E-Commerce of undergraduate’s perspective: The conceptual framework

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ABSTRACT
This study was undertaken following the Online shopping behaviour is turning inevitably in this modern life due to the increase of globalization. Online shopping behavior is influence by perceived usefulness (PU), perceived ease of use (PE), trust (TS) and perceived enjoyment (PJ) which is adopted from Technology Acceptance Model (TAM). In a nutshell, the findings in this study concur with that of Davis (1986) that technology acceptance will bring effect on consumer’s intend to purchase via internet.

Keywords: Online shopping behavior, undergraduate and institutions of higher learning.

INTRODUCTION
Electronic commerce also known as (e-commerce) is turning inevitably in this modern life due to the increase of globalization. Thus, the trend of online retail is more popular and widely used by many businessmen. According to Global Consumer Report (2010), reported by Nielsen Company on the trend of online shopping showed that more than two thirds of the world’s online users have made online shopping to purchase products and their needs. In 2010, Malaysians spent RM1.8 billion on online shopping and this figure is expected to increase dramatically in 3 years’ time (Nielsen, 2010).

In fact, eBay is one of the famous online auction and shopping website in the world stated that the Gross Merchandise Sales (GMS) in year 2003 estimated total $24 billion of items sold which have increase 60% compare to year 2002 which reported $15 billion of items sold (Steiner, 2004). In year 2008, eBay marketplace contain 78 million transactions which involving 82.5% of buyers and 5.76% of sellers among 14.5 million users (Shen&Sundaresan, 2011).

With this trend university students have become the most important online consumer group and main users of internet. According to Xu and Paulins (2005) have reported that 90% of the university students have access to the internet in every day. Furthermore, university students have huge potential consumption via Internet and more economic autonomy compared to other groups of consumers (Hu, Sun, Zhang, Zhang, Luo, & Huang, 2009). Therefore, automatically the online retailers have targeted university students as a group of
their customer. The online retailers must fully understand the behavior of university students from public and private universities towards the online shopping.

Although there are many researchers studied the online shopping behaviour, most of the past studies carried out in developed countries, such as Australia (Cass & Fenech, 2003), United States (Taylor & Strutton, 2010), South Korea (Kim, Kim, & Shin, 2009) and China (Dai & Zheng, 2010). Studies on e-shopping behaviour in Malaysia are limited. Kwek, Lau, and Tan (2010) conducted a research on the effects of shopping orientations, online trust and prior online purchase experience toward customers’ online purchase intention. Besides, study on online shopping behavior done by Osman et al. (2010) was only focused on the undergraduates from public university. There is no study done on the comparison of differences online shopping behavior between undergraduates from public and private universities in Malaysia. The problem of the research is whether there is a difference in online shopping behavior between public and private universities in Malaysia.

**ONLINE SHOPPING BEHAVIOUR**

After reviewed numerous past studies relating to the online shopping behavior/intention, most of the researcher applied Technology Acceptance Model (TAM) in their research. The Technology Acceptance Model (TAM) was first introduced by Davis (1986). This model was expanded from classic Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975). It consists of 2 factors: perceive ease of use and perceive usefulness which replaced the factors introduced in the TRA.

Perceived usefulness refers to the degree of a user who believes that using the system will enhance his or her performance; while perceived ease of use refers to the degree of the user believes that using the system will be free from effort (Davis, 1989). Both of the factors are specific perceptions and are anchored to specific beliefs users hold about the system (Dillon & Morris, 1996). TAM describes how the user behaviour come to accept and used a technology. This theory is one of the most widely used and influential models in the field of information systems, technology and services. It has been fully validated to be powerful as a framework to predict user acceptance of new technology (Li, 2009).

TAM has been applied in many past studies to study on the website quality and consumer online purchasing intention of air ticket (Fazli & Tahir, 2009), University Student Behavioral Intention Model of Online Shopping (Hu et al., 2009), Consumer e-shopping acceptance: Antecedents in a technology acceptance model (Ha & Stoel, 2009), Perceived Usefulness, Perceived Ease of Use, and User Acceptance of information Technology (Davis, 1989), The Role of Trust in Customer Online Shopping Behavior: Perspective of Technology Acceptance Model (Chi & Tang, 2005), Extending the technology acceptance model for adoption of E-shopping by consumers in Turkey (Celik & Yilmaz, 2011), and Modeling roles of subjective norms and eTrust in customers’ acceptance of airline B2C eCommercewebsities (Kim, Kim, & Shin, 2009).

This model focuses on intention of using information technology and demonstrates how these acceptance will bring effect on consumer’s intend to purchase via internet. Therefore, technology acceptance model is applied in this research to give an explanation on public and private university students’ behaviour of online shopping.

**PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE**

According to Hu et al. (2009), perceived usefulness is used to examine the online shopping behavior in the study and it has positive relationship to the attitude to buy online. Besides
that, Celik et al. (2011) revealed that perceived usefulness has significant relationship towards attitude of online shopping for consumers in Turkey by obtaining data from the 606 internet users in Turkey through online survey. Kim et al. (2009) indicated that the perceived usefulness, perceived ease of use and eTrust have significant relationship to the attitude toward use and intention to reuse. A study of investigate online shopping behavior done by Liao & Hsieh (2010) has determined perceived usefulness has a positive relationship towards the attitude of 600 respondents in Taiwan to buy online.

