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INTENTION TO ONLINE SHOPPING OF HIGHER EDUCATION STUDENTS IN HAINAN

Chen Fen, Yordying Thanatawee*, Chaiyant Methanuwatanadej

Graduate School of Commerce, Burapha University, Chonburi, Thailand

ABSTRACT

This paper analyses consumers' belief in Web site attributes and their online shopping attitudes that influence their intention to shop for consumer goods online. It aims to provide a Theory of Reasoned Action (TRA) to explain the interrelationships among belief in Web site attributes, online shopping attitude, and online shopping intention. Our model was tested using data collected from 395 questionnaires and analyzed using descriptive analysis, simple regression, t-test analysis, and multiple-regression. The three most important variables in this study were belief in Web site attributes, online shopping attitude, and online shopping intention. The results show that individual attitudes to toward online shopping are strongly and positively correlated with online shopping intention.

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INTRODUCTION

The online sales can improve attributed to the internet' advantages as update large amounts of information quickly, improving service quality and growing accessibility (Bonn, Furr and Susskind, 1999). The sellers could use distribution channel to make themselves selling better, so they need to know who buys online, what they buy online, why they buy online, and how attract more consumer increase online sales. If this way has an effective, the sellers could build a perfect sale system to retain existing and revisit consumers in the future (Nucifora 1997, Roha and Henry 1998).

Online shopping intention is mean that consumers may be wanted to purchase products online (Lee and Littrell, 2005). Chen (2004) defined online shopping intention as predicting online consumer prefers to buy the product what kinds of items. Wakefield and Blodgett (1994) have used consumers' desire to stay in the context of shopping this way to evaluated online shopping behavior. Research carried out by Keaveney and Parthasarathy (2001) found consumer online shopping perception by examining switching intention and repatriate intention study in the USA. In Jayawardhena (2004) consumer online shopping intention was examined by evaluating desire to browse, repatriated intention, and switching intention.

Online shopping is following e-mail using and web browsing. Commonly, internet user searches entertainment information and news when they online. But online shopping is more popular than it. Though

*Corresponding author : E-mail address : yordying@yahoo.com

of online sellers considering what internet users want when online, it also is difficult to attract customers. (E-Usage, 2004) However, according to the Ministry of Economic Affairs of Hainan, the sellers were profit from online shopping growth slowly.

Internet marketing researchers and practitioners have found the most accurate forecast of consumer online shopping behavior of online shopping intention. Therefore, many people used consumer online shopping intention to explain the success and failure of e-commerce (e.g., LeeandLittrell, 2005; Peng, Fan, andHsu, 2004; Thou, 2004). Consumers' online shopping intentions can reveal their motives, perceptions, and attitudes, and subsequently serve as the basis of e-marketing (Salisbury et al., 2001)

This study is based on a large of consumer who have intention may be buy product online or who just browsing while online (Lee and Johnson, 2002). This research will explore who was internet buyer why they like to shop online and comparing him or her to non-buyer why they do not like to shop online. It is motivate non-buyer categories of the non-web user, the online store visitor, or the consumer who intentioned to shop online but did not complete the transaction to shop online in a particular way. This research will analyze the significant factors in previous online shopper research to determine if those factors are also influential for the online buyers.

LITERATURE REVIEWS

This study utilized the Theory of Reasoned Action (TRA) as the framework to explain the inter-relationships among belief in Web sit attributes, online shopping attitude, and online shopping intention.

THEORY OF REASONED ACTION

The Theory of Reasoned Action (TRA) originated in the field of social psychology (Chao, 2004). After 1862, psychologists began to formulate theories about the effects of attitude upon behavior. In the nineteenth century, the field of psychology began to explain human action in terms of "attitude" (Ajzen and Fishbein, 1980). Allport (1935) and Guttan (1944) used the concept of attitude to explain the formation of individual behaviors. In the early 1960s, social scientists also started to regard attitude as a predictor for behavior (Chen, 2004). As a result of these developments by psychologists and social scientists, Fishbein and Ajzen investigated ways of predicting behaviors (Wang, 2004).

