

EXAMINING THE ROLE OF ONLINE MOTIVATIONS IN CONSUMER
ONLINE SHOPPING INTENTION USING TECHNOLOGY ACCEPTANCE
MODEL

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DEDICATION

To my beloved mother and my father

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ABSTRACT

Electronic commerce sales continue rising due to Internet growth. However, online retailers may not be doing enough to promote their products causing them to forego potential profits. Understanding the impact of motivational factors on consumer intention to shop online will enable online retailers to design effective e-business strategy that engage users, leading to additional purchases. In this study, the researcher modified the Technology Acceptance Model (TAM) to reflect the impact of some online motivational factors in online shopping. The TAM posits perceived ease of use (PEOU) and perceived usefulness (PU) contribute to an individual's behavioral intention. Research has shown motivational factors have the ability to influence PEOU and PU. Although many studies have used the model to better understand e-commerce, the problem is that they have ignored some important external variables. This study adopted a quantitative research methodology using surveys to collect research data from survey subject. A structural equation modeling software (Analysis of Moment Structures or AMOS) was applied to examine the direct and mediating effects hypotheses. The analysis of the data has supported some purposed relationships. It was found that convenience, social media, and personalization positively influence to consumer perceived usefulness of online shopping, and consumer intention to shop online. Moreover, perceived enjoyment positively influences to consumer intention to shop online, and website attributes positively affects perceived ease of use of online shopping. While, results failed to support relationships between the information density and consumer intention to shop online. This research makes several theoretical contributions and provides further insights on the effects of online shopping motivations on consumer behavior particularly in Malaysia. Methodological and practical implications were discussed and several potential avenues for future research were identified and proposed. Generally, this study improves our knowledge on what factors drive consumers to shop online, how they work, and what their implications are for customers and online retailers.

ABSTRAK

Jualan perdagangan elektronik terus meningkat mengikut perkembangan Internet. Walaubagaimanapun, peruncit dalam talian mungkin tidak melakukan yang sewajarnya untuk mempromosikan produk mereka lalu menyebabkan mereka terlepas peluang untuk mendapatkan keuntungan. Memahami impak faktor-faktor motivasi ini akan berupaya membuat peruncit dalam talian untuk merangka secara efektif strategi e-perdagangan yang membabitkan pembeli dan seterusnya menyebabkan mereka membuat pembelian-pembelian tambahan. Penyelidik telah melakukan modifikasi ke atas *Technology Acceptance Model* (TAM) untuk mencerminkan impak faktor-faktor tersebut ke atas pembelian dalam talian. TAM telah menempatkan PEOU dan PU sebagai penyumbang terhadap niat seseorang itu. Kajian telah menunjukkan bahawa faktor-faktor motivasi mempunyai kebolehan untuk mempengaruhi *perceived ease of use* (PEOU) dan *perceived usefulness* (PU). Walaupun terdapat banyak kajian yang telah menggunakan model ini untuk memahami dengan lebih baik e-perdagangan, terdapat banyak pembolehubah luar yang penting yang tidak diberi perhatian. Kajian ini menerimapakai keadah penyelidikan kuantitatif dengan melakukan kajiselidik untuk mendapatkan data dari responden. Satu perisian analisis pemodelan persamaan struktur iaitu *Analysis of Moment Structures* atau AMOS telah digunakan untuk mengkaji kesan hipotesis langsung dan pengantara. Analisa data telah menyokong beberapa cadangan hubungkait. Didapati bahawa kemudahan, media sosial dan pemperibadian mempunyai pengaruh yang positif ke atas tanggapan kegunaan terhadap pembelian dalam talian dan niat pengguna untuk membeli-belah dalam talian. Selanjutnya, tanggapan keseronokan mempunyai pengaruh yang positif ke atas niat pembeli untuk membeli dalam talian. Sifat-sifat laman web mempengaruhi secara positif tanggapan kemudahan penggunaan pembelian atas talian. Di sebalik ini, dapatan kajian juga gagal menyokong hubungkait antara kepadatan maklumat dan juga niat pengguna untuk membeli-belah dalam talian. Kajian ini telah memberikan beberapa sumbangan berbentuk teoratikal dan memberikan pandangan lanjut dalam melihat kesan motivasi pembelian dalam talian ke atas tingkah-laku pengguna khususnya di Malaysia. Implikasi praktikal dan metodologikal telah dibincangkan dan beberapa ruang untuk penyelidikan selanjutnya telah dikenalpasti dan dicadangkan. Secara umumnya, kajian ini telah menambahkan pengetahuan dalam menentukan apakah faktor yang menyebabkan pembeli membeli secara dalam talian, bagaimana faktor ini mempengaruhi mereka dan apakah implikasinya ke atas pengguna dan peruncit dalam talian.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The number of people accessing the Internet continues to grow rapidly. According to the latest statistical research by Miniwatts Marketing Group, the amount of Internet users around the world in 2000 was about 360 million people. In the period of 2000 to 2015, the number of users has increased extremely; at the end of December 2014, with a 753 percent growth it has more than 3.08 billion users (Miniwatts, 2015). In comparison to other electronic media technologies, the Internet has grown considerably in a short time. As Idugboe (2012) illustrates, it took radio 38 years, television 13 years, but Internet just four years, to reach 50 million users. It might seem strange to think that people survey the Web more than watching TV, but the Forrester research indicates the start of a big shift. The study shows for the first time in 2010, people in the United States spent the time watching TV same as browsing the Internet (Anderson *et al.*, 2010).

