

# THE RELATIONSHIP BETWEEN OTIVATIONS FACTORS AND ONLINE SHOPPING PARTICIPATION AMONG STUDENT IN UNIVERSITY MALAYSIA PAHANG.



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## ABSTRACT

This research is carried out to study the relationship between motivation factors and online shopping participation among student in University Malaysia Pahang . The objective of this research is to identify the dominant factor that influence online shopping participation and to determine the relationship between the motivation factors and online shopping participation. The result of this study has identified there are significant relationship between dependent variable and independent variable.

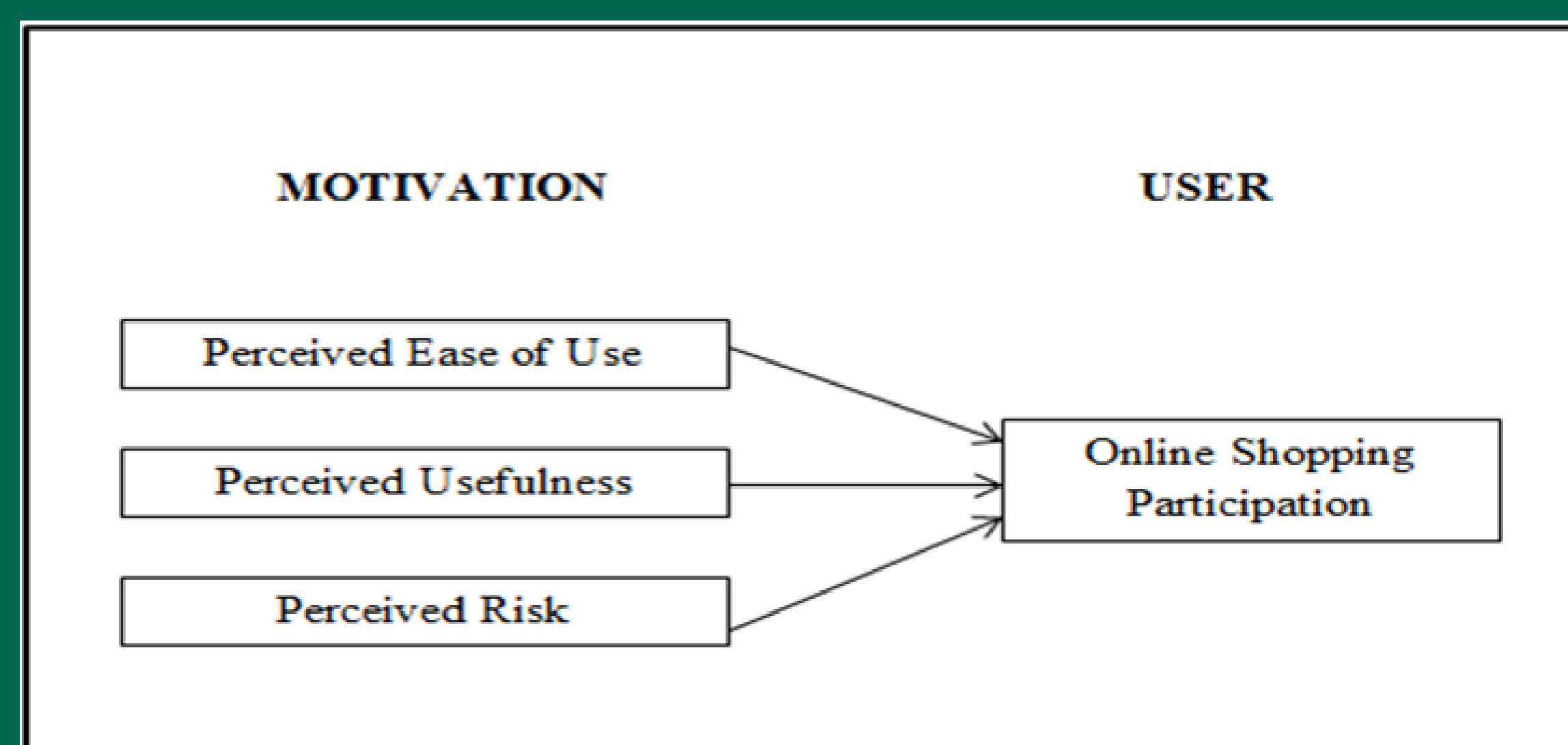
## INTRODUCTION

- The use of the internet is growing all around the world
- The increasing of online stores that sell variety of products
- Consumers can now purchase products and services at anywhere and anytime, without going to the stores.
- The online business has become one of the usual trend in advanced era.

