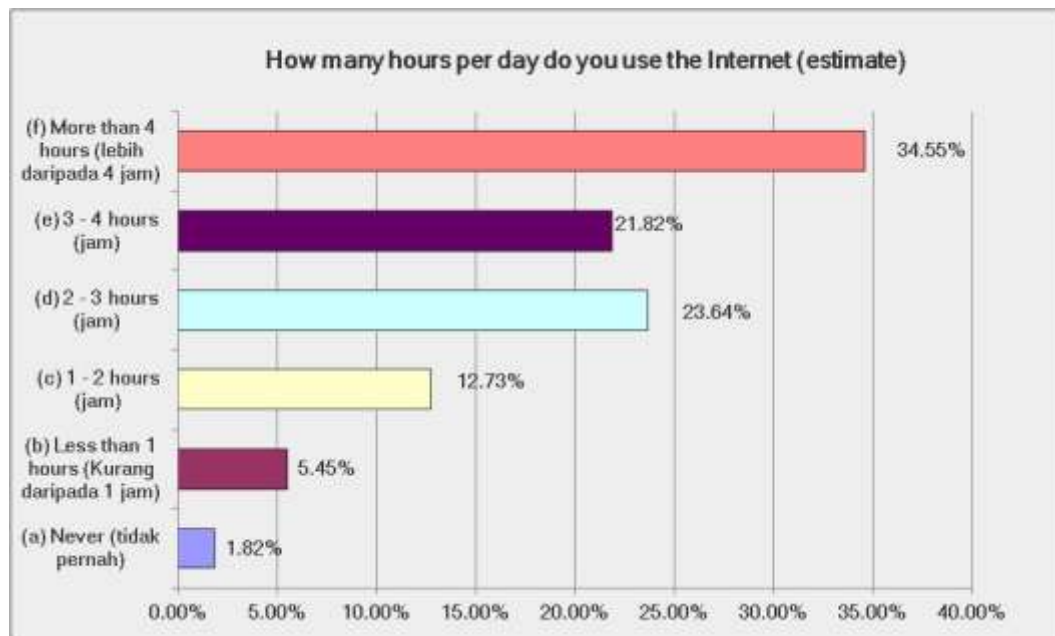
**Table 8: Respondents' online shopping frequency**

#### **4.2.3 Lifestyle – daily internet usage rate**

The data shows that most respondents are very active using internet daily. In other words, as shown in table 9, 80% of the respondents spent more than 2 hours per day using internet for various purposes. The daily usage rate of more than 4 hours has the highest number of respondents (34.55%) as depicted in figure 5, followed by 2 – 3 hours (23.64%) and 3 – 4 hours (21.82%).

How many hours per day do you use the Internet	Response Percent	Response Count	Cumulative percentage
(f) More than 4 hours (lebih daripada 4 jam)	34.55%	19	34.55%
(e) 3 - 4 hours (jam)	21.82%	12	56.36%
(d) 2 - 3 hours (jam)	23.64%	13	80.00%
(c) 1 - 2 hours (jam)	12.73%	7	92.73%
(b) Less than 1 hours (Kurang daripada 1 jam)	5.45%	3	98.18%
(a) Never (tidak pernah)	1.82%	1	100.00%
<b>Total</b>	<b>100%</b>	<b>55</b>	

**Table 9: Respondents' daily internet usage rate**



**Figure 5: Respondents' daily internet usage rate**

#### 4.2.4 Mean and standard deviation of construct

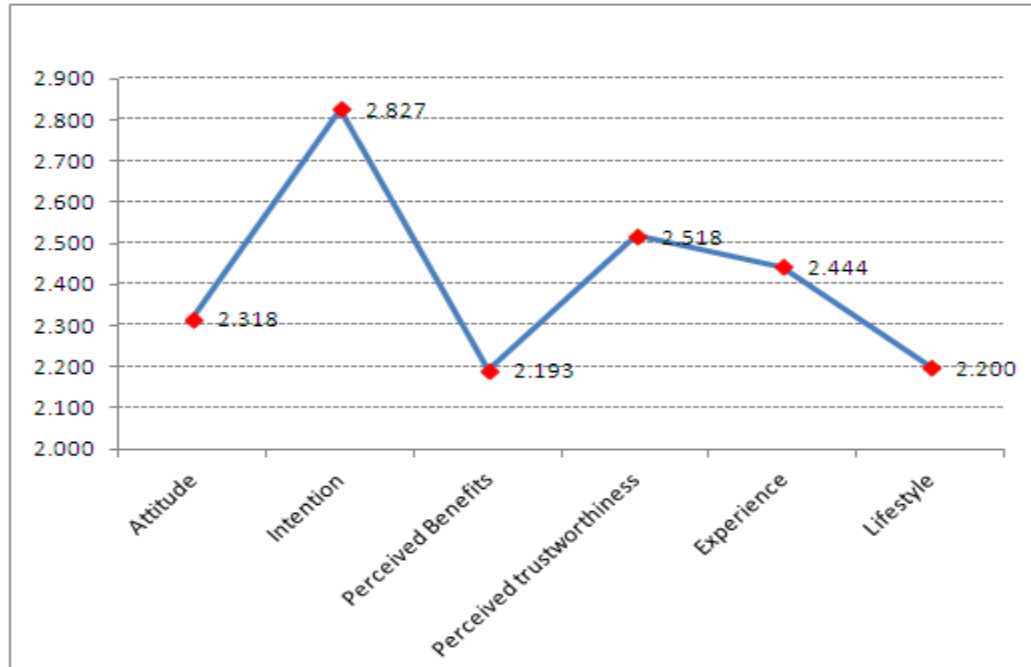
Beside question 21, 27 and the whole of Section C, all other items/questions in section A & B are using 5-point Likert scale with 1 indicating Strongly agree, 2 indicating agree, 3 indicating Neutral, 4 indicating Disagree, and 5 indicating Strongly disagree. The abbreviation as follow: SA=1. A=2, N=3, D=4, SD=5. The summary of mean and standard deviation for each construct obtained through SPSS as shown in table 10. The raw data and details are available in Appendix C.

