

การศึกษาปัจจัยที่มีผลกระทบต่อทัศนคติ ของผู้ไม่ซื้อสินค้าออนไลน์มีต่อพาณิชย์อิเล็กทรอนิกส์

Factors Influencing Attitude of Non-online Shoppers toward E-commerce



การศึกษาปัจจัยที่มีผลกระทบต่อทัศนคติของผู้ไม่ซื้อสินค้าออนไลน์ มีต่อพาณิชย์อิเล็กทรอนิกส์ Factors Influencing Attitude of Non-online Shoppers toward E-commerce

ปรีดาวรรณ บาททอง¹

บทคัดย่อ

สืบเนื่องจากปัจจุบันจำนวนผู้ใช้อินเทอร์เน็ตนั้นเพิ่มขึ้นอย่างรวดเร็ว แต่ยังมีกลุ่มคนที่ไม่ใช่ผู้ซื้อสินค้าออนไลน์ เพื่อให้เข้าใจในมุมมองของผู้ไม่ซื้อสินค้าออนไลน์มากขึ้น การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาทัศนคติของผู้ไม่ซื้อสินค้าออนไลน์บนพื้นฐานประชากร และเพื่อศึกษาปัจจัยหลักของกลุ่มผู้ไม่ซื้อของออนไลน์ที่มีต่อพาณิชย์อิเล็กทรอนิกส์ งานวิจัยนี้ใช้ทฤษฎีการยอมรับการใช้เทคโนโลยีสารสนเทศ (Technology acceptance model) ปัจจัยภูมิศาสตร์ประชากรและปัจจัยของนักซื้อของออนไลน์ และ ทัศนคติของผู้ไม่ซื้อสินค้าออนไลน์

ตัวอย่างที่ศึกษาเป็นผู้ที่ไม่ซื้อสินค้าออนไลน์ในกรุงเทพมหานคร จำนวน 414 คน เครื่องมือที่ใช้วิเคราะห์ข้อมูล Statistic Analyses System (SAS) โดยวิเคราะห์ความแปรปรวนของแบบจำแนกทางเดียว การถดถอย และการถดถอยพหุคูณ ผลการวิจัย พบว่า ทัศนคติบนพื้นฐานประชากร ทั้ง อายุ เพศ และ การศึกษาของผู้ไม่ซื้อของออนไลน์แตกต่างกันมีนัยสำคัญทางสถิติมากกว่า 0.05 และ ทัศนคติรายได้ส่วนบุคคลไม่แตกต่างต่อพาณิชย์อิเล็กทรอนิกส์โดยมีนัยสำคัญทางสถิติ 0.05 ด้านปัจจัยการซื้อสินค้าออนไลน์ มูลค่าสินค้า คุณภาพการบริการ และ ความเสี่ยงในการซื้อ ของผู้ไม่ซื้อสินค้าออนไลน์มีผลกระทบต่อพาณิชย์อิเล็กทรอนิกส์มีนัยสำคัญทางสถิติ 0.05

คำสำคัญ: ปัจจัยที่มีอิทธิพล ทฤษฎีการกระทำที่เหตุผล ผู้ที่ไม่ซื้อสินค้าออนไลน์

¹ นักศึกษาปริญญาโท สาขาการจัดการธุรกิจระหว่างประเทศ คณะบริหารธุรกิจ มหาวิทยาลัยนานาชาติแสตมฟอร์ด
อีเมลล์: ms.daowy@gmail.com