CONSUMER ONLINE SHOPPING ATTITUDE AND CONSUMER ONLINE SHOPPING INTENTION

There is a positive relationship between consumer attitude and purchase intention toward traditional business (Kim and Park, 2005). Similarly, a past studies have found that consumers' positive online shopping attitudes significantly increased their willingness to shop online (e.g., Shim et al., 2001; Georage, 2002; Leeand Littrell, 2005).

BELIEF IN WEB SITE ATTRIBUTES

Improving growth of B2C e-commerce, an expanding interest in Web site attributes had been demonstrated in the literature on e-commerce.

WEB SITE CONTENT

Researchers have suggested different Web site content components such as ease of use (Ruyter et al., 2001), easy understanding of the processes of ordering and settling online transactions (Constantinides, 2004) clear policy description of product

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returning procedures (Torkzadeh and Dhillon,2002), easily accessible information and easy site navigation (Salisbury et al., 2001), and aesthetic elements (Constantinides, 2004). Reorganizations of consumer profiles and needs are vitally important factors to be taken into consideration when a Web is designed (Lassar, Manolis, and Lassar, 2005).

TRUSTWORTHINESS

Trustworthiness is seen as a significant component of Web site attributes (Cai and Jun, 2003). Trustworthiness that is associated with the safety of private consumer information and transaction security is a significant determinant of consumer clothing online behavior (Yang et al., 2003). Intention to shop on the Web is influenced by transaction services such as privacy safety, the minimal returning time or cost, product guarantees, and payment security (Shim et al., 2001).

INTERACTIVITY

Interactivity is regarded as an important component to contribute to a successful Web site design (Constaninides, 2004). Constantinies (2004) suggested that the interactivity components be grouped into two categories: "interactivity with the online other Web users"(p.117) and "interactivity with vendors" (p. 117). Networking with other online customers helps customers to disseminate and empower market knowledge (YanandFang, 2004). Typical tools of Internet B2C interaction such as guest clothings, chat rooms, and bulletin board are important tools for enhancing Web site quality.

MARKETING MIX

Marketing mix associated with the marketing 4Ps (product, price, place, and promotion) is suggested to influence consumers' experiences toward the Web (Constantinides, 2004). Product feature, product size, product presentation, product description, product availability, and product offerings usually influence consumers' experience with and attitude toward a Web site (Jang and Burns, 2004).

CONSUMER ONLINE SHOPPING ATTITUDE AND BELIEF IN WEB SITE ATTRIBUTES

Chen et al. (2002) suggested that antecedents of attitude toward commercial company sites were usefulness, ease of use, and enjoyment, focusing on the system function and site holders' brand perceptions. Thou (2004) conducted a survey in Hainan and found that the antecedents of clothing online attitudes were credibility, responsiveness, empathy, and warranty.

In this stud, socio-demographic characteristics were attributed to why given online shopping risk elements were ranked differently by respondents. Liebermann and Stashevsky(2002) found that four socio-demographic traits(gender, age, marital status, and education) have an effect on perceived online shopping risk formation. They suggested that theses socio-demographic traits findings could be utilized by marketers in the personalization process. Sathye (1999) found that wealthy, educated, and young consumers were among those most likely to adopt online shopping in Australia.

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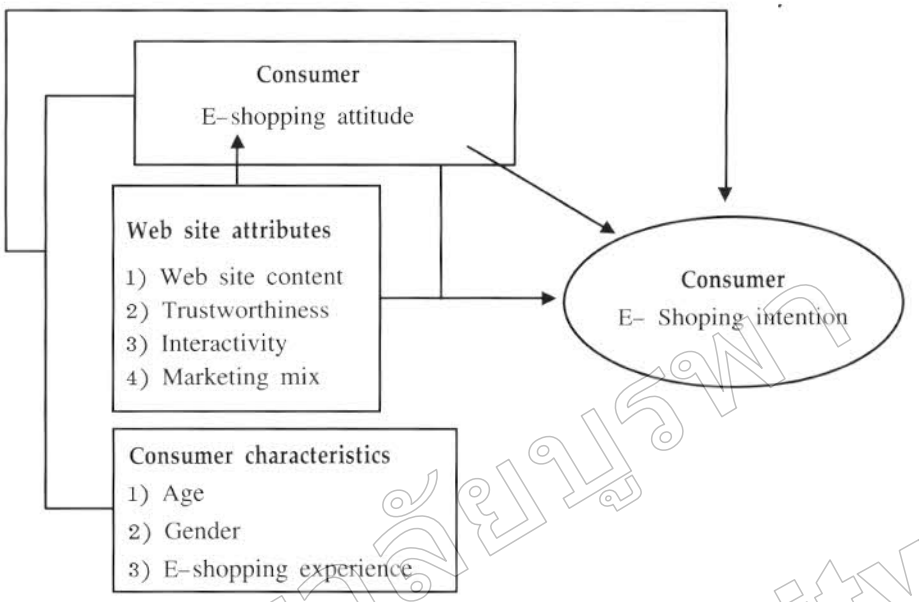