<b>Variable</b>	<b>Mean</b>	<b>Std deviation</b>
<b>Attitude</b>	<b>2.318</b>	<b>1.028</b>
<b>Intention</b>	<b>2.827</b>	<b>0.978</b>
<b>Perceived Benefits</b>	<b>2.193</b>	<b>0.849</b>
<b>Perceived trustworthiness</b>	<b>2.518</b>	<b>1.083</b>
<b>Experience</b>	<b>2.444</b>	<b>0.894</b>
<b>Lifestyle</b>	<b>2.200</b>	<b>0.852</b>

**Table 10: Mean & standard deviation of construct**

Since the mean score for each construct is below 3, it provides an indication that in general respondents show an interest in online shopping to shop for fruit pickles in addition to the existing traditional shopping channel. As illustrated clearly in figure 6, the dependent variable (construct) intention has the lowest mean score of 2.827. The highest mean scores belong to perceived benefits (2.193) followed by lifestyle (2.20). Attitude also exhibited quite a high mean score of 2.318 whereas perceived reputation and online shopping experience exhibited moderate mean score of 2.518 and 2.444 respectively.





**Figure 6: Mean & standard deviation of construct**

### 4.3 Hypothesis Testing

There are total 6 main hypotheses tested in this research. Hypothesis 4 (H4) is split into 2 portions, i.e. H4-a and H4-b. The same goes for Hypothesis 5 (H5). Hypothesis 2 (H2) is split into 5 portions, i.e. H2-a, H2-b, H2-c, H2-d, H2-e. As such, with the split portions, the total hypotheses tested become 12. Pearson's Correlation Coefficient and Analysis of Variance (1-way ANOVA) are used to test the relationship between independent variables and dependent variable. The results of each hypotheses test are summarized in table 11. The raw data and details of the statistical analysis are available in Appendix D (Pearson's Correlation Analysis) and Appendix E (1-Way ANOVA).

Summary of Hypothesis Testing			
Hypothesis	Statistical Test	Pearson correlation ( r ) or Ratio of variance (F)	Significant (p)
<b>H1:</b> There is positive significant relationship between <i>attitude</i> and online shopping <i>intentions</i> towards Penang fruit pickles	Pearson Correlation Test	r = 0.629	0.000
<b>H3:</b> There is positive significant relationship between the online shopping <i>perceived benefits</i> and the <i>attitude</i> towards online shopping.	Pearson Correlation Test	r = 0.515	0.000
<b>H4-a:</b> There is positive significant relationship between <i>prior e-commerce experience</i> and the <i>attitude</i> towards online shopping	Pearson Correlation Test	r = 0.378	0.004
<b>H4-b:</b> There is positive significant relationship between online shopping frequency and the attitude towards online shopping	One-way ANOVA	F = 1.694	0.166
<b>H5-a:</b> There is positive significant relationship between consumers' <i>lifestyle</i> and the <i>attitude</i> towards online shopping.	Pearson Correlation Test	r = 0.421	0.001
<b>H5-b:</b> There is positive significant relationship between the duration of daily internet usage and the attitude towards online shopping.	One-way ANOVA	F = 0.527	0.755
<b>H6:</b> There is positive significant relationship between <i>perceived merchant's reputation</i> and the <i>attitude</i> towards online shopping.	Pearson Correlation Test	r = 0.506	0.000
Hypothesis	Statistical Test	Ratio of variance (F)	Significant (p)
<b>H2:</b> There is positive significant relationship between the demographics profiles (Geographical location, gender, age, level of education, income) and the attitude towards online shopping.			
H2-a: gender	One-way ANOVA	F = 1.384	0.245
H2-b: age	One-way ANOVA	F = 0.617	0.739
H2-c: education level	One-way ANOVA	F = 0.662	0.520
H2-d: residential area type	One-way ANOVA	F = 0.859	0.429
H2-e: income	One-way ANOVA	F = 0.088	0.916

**Table 11: Summary of hypothesis testing**

#### **4.4 Findings & Discussion**

There are total 12 hypotheses in this study as explained in earlier section 4.3. There are 7 of them rejected via the One-way ANOVA analysis. Meanwhile, the other 5 hypotheses fail to be rejected via Pearson's Correlation test as summarized in table 12.

##### **4.4.1 To examine if there is any relationship between attitude and online shopping intention**

H1. There is positive significant relationship between attitude and online shopping intentions towards Penang fruit pickles

Pearson Correlation test was utilized to examine the relationship between attitude and intention towards online shopping on Penang fruit pickles. The result of this analysis was summarized in Table 12.

The attitude and intention to shop online among the respondents were strongly correlated ( $r = 0.629$ ,  $p < 0.01$ ) where the significant value is 0.000, which is less than 0.01. Therefore, H1 fail to be rejected. This showed that attitude have effect on consumers' intention to make purchases through online shopping.

#### **4.4.2 To investigate how demographic profiles (gender, age, education level, residential area type, income) influence consumers' attitude towards online shopping**

H2-a: There is positive significant relationship between gender and attitude towards online shopping.

One-way ANOVA was utilized to examine the relationship between gender and attitude. The result of this analysis was summarized in Table 12. The finding showed that there was no significant difference in attitude towards online shopping among gender ( $F = 1.384, p > 0.05$ ). We can see that the significance level is 0.245 ( $p = 0.245$ ), which is more than 0.05. Hence, H2-a was rejected. This showed that the gender of the respondents do not have effect on consumers' attitude to make purchases through online shopping.

H2-b: There is positive significant relationship between age and attitude towards online shopping.