Extension of the Internet mutated the business environment and created many opportunities for international trading. Nowadays, electronic commerce is becoming a common way of business operation. According to the Nielsen Global Online Survey on Internet shopping habits, more than 85 percent of the world's online population has used the Internet to make a purchase (Nielsen, 2008). In addition, analysts estimate that by 2013, consumers spend about \$330 billion and business about \$4.75 trillion in online transaction. It appears likely that e-commerce will eventually impact nearly all commerce, and that most commerce will be e-commerce by the year 2050" (Laudon and Traver, 2010). In the case of Malaysia, because of the

technological advancement and increasing the number of Internet users, Malaysian consumers' are interested to do online shopping. It is estimated that, in 2014 Malaysia's online shopping market will be RM 5 billion where as it was only RM 1.8 billion in 2010 (Rahman *et al.*, 2013). This uprising of online shopping over brick-and-mortar (physical) shopping is likely to continue as it gives some services over them like –time saving, convenience, availability and variety of products and services, etc. It seems that by the end of the 21st century, the number of online purchasers can increase to all Internet users (Laudon and Traver, 2010). Consequently, with the steady growth of online retail sales and online consumers, most traditional retailers recognize that the Internet has become an efficient and powerful business channel that must be taken into consideration (Liu, 2012).

Customers' decision to shop online chiefly depends on individual assessment of the value of products and/or services (Shih, 2004). In e-commerce, customers will adopt online shopping when they perceive that they are receiving a better deal (Torkzadeh and Dhillon, 2002). Compared to brick-and-mortar stores, online stores have many advantages. Online stores save consumers time and are more convenient – both walking and waiting in traffic or line is not needed. They are almost available whenever and wherever. They provide up-to-date, useful and free rich information about products and services. They also present sophisticated online tools to assist customers in order to compare and make buying decisions between a variety of products and services (Chen, 2009).

Despite the continuous rise in retail e-commerce sales, many online retailing environments using e-commerce solutions fail to meet their profit goals (Hausman and Siekpe, 2009). The e-commerce revolution creates a highly competitive marketplace that companies have to work hard in order to sustain their existence in a market where consumers have many options for purchasing a product or service (Lee, Eze *et al.*, 2011). Firms' long-term profitability in a competitive marketplace depends on their capability to attract and keep loyal consumers. To these firms, comprehending consumers' purchasing motivations play an important role in making e-commerce strategy. In order to develop online markets, or create successful sales strategies in online environment, it is important to survey the consumer behavior in online markets including potential consumers (Okamoto, 2010).