Figure 1: Antecedents of Consumer Online shopping Intention

RESEARCH METHODOLOGY

This study using the method of two-stage quota sampling used a sample of male and female student at different levels of several departments of Hainan University. The survey questionnaires were non-randomly distributed to the willing participants. The survey was administered to a sample of undergraduate and graduate students who were students at Hainan University of Hainan and had purchased goods from Web site. Three hundred and ninety-five questionnaires were usable for data analysis.

RESEARCH DESIGN

A survey obtains information from a sample of people by means of self-report, which is the people respond to a series of questions posed by the investigator Polit and Hungler (1993). In this study the information was collected through self-administered questionnaires distributed personally to the subjects by the researcher.

QUANTITATIVE

Quantitative design is a strategy that for researcher to collect data in numerical form, which is in an effective way to get information, describes variables and their relationships (Burns and Grove 1993).

EXPLORATORY

The research design is exploratory as it meets the standard described by Polity and Hungler (199:193), because it is designed to understand the situation (meaning the specific competencies of the university student programmed understanding operation online shopping).

DESCRIPTIVE SURVEY

Polit and Hungler (1991:189) defined the survey as designating any research activity in which data is obtained from a specific population for the purpose to exam characteristics, opinions or intentions of that

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population. The advantages of using the survey method include are

- Flexible
- Useful for the discovery of new insights as well as for pointing out typical responses
- Can be applied to many people
- Provides data about the present, what people are thinking doing and anticipating (Polit and Hungler 1991:193)

THE POPULATION AND SAMPLING METHODS

POPULATION

In this study, according to Hainan Online, purchasing clothing accounted for the major of students in Hainan University.

SAMPLING APPROACH

The sampling approach is a process of selecting a portion of the population to represent the entire population (Polit and Hungler 1991:654). Calculation of sample size and the formula for the sample of population with a mind set confidence 95. Gardens miss ?5% errors in the formula of Taro Yamane (1967) as follows.

The no probability sampling approach used in this research is purposive sampling because only Hainan Universityhad online shopping website of itself. According to Gall and Borg (2003) this sampling approach has the effect of reducing sampling error for a given sample size. The disadvantage of the sample is that it cannot represent the general situation, for it is not able to cover every element of the population.

CRITERIA FOR INCLUSION OF RESPONDENTS

The respondents have to meet the following criteria to be included in the sample

- Hainan University students age at least 18 years old.
- Hainan University students had experience in purchasing clothing form e-stores.
- The student is studying in Hainan University including foreign students.
- The students are able to read Chinese or English.
- The student volunteered for take part in the study and finished the questionnaire.

QUOTA SAMPLING

Quota sampling has the effect of reducing sampling error for a given sample size (Gall, Gall, and Borg, 2003). There are two useful stages to reduce the error after using quota sampling. The first stage to figure out the numbers of male and female students in different departments, second-stage quota sampling was used to choose class levels for stratified respondents.

DATA COLLECTION METHODS

DATA COLLECTION INSTRUMENT

According to Polit and Hungler (1991:193), a questionnaire is a tool for gathering self-report information from the respondents about their attitudes, knowledge beliefs and feelings.

A self-administered questionnaire is to collect data the perceptions of the students had experience in purposing clothing from e-stores. Student subjects are asked to reply to the questionnaire during rest time.