One-way ANOVA was utilized to examine the relationship between gender and attitude. The finding showed that there was no significant difference in attitude towards online shopping among age group ( $F = 0.617, p > 0.05$ ). We can see that the significance level is 0.739 ( $p = 0.739$ ), which is more than 0.05. Hence, H2-b was also rejected. This showed that the age of the respondents do not have effect on consumers' attitude to make purchases through online shopping.

H2-c: There is positive significant relationship between education level and attitude towards online shopping.

One-way ANOVA was utilized to examine the relationship between education level and attitude. The finding showed that there was no significant difference in attitude towards online shopping among education level group ( $F = 0.662$ ,  $p > 0.05$ ). We can see that the significance level is 0.520 ( $p = 0.520$ ), which is more than 0.05. Hence, H2-c was also rejected. This showed that the education level of the respondents do not have effect on consumers' attitude to make purchases through online shopping.

H2-d: There is positive significant relationship between residential area type and attitude towards online shopping.

One-way ANOVA was utilized to examine the relationship between residential area type and attitude. The finding showed that there was no significant difference in attitude towards online shopping among residential area type group ( $F = 0.859$ ,  $p > 0.05$ ). We can see that the significance level is 0.429 ( $p = 0.429$ ), which is more than 0.05. Hence, H2-d was also rejected. This showed that the residential area type of the respondents do not have effect on consumers' attitude to make purchases through online shopping.

H2-e: There is positive significant relationship between income and attitude towards online shopping.

One-way ANOVA was utilized to examine the relationship between income and attitude. The finding showed that there was no significant difference in attitude towards online shopping among income group ( $F = 0.088$ ,  $p > 0.05$ ). We can see that the significance level is 0.916 ( $p = 0.916$ ), which is more than 0.05. Hence, H2-e was also rejected. This showed that the income of the respondents do not have effect on consumers' attitude to make purchases through online shopping.

#### **4.4.3 To examine if the perceived benefits of online shopping influence consumers' attitude towards online shopping**

H3. There is positive significant relationship between the online shopping perceived benefits and the attitude towards online shopping.

Pearson Correlation test was utilized to examine the relationship between perceived benefits and attitude towards online shopping on Penang fruit pickles. The result of this analysis was summarized in Table 12.

The perceived benefits and attitude to shop online among the respondents were strongly correlated ( $r = 0.515$ ,  $p < 0.01$ ) where the significant value is 0.000, which is less than 0.01. Therefore, H3 fail to be rejected. This showed that perceived benefits have effect on consumers' attitude to make purchases through online shopping.

#### **4.4.4 To examine if prior e-commerce experience affect consumers' attitude towards online shopping**

H4-a: There is positive significant relationship between prior e-commerce experience and the attitude towards online shopping

Pearson Correlation test was utilized to examine the relationship between prior e-commerce experience and attitude towards online shopping on Penang fruit pickles. The result of this analysis was summarized in Table 12.

The prior e-commerce experience and attitude to shop online among the respondents were moderately correlated ( $r = 0.378$ ,  $p < 0.05$ ) where the significant value is 0.004, which is less than 0.01. Therefore, H4-a fail to be rejected. This showed that prior e-commerce experience have effect on consumers' attitude to make purchases through online shopping.

H4-b: There is positive significant relationship between online shopping frequency and the attitude towards online shopping

One-way ANOVA was utilized to examine the relationship between online shopping frequency and attitude. The result of this analysis was summarized in Table 12. The finding showed that there was no significant difference in attitude towards online shopping among online shopping frequency ( $F = 1.694$ ,  $p > 0.05$ ). We can see that the significance level is 0.166 ( $p = 0.166$ ), which is more than 0.05. Hence, H4-b was

rejected. This showed that the online shopping frequency of the respondents do not have effect on consumers' attitude to make purchases through online shopping.

#### **4.4.5 To examine if the consumers' lifestyle affect consumers' attitude towards online shopping**

H5-a: There is positive significant relationship between consumers' lifestyle and the attitude towards online shopping.

Pearson Correlation test was utilized to examine the relationship between consumers' lifestyle and attitude towards online shopping on Penang fruit pickles. The result of this analysis was summarized in Table 12.

The consumers' lifestyle and attitude to shop online among the respondents were moderately correlated ( $r = 0.421$ ,  $p < 0.05$ ) where the significant value is 0.001, which is less than 0.01. Therefore, H5-a fail to be rejected. This showed that consumers' lifestyle have effect on consumers' attitude to make purchases through online shopping.

H5-b: There is positive significant relationship between the duration of daily internet usage and the attitude towards online shopping.

One-way ANOVA was utilized to examine the relationship between duration of daily internet usage and attitude. The result of this analysis was summarized in Table 12. The finding showed that there was no significant difference in attitude towards online



shopping among duration of daily internet usage ( $F = 0.527$ ,  $p > 0.05$ ). We can see that the significance level is 0.755 ( $p = 0.755$ ), which is more than 0.05. Hence, H5-b was rejected. This showed that the duration of daily internet usage of the respondents do not have effect on consumers' attitude to make purchases through online shopping.

#### **4.4.6 To examine if the perceived merchant's trustworthiness influence consumers' attitude towards online shopping**

H6. There is positive significant relationship between perceived merchant's trustworthiness and the attitude towards online shopping.

Pearson Correlation test was utilized to examine the relationship between perceived merchant's trustworthiness and attitude towards online shopping on Penang fruit pickles. The result of this analysis was summarized in Table 12.

The perceived merchant's trustworthiness and attitude to shop online among the respondents were strongly correlated ( $r = 0.506$ ,  $p < 0.01$ ) where the significant value is 0.000, which is less than 0.01. Therefore, H6 fail to be rejected. This showed that consumers' perceived merchant's trustworthiness have effect on consumers' attitude to make purchases through online shopping.