The technology acceptance model (TAM) that was developed by Davis (1989) has been the most widely used model in investigating the adoption of technologies (see Figure 1.1). Davis proposed that perceptions of users regarding “usefulness” and “ease of use” of a technology shape their intention to adopt. Perceived usefulness (PU) is defined as “the degree to which a person believes that using a particular system would enhance his or her job performance” while perceived ease of use (PEOU) refers to “the degree to which a person believes that using a particular system would be free of effort” (Davis, 1989). The model has been tested in many empirical studies (e.g., Gefen *et al.*, 2003; Henderson and Divett, 2003; Li *et al.*, 2012; McCloskey, 2006; Qiu and Li, 2008; Zhang *et al.*, 2006), found to be highly valid and reliable (Smith, 2007), and is widely referenced (He, 2011). This model also has been used in various studies to analyze the acceptance of online shopping (e.g., Cheema *et al.*, 2013; Li *et al.*, 2012; Qiu and Li, 2008; Yoon and Kim, 2007). In addition to perceived ease of use and perceived usefulness, other factors were also proposed in these studies as influencing the intention to shop online.

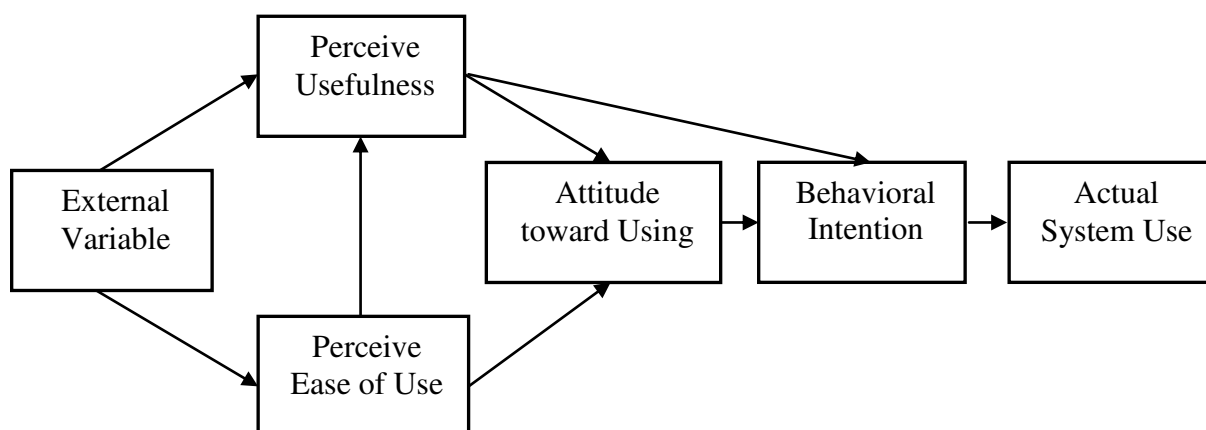


Figure 1.1 Technology Acceptance Model (TAM)

While there are many studies (e.g., Beneke *et al.*, 2010; Chung, 2001; Ghasemaghahi *et al.*, 2009) that consider to the effective factors in consumer intention to online shopping, there is a gap in this research area. Almost there is limited empirical study that explored the role of online shopping motivations in consumer behavior. According to Parsons and Conroy (2006), motivational factors are significant to retailers for two reasons. First, they can attract users into a store (or

online store website). Second, they can improve the value of the object of the functional motives, and thus operate as a source of sustainable competitive advantage, perhaps leading to long-lasting relationships with shoppers. Hence, this study based on the TAM theory, investigates motivational factors that may enhance consumer intention to online shopping.

1.2 Problem Statement

The development of the Internet has changed almost every aspect of the social and economic world. It has especially changed how people buy and consume products. The commercial presence on the Internet is growing daily, and merchants are trying hard to adapt to the new online business environment. It is a very competitive market in the online environment (Liao *et al.*, 2012), and in this condition, companies should develop their strategy based on the new aggressive marketplace. However, despite the continued growth in e-commerce and the potential for further growth in online shopping (Cheema *et al.*, 2013), companies have reported problems in attracting new customers and retaining existing ones (Ahmad *et al.*, 2010; Smith, 2007), and face challenges in converting online visitors to real purchasers (Hsu *et al.*, 2012; Wang and Hao, 2011). Research indicates most consumers prefer to shop from physical stores (Hudson, 2012), and result of Google survey shows more than 50 percent of online store visitors who place items in their shopping carts do not buy online (Google, 2009). According to literature, most important reasons are delivery time (Clemes *et al.*, 2014), risk (Kim *et al.*, 2008), and lack of the ability to see, touch or experience a product (Lee *et al.*, 2010) in online shopping. On the other hand, research show some shopping motivations can reduce the effect of disincentive factors, and increase consumer intention to shop online (Bagdoniene and Zemblyte, 2009).