MANAGEMENT OF QUESTIONNAIRE

The researcher went to the selected institutions personally to deliver questionnaires. The institutions were requested to provide the researcher with a contact

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person who assisted with the distribution of questionnaire to the participants. The researcher was available to explain problems when investigators need understanding. Each participant was asked to complete the questionnaire and return it to the contact person of the institution. The researcher collected the completed questionnaires from the contact person of each participating institution. Fox example, while the participants were completing the questionnaires, the researcher left the classroom, but stayed in close proximity to answer any questions. No teacher was in the classrooms during the data collection process. Student respondents were asked to drop the returned questionnaires into a box with a slot at the entrance of the classroom. The data collection process was conducted within one month in the Hainan College, located in China. At last, report of project was submitted.

THE ADVANTAGES OF QUESTIONNAIRE

The advantages of using a questionnaire in the study include:

- Questionnaires are more cost effective to administer than conducting interviews as interviews may have required the researcher to travel from one institution to another at several occasions.
- The researcher was not present during the completion of questionnaire so there was no bias; the respondents were free to answer questions as they wanted to.
- A sense of anonymity was ensured during data collection as findings could not be linked to specific respondents.
- The questionnaire format was standardized for all respondents.

THE VALIDITY AND RELIABILITY OF THE RESEARCH INSTRUMENT

The validity of an instrument is the determination of the extent to which the instrument actually reflects the abstract concept being examined (Burns and Grove 1987:294). The reliability of a research instrument is the degree of consistency with which the instrument measures the attribute it is supposed to be measuring. Reliability can be equated with the stability, consistency or dependability of a measuring tool (Polit and Hungler 1991:242).

- In order to test for content validity of the instrument experts and specialists in the online shopping field of consumer were used to affect the tool.

QUESTIONNAIRE DESIGN

This research is a quantitative, non-experimental, explanatory and correlation design. The purpose of this study is to analyze a social problem. The questionnaire is written in Chinese and English which is translated by a professional interpreter. After translations checked that the content should be make the English and Chinese reader understand of the questionnaire.

In this study, the dependent variable is online shopping intention and the independent variable is belief in web site attributes and online shopping attitudes. The data collected from the sample were processed on SPSS software. Descriptive and inferential statistics are included. Methods of data analysis are reliability analysis, factor analysis, t-test analysis, analysis of variance (ANOVA), simple regression, and multiple regressions.

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QUESTIONNAIRES

The questionnaires have gender, year. How long have you been using the internet to purchases products?

Based on your most recent clothing online store shopping experience, please circle your level of agreement for each item, using a scale of like this

5 = strongly agree

4 = agree

3 = average

2 = disagree

1 = strongly disagree

Furthermore, belief in marketing mix played an important role in affecting online shopping intention. Practical implications, limitations, and recommendations for future research are further discussed.

METHOD OF DATA ANALYSIS

The data that were received from the selected sample were processed on SPSS software to conduct reliability analysis, t-test analysis, and standard analysis of variance (ANOVA), descriptive analysis, simple regression, hierarchical regression and multiple-regression.

T-test analysis is employed to measure the significant differences between male and female respondents in belief in web site attributes, online shopping attitudes, and online shopping intentions. ANOVA technique is not to test the hypotheses, but to measure the significant differences for age groups and length of online shopping experience in belief in Web site attributes, online shopping attitudes, and online shopping intentions.

Chapter 3 uses methodology for testing research questions. According to Hainan Online, online shopping accounted for the major of high education students in the universities Hainan Province. Before this investigation, the researchers should be known the population of Hainan University is the fully representative sample, so research questions, procedures and ethical aspects, instrumentation, methods for data analysis, quota sampling was used.

RESEARCH RESULTS

This chapter presents the results of study. Chapter four is comprised of three parts. The first part is the results of reliability analysis. The second part is socio-demographic characteristics of the sample. The third part is analysis of the research questions. The results are descriptive and inferential statistics are utilized as both the tools to analyze the socio-demographic characteristics, Web site attributes online shopping attitudes, and online shopping intention, as well as the methods of answering the research questions.