Summary of Hypothesis Testing				Findings	
Hypothesis	Statistical Test	Pearson correlation (r) or Ratio of variance (F)	Significant (p)	Results	Discussion
H1: There is positive significant relationship between <i>attitude</i> and online shopping <i>intentions</i> towards Penang fruit pickles	Pearson Correlation Test	$r = 0.629$	0.000	$r = 0.629^{**} p < 0.01$	Fail to reject
H3: There is positive significant relationship between the online shopping <i>perceived benefits</i> and the <i>attitude</i> towards online shopping.	Pearson Correlation Test	$r = 0.515$	0.000	$r = 0.515^{**} p < 0.01$	Fail to reject
H4-a: There is positive significant relationship between <i>prior e-commerce experience</i> and the <i>attitude</i> towards online shopping	Pearson Correlation Test	$r = 0.378$	0.004	$r = 0.378^{**} p < 0.05$	Fail to reject
H4-b: There is positive significant relationship between online shopping frequency and the attitude towards online shopping	One-way ANOVA	$F = 1.694$	0.166	$F = 1.694 p > 0.05$	Rejected
H5-a: There is positive significant relationship between consumers' <i>lifestyle</i> and the <i>attitude</i> towards online shopping.	Pearson Correlation Test	$r = 0.421$	0.001	$r = 0.421^{**} p < 0.05$	Fail to reject
H5-b: There is positive significant relationship between the duration of daily internet usage and the attitude towards online shopping.	One-way ANOVA	$F = 0.527$	0.755	$F = 0.527 p > 0.05$	Rejected
H6: There is positive significant relationship between <i>perceived merchant's reputation</i> and the <i>attitude</i> towards online shopping.	Pearson Correlation Test	$r = 0.506$	0.000	$r = 0.506^{**} p < 0.01$	Fail to reject
Hypothesis	Statistical Test	Ratio of variance (F)	Significant (p)	Findings	
H2: There is positive significant relationship between the demographics profiles (Geographical location, gender, age, level of education, income) and the attitude towards online shopping.				Results	Discussion
H2-a: gender	One-way ANOVA	$F = 1.384$	0.245	$F = 1.384 p > 0.05$	Rejected
H2-b: age	One-way ANOVA	$F = 0.617$	0.739	$F = 0.617 p > 0.05$	Rejected
H2-c: education level	One-way ANOVA	$F = 0.662$	0.520	$F = 0.662 p > 0.05$	Rejected
H2-d: residential area type	One-way ANOVA	$F = 0.859$	0.429	$F = 0.859 p > 0.05$	Rejected
H2-e: income	One-way ANOVA	$F = 0.088$	0.916	$F = 0.088 p > 0.05$	Rejected
**Correlation is significant at the 0.01 level (2-tailed)					

**Table 12: Summary of hypothesis testing & Findings**

## **CHAPTER 5**

### **CONCLUSION**

#### **5.1 Summary and Conclusion**

This study is to identify the potential of online sales on Penang fruit pickles by examining the attitudes of potential customers towards such alternative way of shopping. It also investigated the relationships between attitude and behavioral intention to make a purchase on such product through online shopping. In addition, this study also examines whether demographic profile (gender, age, education level, income, geographical location), previous online shopping experience, perceived benefits, consumers' lifestyles, perceived merchants' trustworthiness influence consumers' attitude in adopting online shopping on Penang fruit pickles. This study tries to capture the inter-relationship of all the said dependent and independent variables by applying the theory of reasoned action (TRA). The result of this study indicated that consumers showed positive intention to make an online purchase in future. The results also revealed that attitude and intention are strongly and positively correlated which fitted well in the TRA model. The review of the remaining hypotheses shows that the attitude is also correlated moderately or strongly and positively with the identified factors. The most significant factor is the perceived benefits of online shopping, followed by perceived merchant's trustworthiness, consumers' lifestyle and lastly consumers' prior e-commerce experience. Although the

demographic profiles are variables which have significant effects on the attitudes as evident by various previous researches, this study found otherwise and concluded that demographic profiles are not significant at all in influencing the attitude in the context of this study. The reason for this could be it is not an expensive product and every working adults can afford it regardless of income level, age and gender as long as they like the products. The education level becomes irrelevant as long as the consumers are internet users and are familiar with the e-commerce environment. Besides, the types of residential area also become not relevant as long as there is internet access available anywhere. In addition, it is also found that there is no significant effect by the frequency of online shopping and the duration of daily internet usage. This may due to once consumers have exposure to Internet and e-commerce environment, these two variables become redundant.

## **5.2 Implication**

This study will enrich the literature on the online shopping in Malaysian context using Theory of Reasoned Action (TRA) model. First of all, the result of the study can serve as an indication or trend not only certain products can be sold through online but can cover a much wider ranges in Malaysian context. Secondly, it is expected that result from this study can help online retailers to draw further marketing strategy to attract more consumers through online shopping under Malaysian context. They can know their weaknesses and try to improve or change their business strategy so that they can attract more online buyers to visit their website and buy their products or services. As benefits perception is the most significant influencing factors on attitude, one of the important

implications of this study to practice is that the merchant needs to ensure that the websites to be developed to facilitate online shopping and be easy to use by the consumers and must be able to demonstrate the benefits of shopping online to consumers.

Thirdly, the survey revealed that consumers have strong preference for trustworthy online store. This is consistent with findings by Chua et al (2006) who concluded online consumers in Malaysians still lack confidence and trust in utilizing the Internet as a shopping channel as they are very concerned about issues related to privacy and trust when dealing with online retailers. As such, an online store merchant of similar nature can make use of such info to improve their website design and devise their marketing strategy in promoting their online store. In the Internet marketing context, Internet consumers will favor sites that represent a merchant with which the consumer is already familiar from traditional channels. As such, the merchant should actively promote their online channel option to their existing customers who frequently visit their current retail store. This is because the reputation of the physical store will most likely influence the perceptions of an online site. Concurrently, in order for consumers to engage in trust-related Internet behavior like this online shopping, the merchant must make trust-building interventions such as posting a privacy policy, use a third-party seal, interact with customers, advertise its good reputation, link to other reputable sites, or offer guarantees on product delivery and quality. It is also very important for Internet merchants to ensure that consumers have a positive shopping experience each time the consumer visits their online stores. Additional purpose is to convert fruit pickles from experience product to search product.