In the context of Malaysia, despite the potential growth of technology and internet, e-commerce is still a new phenomenon (Chwo-Ming *et al.*, 2013). Online shopping is growing fast in western countries, but Malaysia is still lag far behind compared to the western countries (Haque *et al.*, 2011). In this case, result of a statistical

research by ACCCIM (2012) shows more than 72 percent of small and medium enterprises (SMEs) in Malaysia are not doing e-commerce yet, although 48 percent of them have a plan to start. Starting a new business in online environment involves some uncertainty and taking a few risks and most retailers express the primary concern of them is unsuccessfully in attracting consumers (Chwo-Ming et al., 2013). Therefore, retaining existing online customers and attracting new ones by understanding consumers' shopping motivations will be one of the critical factors to success of companies in online market (Liu et al., 2012).

The increasing significance of e-commerce has attracted the concentration of marketing researchers to develop their study in online environment. Considerable research has been devoted to understanding consumer behavior in this new consumption area. Some researchers have focused on those individual factors (e.g., personal shopping orientations, demographics, culture) that lead individuals to adopt online shopping (Akour *et al.*, 2006; Burkolter and Kluge, 2011; Citrin *et al.*, 2000; Jayawardhena, 2004; Kwek *et al.*, 2010). Other research focused on the impact of online retailer related attributes (e.g., vendor type, web site design, marketing strategies, site usability, and service quality) on consumers' online shopping behavior (Dholakia and Zhao, 2010; Ganesh *et al.*, 2010; Park *et al.*, 2012). Several researches explored the impact of product category on consumer shopping behavior in this new environment (Cleveland *et al.*, 2011; Moon *et al.*, 2008; Román, 2010; Verhagen, 2010). Another stream of research attempted to examine motives and incentives in online shopping (Bagdoniene and Zemblyte, 2009; Beneke *et al.*, 2010; Ganesh *et al.*, 2010; Kim *et al.*, 2010; Yim *et al.*, 2013). A review of the relevant research revealed several gaps that merit further consideration.

First, even though scholars from various business disciplines have made important advancement in studying consumer behavior in online environment in recent years, it seems the scope of studies is rather broad, and studies appear relatively fragmented with contradictory findings (Chen, 2009). This may be because online consumer behavior is still developing with its profound dependence on ever advancing information technology. Human behavior and social structure are changed constantly by new technology changes (Orlikowski, 2010), so that consumer behavior is still adapting to the changing online environment. In another aspect, the principal predictor of behavior is intention (Ajzen and Fishbein, 1980). Ajzen (1991) argued that intention as

the likelihood to act. As a result, consumers' intention also can be changed over time (Tat *et al.*, 2010). Thus, in the online environment consumer behavior and intention to shop online are dynamic and should monitor repeatedly based on technology advancement (Nguyen and Mutum, 2012).

Second, various research has found that shopping motivations influence shopping behavior (Arnold and Reynolds, 2003; Kang and Park-Poaps, 2010; Thilmany *et al.*, 2008; Wagner, 2007) and are one of the important predictors of consumer behavior and intention to shop online (Bagdoniene and Zemblyte, 2009; Beldonaa *et al.*, 2005; Ganesh *et al.*, 2010; Kim *et al.*, 2010; Koo *et al.*, 2008; To *et al.*, 2007; Yim *et al.*, 2013). However, because the Internet is a fast-changing environment and online shopping motivations will likewise change, updating of differences in characteristic of online shopping motivations and consumers' stances and behavior towards this phenomenon, will continually need to be done.

Third, previous studies mention culture has a significant effect on consumer behavior (Benjamin, 2010; Moon *et al.*, 2008). In this respect, although studies regarding the outcomes of online shopping motivations are emerging in the literature, it should not be assumed that findings derived using the western data could be generalized to other regions of the world such as Asia, particularly Malaysia. Considering that Internet shopping is still at the development stage in Malaysia, not much information is known about consumer attitude toward online shopping and the factors that affect customer online purchase intention in the online environment (Kwek *et al.*, 2010). Research related to online purchasing is still in its infancy stage, particularly studies on group of current Malaysian online shoppers (Tat *et al.*, 2010). In this case, little information is known about Malaysian Internet users' motivational factors with respect to online shopping (Kwek *et al.*, 2010).