DEMOGRAPHIC CHARACTERISTICS

A demographic profile of the respondents, frequency distribution in Table 4-3, indicates that 61.5% most of respondents were females and 38.5% of the respondents were male accounted for 61.5% of the sample. With regard to the age distribution, among the 395 respondents: 9.4% were 18-19, 80.3% were 20-29, 9.6% were 30-39, and 0.8% over 49. The majority of the participants, 80.3% of the sample, were 20-29 years old. The education level for 8.6% of the respondents' internet skill was at poor level, 53.7% of the respondents' internet skill was fair, and 37.7% of the respondents' internet skill was good. Overall the education level of the respondents was very high, with more than 80% indicating either a bachelor's or a graduate degree. The internet skill

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level for 8.6% of the respondents' internet skill was at poor level, 53.7% of the respondents' internet skill was fair, and 37.7% of the respondents' internet skill was good. On the whole, the internet skill level of the respondents (91.4%) had more than fair or good. The annual income level for 46.1% of the respondents' annual income was less than 10,000 Yuan. It's evident that 80.0% of the respondents' like best to shop online was clothing. The length of online shopping experience level for 28.1% of participants had used the internet as shopping online for less than half a year, 20.5% for 0.5-1 year, 38.2% for 2-3year, 0.3% for 3-5 years and 12.9% for more than 5 year. The largest group of with online shopping experience was 2-3 years. In sum, the sample for this study was young, educated, experienced, fell into a lower income group.

Table 4-3 Frequency Distribution for Demographic Characteristics

Item	Category	Frequency	Percent
Gender	Male	152	38.5
	Female	243	61.5
	Total	395	100
Age	18-19 years	37	9.4
	20-29 years	317	80.3
	30-39 years	38	9.6
	Over 40 years	3	0.8
	Total	395	100
Education	High School or less	3	0.8
	Some College	76	19.2
	College Degree	214	54.2
	Graduate Degree or more	103	25.8
	Total	395	100
Internet Skill	Poor	31	7.8
	Fair	208	52.7
	Good	149	37.0
	Excellent	10	2.5
	Total	395	100
Annual Income	Less than 10,000 Yuan	182	46.1
	10,000-19,999 Yuan	92	23.3
	20,000-29,999 Yuan	66	16.7
	Over 29,999 Yuan	55	13.9
	Total	395	100
Type of the Product	Clothing	324	82.0
	Book	26	6.6
	Wristwatch	24	6.1
	Shoe	15	3.8
	Digital Electronic Goods	4	1.0
	Others	2	0.5
	Total	395	100
Length of Online Shopping Experience	Less than 0.5 year	111	28.1
	0.5-1 year	81	20.5
	2-3 years	151	38.2
	3-5 years	1	0.3
	More than 5 years	51	12.9
	Total	395	100

HYPOTHESES TESTING

Hypothesis 1 Testing: Online Shopping Attitude and Online Shopping Intention

Simple regression was run to determine significant relationships between online shopping attitude and online shopping intention (see Table 16). The result showed a positive relationship between online shopping attitude and online shopping intention. The model summary gives R square (0.602) and Adjusted R square (0.601). This model predicted 24% of the variance in online shopping intention. The model of online shopping attitude significantly predicted online shopping intention (F=594.54, p=0.00).

Table 16

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Regression of Online Shoppin Attitude on Online Shopping Intention

Explanatory Variable	b	SE	BETA (β)	t
Online Shopping Attitude	0.773	0.32	0.776	24.383***
N = 395				
F = 594.54	P = 0.00	R^2 = 0.602	Adjusted R^2 = 0.601	

Predictor: (Constant), Online Shopping Attitude
Dependent Variable: Online Shopping Intention
* $p \leqslant 0.05$ ** $p \leqslant 0.01$ *** $p \leqslant 0.001$

Hypothesis 2 Testing: Belief in Web Site Attributes and Online Shopping Intention Multiple regressions was conducted to determine the best combination of belief in Web site content, belief in trustworthiness, belief in interactivity, and belief in marketing mix for predicting online shopping intention (see Table 17). This combination predicted online shopping intention (F=210.51 p=0.00). Except for belief in Web site content, the other three constructs had significant beta weights for the model. The beta weights suggested that belief in trustworthiness, belief in interactivity, and belief in marketing mix also contributed to this prediction of online shopping attitude. The coefficient of the adjusted R square value was 0.68. This indicated that 68% of the variance in e-shopping intention was explained by the model, indicating a lager effect.