In addition, it also indicated that there are opportunities out there where many people can become entrepreneurs or technopreneurs as encouraged by the government, without heavy investment compared to traditional retailers. Malaysian government is improving broadband penetration as well as sustainable mobile Internet coverage nationwide. Last but not least, this study is useful for the academicians where current study could serve as a reference and guides for the future researchers who would like to study about the similar topic.

### **5.3 Limitation**

Firstly, the survey respondents were dominated by the respondents from Kelantan, the results of this study could be biased towards the consumers of this particular state. However, it is expected that Kelantan consumers would not behave very differently from those in other States of this country. Thus, this should not by any means invalidate the generalisability of the findings. Secondly, the sample size is rather small and not randomized as the sampling method used was convenient sampling which could impose possible bias by answering the questions in favor of the researcher and not reflecting their true perception. Thirdly, the ethnic group also dominated by Malay only which could be a source of bias too. However, in this fruit pickles market, it is the researcher valid understanding that Malay makes up of more than 80% of the market. The result obtained can still be valid among the Malay ethnic group but has limitation to be generalized to others. Fourthly, the website design appears to be very important but not evaluated in this survey. This is because consumers perceived benefits and trustworthiness to be very

important in their evaluations and website design could be highly correlated with them and ultimately to attitude and behavioral intention. Lastly, many respondents abandoned the survey half-way through resulting in many incomplete responses which were discarded from this study. This can indicate that there is possibility that some respondents did not answer with their true view but simply for the sake of completing the survey.

#### **5.4 Recommendation**

It is hoped that this study will be able to stimulate future research interests in the area of E-commerce. It is recommended to include detailed website design to be evaluated by consumers in future. In order to reap the maximum benefits of future research, the website must have been improvised to include all the necessary features that have been discussed or even more. The potential participants can be invited to take part in the survey through the actual website so that they can evaluate and visualize the features, benefits, ease of use, security, trustworthiness and etc with less bias but with more true perception and feedback. It also serves as an evaluation of the marketing strategy through the survey.

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## APPENDICES

### APPENDIX A

#### Survey Instrument: Questionnaire

##### Online shopping on Penang fruit pickles (Jeruk Penang)

ENGLISH: THE PURPOSE OF THIS SURVEY IS TO IDENTIFY THE POTENTIAL OF ONLINE SALES ON PENANG FRUIT PICKLES (JERUK BUAH-BUAHAN PENANG).

It is a short survey to understand your views and attitudes towards online shopping on Penang Fruit Pickles.

There are 3 sections in this questionnaire survey (Section A, B & C).

The survey will take a few minutes of your time and we greatly appreciate your input.

Please think through the statement carefully in each section & indicate your response by selecting the most appropriate choice.

There is no right or wrong answer.

Thank you for your co-operation.

BAHASA MALAYSIA: TUJUAN KAJIAN INI ADALAH UNTUK MENGENAL PASTI POTENSI JUALAN JERUK BUAH-BUAHAN PULAU PINANG MELALUI LAMAN WEB (SECARA ONLINE).

Ini merupakan kajian yang singkat bagi memahami pandangan dan sikap anda terhadap pembelian jeruk buah-buahan Pulau Pinang secara online.

Terdapat 3 bahagian dalam soal selidik ini (Bahagian A, B & C).

Kajian ini hanya mengambil beberapa minit sahaja dan kami amat menghargai respon yang anda berikan.

Sila nyatakan ulasan anda dengan memilih jawapan yang paling sesuai.

Tiada jawapan yang betul atau salah.

Terima kasih atas kerjasama anda.

##### Screening Test (Ujian Saringan) - 1

**\*1. I have bought fruit pickles at any retail store before (Saya pernah membeli jeruk buah-buahan di mana-mana kedai)**

☐ Yes (Ya)

☐ No (Tidak)

##### Screening Test (Ujian Saringan) - 2

**\*2. I like Penang fruit pickles (Saya suka jeruk buah-buahan Pulau Pinang)**

☐ Yes (Ya)

☐ No (Tidak)

##### SECTION A (BAHAGIAN A)

SECTION A: Attitude and intention

Instructions: Think about how much you agree or disagree with each following statement.

BAHAGIAN A: Sikap dan niat

Arahan: Fikirkan berapa banyak anda bersetuju atau tidak bersetuju dengan setiap kenyataan berikut.

## Online shopping on Penang fruit pickles (Jeruk Penang)

**3. English: I like the idea of using the Internet to shop for Penang fruit pickles**

**Bahasa Malaysia: Saya suka idea menggunakan Internet untuk membeli jeruk buah-buahan Pulau Pinang**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**4. English: I can shop for Penang fruit pickles online that are not available at my place**

**Bahasa Malaysia: Saya boleh membeli jeruk buah-buahan Pulau Pinang secara online yang tidak terdapat di tempat saya**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**5. English: Traditional Penang fruit pickles retail stores offer me better services than online stores**

**Bahasa Malaysia: kedai-kedai runcit jeruk buah-buahan Pulau Pinang menawarkan perkhidmatan yang lebih baik daripada kedai online (laman web)**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6. English: I like the energy and fun of shopping at retail stores for fruit pickles**

**Bahasa Malaysia: Saya suka dan seronok membeli-belah di kedai-kedai runcit untuk jeruk buah-buahan**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**7. English: I will purchase Penang fruit pickles through internet next year**

**Bahasa Malaysia: Saya akan membeli jeruk buah-buahan Pulau Pinang melalui internet tahun depan**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**8. English: The possibility that I will purchase Penang fruit pickles on the internet in the future is high**