Factors Influencing Attitude of Non-online Shoppers toward E-commerce

Preedawan Bathtong¹

Abstract

In our current decade, the number of internet users is increasing rapidly. People have known about online shopping, however, since online shopping is rarely done in Thailand in a wider scale, not all of those people are become online users. Online shopping is where consumers would obtain products and services via the internet by visiting websites and making purchase through the site. Even though there are numerous benefits and conveniences of online shopping, it seems that not all internet users are becoming online-shoppers seemingly because of their attitude or previous experience with online shopping. To further understand non-online shoppers' attitudes on online shopping, the objectives of this research are to study about the current demographic and to investigate the key online factors among non-online shoppers' attitude towards e-commerce. Technology acceptance model was applied in this study and a total of 414 set of questionnaires were composed and given to non-online shoppers in Bangkok areas. The Statistic Analyses System was used to analyze the hypotheses by using one-way Anova and linear regression method. In conclusion, the findings of demographic factors have shown that age, gender, and education level play a significant role in influencing the attitude of non-online shoppers toward e-commerce. Surprisingly, income was not a major influence on a non-online shopper's attitude on online shopping. Online shopping factor does have an impact in influencing a non-online shopper's attitude on e-commerce.

Keywords: Factor Influencing, Theory of Reasoned Action, Non-online shoppers

¹Master's degree student, International Business Management Program, Master of Business Administration, Stamford International University
e-mail: ms.daowy@gmail.com

Introduction

E-commerce is known to be a new way of transaction among consumers, organizations and even governments on a global level. It allows people to be able to buy goods and services online by the convenience of being able to choose and purchase products via the internet. E-commerce essentially becomes a tool in delivering and trading information, services and goods (Albarq, 2006). Online shopping has developed from the emergence of electronic commerce (Hassan & Said, 2009). According to Damanpour (2001) E-commerce represents online business transactions that transform internal and external relationships to create value by exploiting and manipulating marketing opportunities powered by the new rulers of the interconnected economy. With the use of the internet, it becomes part of a new norm with the usual things people do; such as: how people socialize with each other, how people discover new experiences of shopping in an innovative way. Even with all these new innovations, people still have the fear of online shopping. In this decade, even though there are people that seem to be more educated and know all about E-commerce; there are still a significant number of non-online shoppers present on e-commerce technology.

Regarding the aspect of internet potential, it enhances social welfare by bargaining products at lower prices (Bapna Ravi, 2008), having a variety of product selection, and higher efficiency than traditional markets (Ghoose Anindya, 2006). The benefit of using the internet is more than meets the eye, in the sense that it does not only for serve as a hub for information and social media, but also allows people to conduct business conveniently. Currently, the most popular social media websites to run online businesses are Facebook, Instagram and Twitter (It24hrs, 2014). The added benefit is that the internet enables us to make transaction on products and services by getting around cross-geographical and temporal barriers anytime and anywhere; and offers newer opportunities for consumers.

Consumers have low insight and trust of online websites which leads them to become non-online shoppers and refuse to do any online purchases because of the fear on private information being stolen, insecurity of information and unable to track the products' order. This paper discusses non-online shoppers' attitude on online shopping, includes criteria of demographic factors and online shopping factor. The present research attempts to determine factors influencing the attitude of non-online shoppers. The questionnaires were provided to non-online shoppers as a quantitative analysis of the responses in Bangkok area.

Non-online shoppers

Non-online shoppers are a group of people who prefer to shop in-store by spending their money at retail shops. They are tend to avoid doing online business based on their experience, being able to socialize, no shipping frustration, avoid product disappointment, use favorites shopping application and instant gratification (White, 2014); which are the numerous reasons why they avoid online stores. Moreover, they also would like to avoid getting wrong size of a product because in-store consumers are able to try on the product, test the products before purchasing it and also the products of an in-store are refundable. In-stores provide size changing and refund back to customers (Orderhive, 2014).

The sensory experience allows shoppers to touch and feel the products, experience with the brand and interact with the salesperson. Consumer cognition was one of important factors based on traditional shopping habits, i.e. consumer's "seeing is believing". Indeed, personal see, touch, hear, taste, try and other sensory judgments and choice, play huge role in consumers'

decisions on purchasing products. Compared to in-store shopping, online shopping has limited sensory judgments a consumer can have and this effects the consumer's decision. Additionally, non-online shoppers fear e-commerce, in the facet of identify thief and not all online store provide a tracking number to their products (Pablo, 2012).