Table 17 Multiple Regression of Belief in Web Site Content, Belief in Trustworthiness, Belief in Interactivity, and Belief in Marketing Mix on Online Shopping Intention

Explanatory Variable	b	SE	BETA	t
Belief in Web site content	−0.03	0.09	−0.02	−0.40
Belief in trustworthiness	0.28	0.07	0.29	3.62***
Belief in interactivity	0.41	0.09	0.42	4.28***
Belief in marketing mix	0.16	0.05	0.16	3.06*
N=395				
F=210.514	P=0.00	R^2=0.683	Adjusted R^2=0.680	

Predictor: (Constant), Belief in Web site content, Belief in trustworthiness, Belief in interactivity, Belief in marketing mix.
Dependent Variable: Online shopping intention
* $p \leqslant 0.05$ ** $p \leqslant 0.01$ *** $p \leqslant 0.001$

Hypothesis 3 Testing: Belief in Web Site Attributes and Online shopping Attitude on Online shopping Intention

Multiple regressions was conducted to determine the best combination of Web site attributes (Web site content, trustworthiness, interactivity, and marketing mix) for predicting online shopping intention (see Table 18). This combination of online shopping attitude and belief in four dimensions of Web site attributes significantly predicted online shopping intention (F=168.43 p=0.00). Except for belief in Web site content, the other three constructs had significant beta weights for the model. The beta weights suggested that online shopping attitude contributed most to predict online shopping intention, belief in trustworthiness, belief in interactivity, and belief in marketing mix also contributed to this prediction of online shopping intention. The coefficient of the adjusted R square value was 0.68. This indicated that 68% of the variance in e-shopping intention was explained by the model, indicating a lager effect.

Table 18 Multiple Regression of Online Shopping Attitude, Belief in Web Site Content, Belief in Trust

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worthiness, Belief in Interactivity, and Belief in Marketing Mix on Online Shopping Intention.

Explanatory Variable	b	SE	BETA	t
Belief in Web site content	-0.04	0.09	-0.02	-0.46
Belief in trustworthiness	0.26	0.08	0.27	3.28***
Belief in interactivity	0.34	0.12	0.35	2.85*
Belief in marketing mix	0.17	0.05	0.17	3.17*
Online shopping attitude N-395	0.07	0.09	0.07	0.84
F-168.432	P-0.00	R^2-0.684	Adjusted R^2-0.680	

Predictor: (Constant), Belief in Web site content, Belief in trustworthiness, Belief in interactivity, Belief in marketing mix, Online shopping attitude

Dependent Variable: Online shopping intention

* $p \leq 0.05$ ** $p \leq 0.01$ *** $p \leq 0.001$

DISCUSSION

Chapter 5 includes a discussion of the findings, explanations of the results of this study, practical implications, limitations, and recommendations for future research.

Consumers' positive online shopping attitudes significantly increased their willingness to shop online

Limitations

1. University students should know enough about the internet and online shopping to reply to questions about their belief in Web site attributes, online shopping attitudes, and online shopping intentions. Students are generally representative of the population as a whole. Nevertheless, generalization of the findings of this research to all Hainan e-clothing store consumers as a whole should be done with caution.

2. Because the sample was selected in Hainan, generalizing the analytical results of this study to other countries is difficult.

3. Online shopping intention might only serve as an indicator of actual consumption behavior.

Recommendations for Future Research

1. A confirmatory factor analysis is suggested to clarify the factor structure of Web site attributes.

2. It is necessary for future research to use more diversified random samples to verify the findings of this present study.

3. Future research can use a structural equation modeling technique to measure the causal relationships

มหาวิทยาลัยบูรพา Burapha University

among belief in Web site attributes, online shopping attitude and online shopping intention

Future researchers need to measure factors in predicting consumers' online shopping intentions in the context of cultural and cross-national differences.

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