## OBJECTIVE

- 1)To identify the dominant factors that influence online shopping participation
- 2)To determine the relationship between the motivation factors and online shopping participation.

## RESEARCH FRAMEWORK



## METHODS

Quantitative Method: Questionnaire

Use SPSS Software

- Reliability Test
- Descriptive Analysis
- Correlation Test
- Regression Analysis

## RESULTS

### RELIABILITY TEST

Variable	Item(s)	Item Deleted	Cronbach's Alpha
Participation	Online shopping participation for apparel	-	0.771
Factors influence online shopping participation	Perceived ease of use	-	0.676
	Perceived usefulness	-	0.632
	Perceived risk	-	0.836

- ❖ Reliability analysis was done in order to ensure the consistency and accuracy for all the items in the questionnaires.

### DESCRIPTIVE STATISTICS

ITEM	1	2	3	4	5	6	MEAN
DV N=6	3.71	3.42	3.60	3.63	3.72	3.75	3.638
IV1 N=6	4.01	3.96	3.96	4.04	3.96	3.91	3.973
IV2 N=6	3.77	3.94	4.08	4.03	3.96	3.96	3.957
IV3 N=6	2.71	2.68	2.58	2.37	2.40	2.29	2.505

- ❖ The main purpose of computing the means is to determine which factor influence the online shopping participation the most.
- ❖ Perceived ease of use is the most influences to online shopping participation.

### CORRELATION TEST

Correlations				Correlations			
	Online shopping participation	Perceived ease of use			Online shopping participation	Perceived usefulness	
Online shopping participation	Pearson Correlation	1	.526 <sup>**</sup>	Online shopping participation	Pearson Correlation	1	.428 <sup>**</sup>
	Sig. (2-tailed)	.000			Sig. (2-tailed)	.000	
	N	156	156		N	156	156
Perceived ease of use	Pearson Correlation	.526 <sup>**</sup>	1	Perceived usefulness	Pearson Correlation	.428 <sup>**</sup>	1
	Sig. (2-tailed)	.000			Sig. (2-tailed)	.000	
	N	156	156		N	156	156

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

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Correlations			
	Online shopping participation	Perceived risk	
Online shopping participation	Pearson Correlation	1	.024
	Sig. (2-tailed)	.767	
	N	156	156
Perceived risk	Pearson Correlation	.024	1
	Sig. (2-tailed)	.767	
	N	156	156

- The correlation test is to find the value between the variables. If the positive value its mean the relationship is positive.

### REGRESSION TEST

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.471	.416		1.127	.261
Perceived ease of use	.547	.103	.422	5.310	.000
Perceived usefulness	.278	.105	.210	2.654	.009
Perceived risk	-.041	.062	-.045	-.661	.509

a. Dependent Variable: Online shopping participation

- ❖ Multiple regression analysis is used when there are more than one independent variable is used to explain variance in a dependent variable.
- ❖ From this research to examine whether these three independent are significant relationship to participation in online business.
- ❖ This table shows perceived ease of use is most significant variable and have strong relationship that influencing online shopping participation.

## CONCLUSIONS AND RECOMMENDATION

**CONCLUSIONS:** Based on the finding previous chapter, the result showed that perceived ease of use (independent variable) and online shopping participation (dependent variable) have a strong relationship between them. The correlation showed that perceived ease of use and online shopping participation have the highest significant correlate compared to perceived usefulness and perceived risk. It's mean that the perceived ease of use is the dominant factor to influence online shopping participation.

**RECOMMENDATION:** Further research can be study the relationships among the factors that influence consumer's participation in online shopping with the addition of many other factors such as trust and ability. Another suggestion for retailers that they have to minimize online shopping perceived risk by enhancing privacy and protection of consumer data, guarantee the quality of product, and increase trust on consumers by providing better and friendly communication