The relationship between the perceived ease of use and the online shopping behavior was examined in Ha et al. (2009). The result has indicated that perceived ease of use was significant to the acceptance of customer to buy apparel product online. On the other hand, perceived ease of use is tested in a study whether it has significant relationship towards attitude of online purchasing through online stores, (Chi et al., 2005). The result has indicated that perceived ease of use of consumer to buy online has significant relationship to his or her attitude by using online stores. Hu et al. (2009) revealed that perceived ease of use was positively related to attitude towards using online shopping. The study was done by distributed 208 online questionnaires.

**Trust**

Trust is identified as a psychological state that people have the intention to accept vulnerability based on their beliefs that transactions with sellers will meet their confident transactions expectations due to the sellers’ competence, integrity, benevolence, and predictability (Zhu et al., 2009; Paul, Pavlou, Liang, &Xue, 2007; Gefen, Karahanna, & Straub, 2003; McKnight &Chervany, 2001).

Zhu et al. (2009) indicated that the perceived usefulness, perceived ease of use, the perceived risk and trust have significant relationship with the intention to purchase online. However, trust significantly reduced perceived risk in the proposed model of the study. The researcher has found that perceived usefulness, perceived ease of use and trust has positive relationship with the consumer attitudes. Consumer’s intention to buy air ticket online with low-cost carrier airline service was examined by using website quality: usability, empathy, perceived risk, trust, website design and information quality (Fazli et al., 2009). The result revealed that usability, empathy, perceived risk, trust, website design and information quality have significantly affecting the intention of buying air ticket online.

Trust to the system was tested whether it influence the behavior of the people towards web information system (Du et al., 2009). The result described the PEOU and PU had positive effects on the establishment of trust. Therefore, trust has a positive relationship towards the user intention of using the web information system.

**Perceived enjoyment**

Perceived enjoyment is defined as ‘the extent to which the activity of using the system is to be perceived enjoyable in its own right, apart from any performance consequences that may be anticipated’ (Davis, Bagozzi, &Warshaw, 1992).

Shopping enjoyment was investigated to study the shopping orientations and gender differences on online information searches and purchase behavior (Seock& Bailey, 2008) and they found that shopping enjoyment significantly affecting to respondent’s online information searches. In m-commerce, enjoyment was tested towards the m-loyalty and the result revealed that it was an important factor in investigation of m-loyalty (Cyr, Head, &Ivanov, 2006). Enjoyment was significantly predicted the intention to buy online (Broekhuizen&Huizingh, 2006).
COMPARISON OF ONLINE SHOPPING BEHAVIOR BETWEEN TWO GROUPS

Difference in online shopping behavior was tested by indicate students from two country and different country have different in online shopping behavior (Yang, Lester, & James, 2007; Park & Jun, 2003; Hirst & Ashwin, 2009). According to Yang et al. (2007), they studied on the attitudes toward buying online as predictors of shopping online for British and American university students. The outcome has revealed that British respondents were less favorable attitude towards online shopping while American respondents were more favorable attitude towards online shopping.

Park et al. (2003) studied on the difference between Korea and American in term of internet usage, internet innovativeness, perceived risks of internet buying and internet buying behaviors. The result indicated that no significant difference in Korea and American consumers for internet buying intentions or online buying experience. However, it shown that there were significant differences between both country in internet usage and the perceived risks of internet buying.

Comparison of online shopping behavior between online shoppers in London and Bangkok was examined and the researcher found that there was significant difference in online shopping behavior between online shoppers in London and Bangkok (Hirst et al., 2009).

CONCEPTUAL MODEL

The research model to examine the public and private university online shopping behavior is depicted in Figure 1. There are two types of variables in this model: Independent variable and Dependent variable. The independent variables will affect the dependent variable. Independent variable consists of four elements which are perceived usefulness, perceived ease of use, trust and perceived enjoyment while dependent variable is online shopping behavior.

![Conceptual Model](image)

Figure 1: Conceptual Framework of online shopping behavior

CONCLUSIONS

This research only concern on four variables, this is consider no sufficient to obtain better understanding on the behavior of the undergraduates in online shopping. The future research is recommended to take more variables into consideration such as perceived risk, consumer satisfaction and consumer preferences which may change over time in relation to
changing of economy and trends. Thus, the reliability of information will be boosted and more reliable to current online market demand from time to time.

Besides that, the characteristics of respondents such as age, race, gender and level of income may become a main source to contribute the different online shopping behavior. All this factors are not been pointing out on this study, hence future research should more concern all of it. On the other hand, factor such as characteristics of online product may also result the change of online shoppers behavior. For that reason, future researchers may consider this factor which truly reveals the demand of online shoppers on their research. The researchers should consider adding space for comments in the questionnaires design. This improvement increase responses from respondents as it gives an opportunity to voice but not to exercise force choosing in questionnaires. Besides, the statement in each constructs should be consistent by standardize all the constructs with same amount of statement. This enhances the comparability among constructs. For example, it will enhance the result in Pearson Correlation. The researcher is recommended to produce a timeline for the research before the research start. This helps researcher to conduct research according to time and able to produce high quality of work as there will be more idle time for questionnaires distribution. The questionnaires distribution helps researcher to obtain more accurate and reliable data for the research. It is highly recommended that to distribute questionnaires in more geographical area of university to study the online shopping behavior among undergraduates.

In conclusion, this study is discussed the connections between the independent variables (IV) and the dependent variable (DV) which are perceived usefulness, trust, perceived ease to use, and perceived enjoyment are relating to the online shopping behavior between public and private universities undergraduate students.

REFERENCES


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