Fourth, a major group of studies on consumer's intention to shop online in Malaysia are based on student sample (Alam *et al.*, 2008; Ariff *et al.*, 2013; Delafrooz *et al.*, 2011; Kwek *et al.*, 2010; Ling *et al.*, 2010; Nik Mat *et al.*, 2005; Sin *et al.*, 2012; Suki *et al.*, 2008) or limited in special city or zone (e.g., Klang Valley, Penang, Kuala Lumpur) (Harn *et al.*, 2006; Johar and Awalluddin, 2011; Lim and Ting, 2012; Sulaiman *et al.*, 2005) or sample size is small (less than 150 respondents) (Nik Mat *et al.*, 2005;

Suki *et al.*, 2008; Sulaiman *et al.*, 2005; Wei *et al.*, 2010). In this case, results of these studies cannot apply to general population.

Fifth, scholars usually have used behavioral theories such as Theory of Reasoned Action (TRA), Theory of Planned behavior (TPB), and Technology Acceptance Model (TAM) for analyzing consumer behavior and shopping intention (Dholakia and Zhao, 2009; Fiore *et al.*, 2005; George, 2004; Hansen, 2008; Hausman and Siekpe, 2009; Hsu *et al.*, 2006; Jin *et al.*, 2009; Liang and Turban, 2011; Lopez-Bonilla, 2008; Pavlou and Fygenon, 2006; Su, 2011; Sun *et al.*, 2010). Some researchers also use motivational theories for studying consumer decision-making process (Beldonaa *et al.*, 2005; Henson *et al.*, 2010; Lunardo and Mbengue, 2009). In this case, Technology Acceptance Model is usually used as the backbone of research on intention to shop online (Li and Huang, 2010); this may be because online shopping profoundly depends on information technology. TAM states that intention to use an information system can be measured by two variables: the perceived usefulness of the system and the perceived ease of use of the system (Davis, 1989). When using a system is not useful and free of effort, then it probably will not be acceptable by the users (Smith, 2007). Previous research on the TAM (Cheema *et al.*, 2013; Johar and Awalluddin, 2011; Li and Huang, 2010; Qiu and Li, 2008; Zhang *et al.*, 2006) show that the usefulness and the ease of use of the company's e-commerce systems could determine how well business can attract and keep consumers. However, a dedicated and more comprehensive model is essential to extend TAM to predict user intention to online shopping in Malaysia.

1.3 Purpose of Study

Due to the multi-disciplinary nature of consumer behavior in online environment, that means many factors are involved in this field, it is not possible to examine all effective factors in one research. Hence, working towards effects of motivational factors on consumer intention to shop online is the goal of this research. Therefore, in order to concentrate on the gap in research that exists, the goal of this research is two-fold.

First is to develop a more inclusive conceptual model that gives a broader view of consumer intention to shop online. The research model is constructed on a theoretical foundation and it focuses more on online shopping motivations. The research model is then utilized to study the impact of some motivational factors on online consumer shopping intention. These motivational factors are convenience, social media, personalization, information density, website attributes, and perceived enjoyment. These factors were chosen because of three reasons:

- Results of previous studies show effect of these factors on consumers' intention to shop online can be changed over time and through different cultures (Adolphs and Winkelmann, 2010; Akour *et al.*, 2006; Ballantine, 2005; Chang *et al.*, 2005; Chen *et al.*, 2010; Childers *et al.*, 2002; Chung, 2001; Clemes *et al.*, 2014; Demangeot and Broderick, 2007; Eri *et al.*, 2011; Ferber, 1977; Gehrke and Turban, 1999; Hajli, 2012; Jiang *et al.*, 2013; Jones *et al.*, 2003; Kim *et al.*, 2007; Wang *et al.*, 2012).
- These factors deeply depend on advancement of information technology; fast-changing of technology can likewise change the effect of them on consumer intention to shop online.
- In recent studies, based on the literature reviewed, these factors are main motivational factors in consumers' intention to purchase online (Adolphs and Winkelmann, 2010; Chen *et al.*, 2010; Chiu *et al.*, 2014; Jiang *et al.*, 2013; Pappas *et al.*, 2014; Utz *et al.*, 2012; Wang *et al.*, 2012).