**Bahasa Malaysia: Kemungkinan bahawa saya akan membeli jeruk buah-buahan Pulau Pinang di internet pada masa akan datang adalah tinggi**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## SECTION B (BAHAGIAN B)

## Online shopping on Penang fruit pickles (Jeruk Penang)

SECTION B: Factors that influence consumers' attitude & intention to shop for Penang fruit pickles online  
Instructions: Think about how much you agree or disagree with each following statement

BAHAGIAN B: Faktor-faktor yang mempengaruhi sikap & niat pengguna untuk membeli jeruk buah-buahan Pulau Pinang secara online

Arahan: Fikirkan berapa banyak anda bersetuju atau tidak bersetuju dengan setiap kenyataan berikut

### 9. English: I don't have to leave home for shopping

Bahasa Malaysia: Saya tidak perlu meninggalkan rumah untuk membeli-belah

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 10. English: I can shop whenever I want

Bahasa Malaysia: Saya boleh membeli-belah bila-bila masa saya mahu

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 11. English: Shopping over the internet would allow me to do my shopping more quickly

Bahasa Malaysia: Membeli-belah melalui internet akan membolehkan saya untuk melakukan membeli-belah dengan lebih cepat

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 12. English: Internet reduces the monetary costs of traditional shopping to a great extent (parking fees, petrol etc.)

Bahasa Malaysia: Internet mengurangkan kos kewangan membeli-belah tradisional ke tahap yang hebat (bayaran letak kereta, petrol dan lain-lain)

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 13. English: I shop online where I can reduce my efforts in traveling, walking, parking, waiting, and carrying as much as possible

Bahasa Malaysia: Saya membeli-belah secara online di mana saya boleh mengurangkan usaha saya untuk perjalanan, berjalan, letak kereta, menunggu, dan membawa barang

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Online shopping on Penang fruit pickles (Jeruk Penang)

**14. English: Online shopping on known website is as secure as traditional shopping**

**Bahasa Malaysia: Membeli-belah secara online di laman web yang diketahui adalah selamat seperti membeli-belah cara tradisional**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**15. English: I like to purchase from trustworthy online store for fruit pickles**

**Bahasa Malaysia: Saya suka membeli jeruk buah-buahan daripada laman web yang boleh dipercayai**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**16. English: I have had negative experiences with internet purchase in the past**

**Bahasa Malaysia: Saya mempunyai pengalaman negatif dengan pembelian di internet pada masa lalu**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**17. English: I have searched for a product on the Internet before**

**Bahasa Malaysia: Saya pernah mencari produk di Internet**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**18. English: I have purchased a product from an online store before**

**Bahasa Malaysia: Saya pernah membeli produk melalui laman web**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**19. English: The product I purchased looks exactly alike**

**Bahasa Malaysia: Produk yang saya beli kelihatan betul-betul sama seperti yang ditunjukkan dalam laman web**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**20. English: When shopping on the Internet, I am satisfied with the service given**

**Bahasa Malaysia: Apabila membeli-belah di Internet, saya berpuas hati dengan perkhidmatan yang diberikan**

Strongly agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Online shopping on Penang fruit pickles (Jeruk Penang)

**21. English: How often do you go shopping online?**

**(choose one only)**

**Bahasa Malaysia: Berapa kerap anda membeli-belah secara online?**

**(pilih salah satu sahaja)**

- ☐ (a) Never (tidak pernah)
- ☐ (b) Rarely (less than once per year) (Jarang-jarang: kurang daripada sekali setahun)
- ☐ (c) Seldom (1-3 times per year) (Jarang: 1-3 kali setahun)
- ☐ (d) Often (once per month) (Selalu: sekali sebulan)
- ☐ (e) Very often (once per week) (Kerap: sekali seminggu)

**22. English: I like browsing on the Internet**

**Bahasa Malaysia: Saya suka melayari di Internet**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**23. English: I often go to the Internet to preview products**

**Bahasa Malaysia: Saya sering mencari maklumat produk di internet**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**24. English: I usually watch online advertisements for sale announcements**

**Bahasa Malaysia: Saya biasa menonton iklan online untuk pengumuman jualan**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**25. English: Shopping on the Internet is one of my favorite leisure activities**

**Bahasa Malaysia: Membeli-belah di Internet adalah salah satu aktiviti kegemaran saya di waktu lapang**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**26. English: I enjoy buying things on the Internet**

**Bahasa Malaysia: Saya suka membeli barang dalam Internet**

Strongly Agree (sangat setuju)	Agree (setuju)	Neutral (berkecuali)	Disagree (tidak setuju)	Strongly Disagree (sangat tidak setuju)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Online shopping on Penang fruit pickles (Jeruk Penang)

**27. English: How many hours per day do you use the Internet (estimate) ?  
(choose one only)**

**Bahasa Malaysia: Berapa jam sehari anda menggunakan Internet (anggaran)?  
(pilih salah satu sahaja)**

- ☐ (a) Never (tidak pernah)
- ☐ (b) Less than 1 hours (Kurang daripada 1 jam)
- ☐ (c) 1 - 2 hours (jam)
- ☐ (d) 2 - 3 hours (jam)
- ☐ (e) 3 - 4 hours (jam)
- ☐ (f) More than 4 hours (lebih daripada 4 jam)

### SECTION C (BAHAGIAN C)

SECTION C: Demographic profiles

Instructions: For the following items, please select the option that best describe you

BAHAGIAN C: profil demografi

Arahan: Untuk perkara berikut, sila membuat pilihan yang paling dekat menggambarkan diri anda

**28. Gender (jantina)**

- ☐ Male (lelaki)
- ☐ Female (perempuan)