These factors are summarized and presented in the research model after a substantial literature review. The model is expected to systematically understand consumer intention to shop online.

Second, empirical evidence is provided to test links between the motivational factors and consumer intention to shop online based on mediating effect of two significant factors in TAM construct (PU and PEOU). Results further confirm effect of these factors found in previous research and they shed more light that explains the inconsistent and controversial findings from those studies. In order to achieve its aims, the research had specific objectives as follows:

- To investigate the relationship between online shopping motivations and consumer intention to shop online,
- To examine the relationship between convenience, social media, personalization, and information density and consumer perceived usefulness of online shopping,
- To examine the relationship between website attributes and consumer perceived ease of use of online shopping,
- To determine the relationship between perceived usefulness and perceived ease of use, and consumer intention to shop online.

1.4 Conceptual Framework

The conceptual framework is the groundwork on which the research project is based. It is a logically provided, described and elaborated network of associations among the variables deemed relevant to the study (Sekaran and Bougie, 2010). The main objective of this study is to examine the factors that may increase the customer intention to shop online. For providing an understanding of consumer intentions to purchase online, this study constructs a framework, based on previous studies on consumer intention to use new technologies and services. In this framework online shopping is defined as the use of the Internet by consumer due to buying products and services from online stores.

The core pattern of this framework is based on the technology acceptance model. The technology acceptance model is one of the most widely used models to predict the adoption of technology. It is argued that this model is also applicable to investigate the intention to shop online (e.g., Gefen *et al.*, 2003; Qiu and Li, 2008). This model provides a simple, yet robust, means to explore the acceptance of technology. TAM proposed that the constructs of perceived ease of use and perceived usefulness would be fundamental in shaping the intention and influencing behavior relating to the acceptance of technology. Though important, the constructs of perceived ease of use and perceived usefulness are not sufficient to account for the role of various other factors that can play a role in technology acceptance; therefore, in later years, this model was extended and modified extensively. To better assess the

adoption of online shopping intention under the influence of motivational factors, this study has extended the technology acceptance model by online shopping motivations.

1.5 Highlight of Methodology

The research objectives of this study were addressed through a quantitative approach. Primary data for this research was collected with an online survey questionnaire. Questionnaire items were adapted from previous valid research in order to increase validity of study. The survey method was chosen to ensure provision of the amount of data required for the quantitative approach of Structural Equation Modeling (SEM). With a web-based survey, data can be collected spontaneously, inexpensively (Cooper and Schindler, 2008) and in a short period of time (Porter, 2004). Data is analyzed using descriptive and inferential statistics; Statistical Package for the Social Science (SPSS™ 18.0) is used for that purpose. The proposed research model is tested with a multivariate data analysis technique of Structural Equation Modeling using AMOS 20.

1.6 Assumptions and Limitation

This study is conducted based on the following assumptions that this study cannot verify:

- The respondents answer the questions to the best of their abilities and trustfully.
- Online survey respondents are assumed to remember their previous online purchase experiences.
- User's intentional behavior to shop online leads to the actual use.

Due to the restricted project timeline, budget, and data availability, this research has the following limitations:

- The geographic setting is limited to Malaysia in order to promote a more homogeneous sample, and limited the influence of other extraneous variables such as national culture and diverse economies. So, when applying the results from this study to other countries population, cautions are recommended.
- This study examined some important motivational factors expected to be related to intention to online shopping. In this regard, this research does not cover all motivational factors and other influential variables.
- It is noticeable that the research results may not represent the same user behavioral intention toward other online systems (e.g., online banking).
- The survey participants must be able to read and write English.

1.7 Definition of Terms

The following definitions describe the meaning of terms used in this study.

Technology Acceptance Model (TAM): A model that asserts beliefs around perceived ease of use and perceived usefulness determine the usage of information technology (Davis, 1989).

Online Shopping: The selection and purchase of goods and services over the Internet from online stores (Laudon and Traver, 2010).

Shopping Motivations: In a shopping context, motivation can be described as the driving force within consumers that makes them shop (Jamal *et al.*, 2006).

Convenience: The consumer's perceived benefit from the speed, accessibility, availability, and less physical effort in online shopping (Beauchamp, 2007).

Social Media Influence: The impact of interaction, recommendation and relation of people in social media on consumer intention to shop online (Kaplan and Haenlein, 2010).

Personalization: Offering unique products and corresponding services according to each customer's individual information, status, taste, shopping behavior and preference (Zhang, 2011).

Information Density: The consumer's perceived benefit from the wide range of searchable, comparable, and up-to-date information from products/services on the Internet (Laudon and Traver, 2010).

Website Attributes: The attributes that are measured by information richness, design features, functionality, usability and visibility of an e-commerce websites (Hausman and Siekpe, 2009; Skadberg and Kimmel, 2004).

Perceived Enjoyment: The extent to which the activity of interacting with the consumer e-commerce websites is perceived to be interesting, enjoyable, and attractive (Qiu and Li, 2008; Urubail, 2007).

Perceived Usefulness: The extent to which a consumers believes that using online shopping will help them to enhance the shopping performance (Hausman and Siekpe, 2009).

Perceived Ease of Use: The degree to which a consumer believes that using online shopping will be free of effort (Shih, 2004). *Intention to shop online:* A consumer's intention to purchase products/services online (Hausman and Siekpe, 2009).

1.8 Contribution of Study

The findings of the research can contribute in the following manner:

First, the current study, by assessing online shopping motivations, is expected to make a contribution in developing a theoretical link between these motivational

factors and intention shop online. This study also tries to examine online shopping motivational factors along with the technology acceptance model. This combination has aided in understanding the relationship between the constructs of the technology acceptance model and online shopping motivations. This research is an initial step in this direction and provides an important foundation for the upcoming research on consumer's intention to shop online in Malaysia.

Second, this study integrates perceived usefulness and perceived ease of use – two important factors in information systems adoption – and online shopping motivations into one unified research model, and empirically tests the causal relationships proposed by the research model. The findings offer a more comprehensive understanding of consumer intention to online shopping by identifying the compound effects of some of important motivational factors. The result is expected to clarify and explain the inconsistent conclusions from previous research in this field.

Third, many business companies are interested in the study on the effective elements of online consumer behavior, which can enable them to attract more consumers (Lee, Eze *et al.*, 2011). Thus, from the practical point of view, this study can help e-retailers in better understanding online shopping motivations that drive consumers to purchase online. This approach aids companies to apply better e-commerce strategies that may enable them to improve their market. Generally, this study improves our knowledge on what factors drive consumers to shop online, how they work, and what their implications are for customers and online retailers.

1.9 Summary and Organization

Online shopping continues to grow as more retailers exploit the Internet to offer their products and services. Despite the popularity of online shopping between different layers of consumers, some online retailers still face challenges converting traditional customers and website visitors into sales. One way to encourage sales is using online shopping motivations. In a shopping context, motivation can be described as the driving force within consumers that makes them shop (Jamal *et al.*, 2006). However, the research of shopping motivations within an online context is

still relatively new. Previous literature has identified the need to gain a better understanding surrounding the influence of online shopping motivations to consumers' intention to shop online (Chung and Park, 2009; Rohm and Swaminathan, 2004; To *et al.*, 2007; Yun, 2011). Therefore, this study built on previous work in the areas.

This chapter presents a general introduction of the research, the statement of the problem, research objectives, the expected contributions, the scope and the organization of the study. The rest of this research is structured as follows. Chapter 2 provides a literature review covering four areas of focus in the research: e-commerce and online shopping, consumer behavior, technology acceptance model, and online shopping motivational factors. Theoretical frameworks used in prior studies to examine consumer purchase intention in the online environment are reviewed. Based on the literature review and objectives of the research, hypotheses are introduced. Methodological base of the study used to examine the hypotheses is described entirely in Chapter 3. This chapter includes explanation of the sample, justification of the data collection method, and clarification on the process of designing and developing the survey instrument. In addition, statistical measures used during data analysis are highlighted in last part of this chapter. In Chapter 4, analysis of the collected data is provided, including a sample description and measurement model analysis. Research hypotheses are tested based on the conceptual model. Conclusions, discussion and recommendations are carefully considered in chapter 5. Figure 1.2 shows the structure of this study.