**29. Ethnic group (kumpulan etnik)**

- ☐ Malay
- ☐ Chinese
- ☐ Indian
- ☐ Iban
- ☐ Kadazan-Dusun
- ☐ Others (lain-lain)

## Online shopping on Penang fruit pickles (Jeruk Penang)

### 30. Age group (kumpulan umur)

- ☐ 20 years & below (20 tahun & ke bawah)
- ☐ 21 - 25
- ☐ 26 - 30
- ☐ 31 - 35
- ☐ 36 - 40
- ☐ 41 - 45
- ☐ 46 - 50
- ☐ 51 years and above (51 tahun ke atas)

### 31. Education level (tahap pendidikan)

- ☐ High school education (pendidikan sekolah menengah/tinggi)
- ☐ College/University education (pendidikan Kolej / Universiti)
- ☐ Master or Superior (sarjana atau ke-atas)

### 32. English: Your current residential area is a:

**Bahasa Malaysia: Kawasan kediaman semasa anda adalah:**

- ☐ Urban (bandar)
- ☐ Sub-urban (pinggir bandar)
- ☐ Rural (luar bandar)

## Online shopping on Penang fruit pickles (Jeruk Penang)

### 33. English: Where are you located?

#### Bahasa Malaysia: Di mana anda terletak?

- ☐ Perlis
- ☐ Kedah
- ☐ Perak
- ☐ Pulau Pinang
- ☐ Kelantan
- ☐ Pahang
- ☐ Terengganu
- ☐ Melaka
- ☐ Negeri Sembilan
- ☐ Johor
- ☐ Selangor
- ☐ Sabah
- ☐ Sarawak
- ☐ Wilayah Persekutuan (K.L.)
- ☐ Wilayah Persekutuan (Labuan)

### 34. English: Monthly incomes

#### Bahasa Malaysia: Pendapatan bulanan

- ☐ Between (antara) RM1000 and 3000
- ☐ Between (antara) RM3000 and RM5000
- ☐ More than (lebih daripada) RM5000

## End of survey

THANK YOU VERY MUCH FOR YOUR CO-OPERATION



## APPENDIX B

### Adopted and adapted questionnaire and their references

Item	Descriptions		Reference
1	I like the idea of using the Internet to shop for Penang fruit pickles		Jarvenpaa et al (2000)
2	I can shop for Penang fruit pickles online that are not available at my place		www.surveymonkey.com
3	Traditional fruit pickles retail stores offer me better services than online stores		Kim, J. (2004)
4	I like the energy and fun of shopping at retail stores		Swinyard and Smith (2003)
5	I will purchase Penang fruit pickles through internet next year		Jarvenpaa et al (2000)
6	The possibility that I will purchase Penang fruit pickles on the internet in the future is high		Ivonne Chan et al (2012)
7	I don't have to leave home for shopping		Robin 2009
8	Shopping over the Internet would allow me to do my shopping more quickly		Osman, Chan, and Bei (2010)
9	I shop online where I can reduce my efforts in traveling, walking, parking, waiting, and carrying as much as possible		Kim, J. (2004)
10	Internet reduces the monetary costs of traditional shopping to a great extent (parking fees etc.)		Osman, Syuhaily (2010)
11	I can shop whenever I want		Robin 2009
12	Online shopping on known website is as secure as traditional shopping		Osman, Syuhaily (2010)
13	I like to purchase from a trustworthy online store for fruit pickles		You Qinghe; Chen Wenyan; Liu Kaiming (2014)
14	I have had negative experiences with internet purchase in the past		Illinois State University (2006)
15	I have searched for a product on the Internet before		Kim, J. (2004)
16	I have purchased a product from an online store before		www.surveymonkey.com
17	The product I purchased looks exactly alike		www.surveymonkey.com
18	When shopping on the Internet, I am satisfied with the service given		Kim, J. (2004)
19	How often do you go shopping online?	(a) Never (b) Rarely (less than once per year) (c) Seldom (1-3 times per year) (d) Often (once per month) (e) Very often (once per week)	Kim, J. (2004)
20	I like browsing on the Internet		Swinyard and Smith (2003)
21	I often go to the Internet to preview products		Swinyard and Smith (2003)
22	I usually watch online advertisements for sale announcements		Kim, J. (2004)
23	Shopping on the Internet is one of my favorite leisure activities		Kim, J. (2004)
24	I enjoy buying things on the Internet		Swinyard and Smith (2003)
25	How many hours per day do you use the Internet?	(a) Never (b) Less than 1 hours (c) 1 - 2 hours (d) 2 - 3 hours (e) 3 - 4 hours (f) More than 4 hours	Osman, Syuhaily (2010).