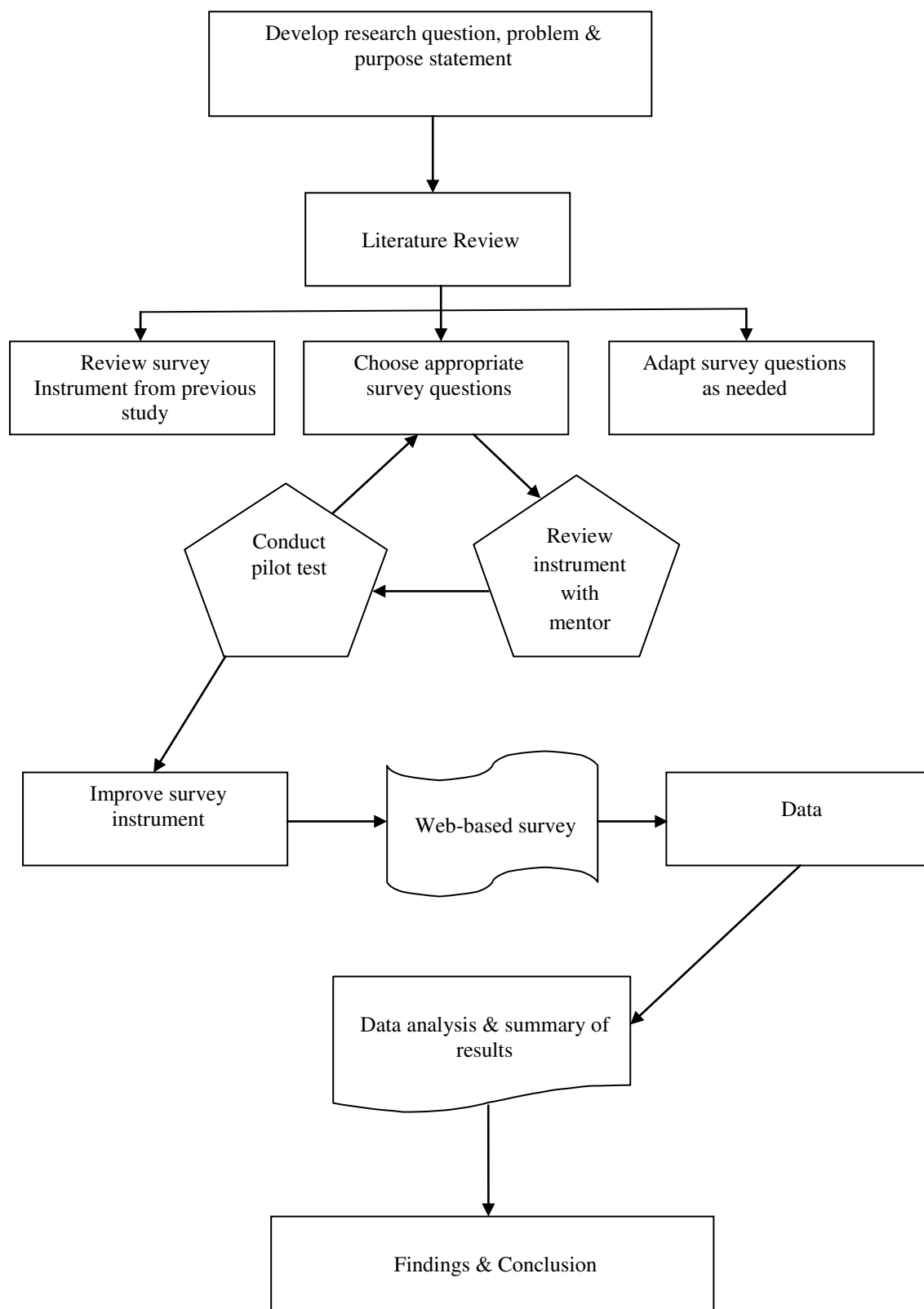


Figure 1.2 Structure of thesis

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