## APPENDIX C

### Mean and standard deviation of constructs

Variable	Item	Descriptions	SA	A	N	D	SD	Mean	Std deviation
Attitude	1	I like the idea of using the Internet to shop for Penang fruit picklesPinang	16.36%	45.45%	10.91%	20.00%	7.27%	2.564	1.1982
	2	I can shop for Penang fruit pickles online that are not available at my place	23.64%	52.73%	18.18%	3.64%	1.82%	2.073	.8575
								<b>2.318</b>	<b>1.028</b>
Variable	Item	Descriptions	SA	A	N	D	SD	Mean	Std deviation
Intention	1	I will purchase Penang fruit pickles through internet next year	3.64%	34.55%	38.18%	16.36%	7.27%	2.891	.9751
	2	The possibility that I will purchase Penang fruit pickles on the internet in the future is high	7.27%	36.36%	32.73%	20.00%	3.64%	2.764	.9806
								<b>2.827</b>	<b>0.978</b>
Variable	Item	Descriptions	SA	A	N	D	SD	Mean	Std deviation
Perceived Benefits	1	I don't have to leave home for shopping	10.91%	56.36%	20.00%	10.91%	1.82%	2.364	.8895
	2	I can shop whenever I want	18.18%	69.09%	9.09%	3.64%	0.00%	1.982	.6524
	3	Shopping over the internet would allow me to do my shopping more quickly	12.73%	58.18%	20.00%	9.09%	0.00%	2.255	.7986
	4	Internet reduces the monetary costs of traditional shopping to a great extent (parking fees, petrol etc.)	20.00%	56.36%	18.18%	3.64%	1.82%	2.109	.8316
	5	I shop online where I can reduce my efforts in traveling, walking, parking, waiting, and carrying as much as possible	21.82%	49.09%	18.18%	3.64%	7.27%	2.255	1.0753
								<b>2.193</b>	<b>0.849</b>
Variable	Item	Descriptions	SA	A	N	D	SD	Mean	Std deviation
Perceived reputation	1	Online shopping on known website is as secure as traditional shopping	12.73%	40.00%	29.09%	10.91%	7.27%	2.600	1.0818
	2	I like to purchase from trustworthy online store for fruit pickles	18.18%	43.64%	18.18%	16.36%	3.64%	2.436	1.0846
								<b>2.518</b>	<b>1.083</b>
Variable	Item	Descriptions	SA	A	N	D	SD	Mean	Std deviation
Experience	1	I have had negative experiences with internet purchase in the past	9.09%	25.45%	38.18%	20.00%	7.27%	2.909	1.0589
	2	I have searched for a product on the Internet before	25.45%	56.36%	12.73%	5.45%	0.00%	1.982	.7815
	3	I have purchased a product from an online store before	16.36%	60.00%	14.55%	7.27%	1.82%	2.182	.8626
	4	The product I purchased looks exactly alike	9.09%	41.82%	36.36%	7.27%	5.45%	2.582	.9563
	5	When shopping on the Internet, I am satisfied with the service given	5.45%	45.45%	38.18%	9.09%	1.82%	2.564	.8111
								<b>2.444</b>	<b>0.894</b>
Variable	Item	Descriptions	SA	A	N	D	SD	Mean	Std deviation
Lifestyle	1	I like browsing on the Internet	50.91%	47.27%	0.00%	1.82%	0.00%	1.527	.6041
	2	I often go to the Internet to preview product	38.18%	45.45%	10.91%	3.64%	1.82%	1.855	.8907
	3	I usually watch online advertisements for sale announcements	20.00%	43.64%	25.45%	10.91%	0.00%	2.273	.9119
	4	Shopping on the Internet is one of my favorite leisure activities	9.09%	36.36%	29.09%	21.82%	3.64%	2.745	1.0223
	5	I enjoy buying things on the Internet	5.45%	45.45%	32.73%	16.36%	0.00%	2.600	.8300
								<b>2.200</b>	<b>0.852</b>

## APPENDIX D

### Pearson's Correlation Analysis

Correlations				Correlations			
		Attitude	Intention			Attitude	Perceived Reputation
Attitude	Pearson Correlation	1	.629**	Attitude	Pearson Correlation	1	.506**
	Sig. (2-tailed)		.000		Sig. (2-tailed)		.000
	N	55	55		N	55	55
Intention	Pearson Correlation	.629**	1	Perceived Reputation	Pearson Correlation	.506**	1
	Sig. (2-tailed)	.000			Sig. (2-tailed)	.000	
	N	55	55		N	55	55
**. Correlation is significant at the 0.01 level (2-tailed).				**. Correlation is significant at the 0.01 level (2-tailed).			
Correlations				Correlations			
		Attitude	PerceivedBenefits			Attitude	Experience
Attitude	Pearson Correlation	1	.515**	Attitude	Pearson Correlation	1	.378**
	Sig. (2-tailed)		.000		Sig. (2-tailed)		.004
	N	55	55		N	55	55
PerceivedBenefits	Pearson Correlation	.515**	1	Experience	Pearson Correlation	.378**	1
	Sig. (2-tailed)	.000			Sig. (2-tailed)	.004	
	N	55	55		N	55	55
**. Correlation is significant at the 0.01 level (2-tailed).				**. Correlation is significant at the 0.01 level (2-tailed).			
Correlations							
		Attitude	Lifestyle				
Attitude	Pearson Correlation	1	.421**				
	Sig. (2-tailed)		.001				
	N	55	55				
Lifestyle	Pearson Correlation	.421**	1				
	Sig. (2-tailed)	.001					
	N	55	55				
**. Correlation is significant at the 0.01 level (2-tailed).							

## APPENDIX E

### 1-Way ANOVA

Demographic variable	1-way ANOVA					
		Sum of Squares	df	Mean Square	F	Sig.
<b>Gender</b>	Between Groups	1.112	1	1.112	1.384	.245
	Within Groups	42.570	53	.803		
	Total	43.682	54			
<b>Age group</b>	Between Groups	3.676	7	.525	.617	.739
	Within Groups	40.006	47	.851		
	Total	43.682	54			
<b>Education level</b>	Between Groups	1.085	2	.542	.662	.520
	Within Groups	42.597	52	.819		
	Total	43.682	54			
<b>Residential area type</b>	Between Groups	1.398	2	.699	.859	.429
	Within Groups	42.284	52	.813		
	Total	43.682	54			
<b>Income</b>	Between Groups	.148	2	.074	.088	.916
	Within Groups	43.534	52	.837		
	Total	43.682	54			
<b>Question 21</b>	1-way ANOVA					
		Sum of Squares	df	Mean Square	F	Sig.
<b>Frequency of online shopping</b>	Between Groups	5.214	4	1.303	1.694	.166
	Within Groups	38.468	50	.769		
	Total	43.682	54			
<b>Question 27</b>	1-way ANOVA					
		Sum of Squares	df	Mean Square	F	Sig.
<b>No of hour spent daily using internet</b>	Between Groups	2.230	5	.446	.527	.755
	Within Groups	41.452	49	.846		
	Total	43.682	54			

## APPENDIX F

### Snap shot of survey data base powered by SurveyMonkey