Theories and Concepts

Under the Technology Acceptance Model knowing as TAM was the tool used to help explain the action of consumers for both online and offline. This theory is concerned with the two determinants are perceived usefulness and perceived ease of use as depicted in Figure 1. According to Davis (1989) and Davis, Bagizzi, and Warshaw (1989) proposed the technology acceptance model has explained why a users accepts or rejects on information technology whereas provides a how external variables influence belief, attitude and intention to use.

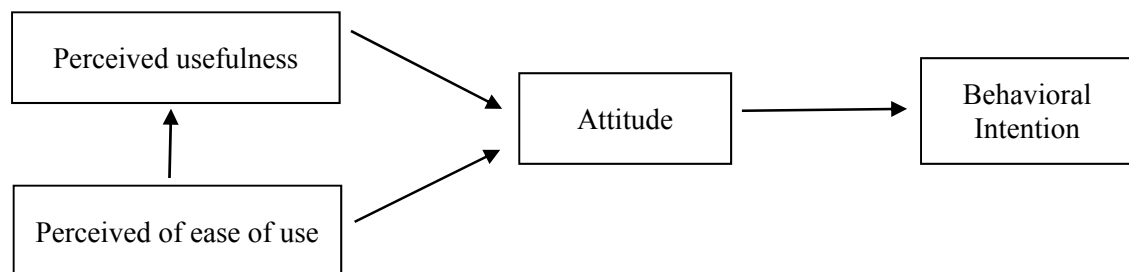


Figure 1 Technology Acceptance Model

Attitude

Online shopping attitude is defined as an individual's positive or negative feeling on going online to shop (Fishbein & Ajzen, 1975). According to Ajzen (1991) attitude towards on the decision making process of purchasing, usually focuses on favorable or unfavorable aspects of products. Moreover, according to Li & Zhang (2002) in terms of purchasing product via Internet, an attitude towards online shopping reflects on consumers' psychology. Each customer has different attitudes, which are attitudes that are based on an individual's personality and other factors could influence their attitude towards purchasing a product. Attitudes hardly change and are not so easily understood. It would be a major advantage for marketers if they were able to understand the attitude of non-online shoppers and it would be able to help the e-commerce business owners to predict the shopping intentions of consumers and also help them to evaluate the future growth of online commerce.

Demographic Factors

Demographics of consumer are regularly used to research on online shopping. There were abundant evidences of consumers' demographic that were associated within the research report (Liebermann and Stashevsky, 2009) and research from Wu (2003) concluded that demographics have an influential impact on e-commerce purchasing, which they concluded that gender, age, income, and education have a major impact on making decision to buy products online. This is similar to another research, which proved that demographic factors have the most

impact on online purchasing (Fram & Grady, 1997; Kunz, 1997; Mehta & Sivadas, 1995; Sultan & Henrichs, 2000).

Online Shopping Factors

According to the Todd (1997), the product value, quality services and risk perception most frequently shows the characteristic online shopping factors. Online shopping, is described as the actual behavior of a customer to make a decision. The product value focuses on the benefit provided to consumer in more variety of products (Lim and Dubinsky, 2004; Prasad and Aryasri, 2009). Apart from that, consumers' services are factors that have been mentioned to be the most important component regarding e-commerce. Consumers are expected to experience the best quality of services after purchasing products, not only when purchasing products in huge quantities but also with smaller purchases as well. Services for customers are important (Liu and Guo, 2008). The last factor, risk perception, is what consumers face the most and leads to less intentions of online shopping. Shopping online may be doubtful for those who feel insecure about their privacy. Personal privacy has considered very important with a great portion of the consumers (Laudon and Traver, 2009). Ziadat, Al-Majali, Mualala, & Khawaldeh (2013) stated that perceived usefulness, perceived ease of use, awareness and trust were the impact the consumer's attitude.

Framework of Study

Attitude can develop from personal experiences and through learning in general life. The research model presents the relationship between independent variables which mention about the demographic factors age, gender, income and education level, and online shopping: product value, quart services and risk perception; and dependent variable comprising attitude of non-online shoppers toward e-commerce as Figure 2.

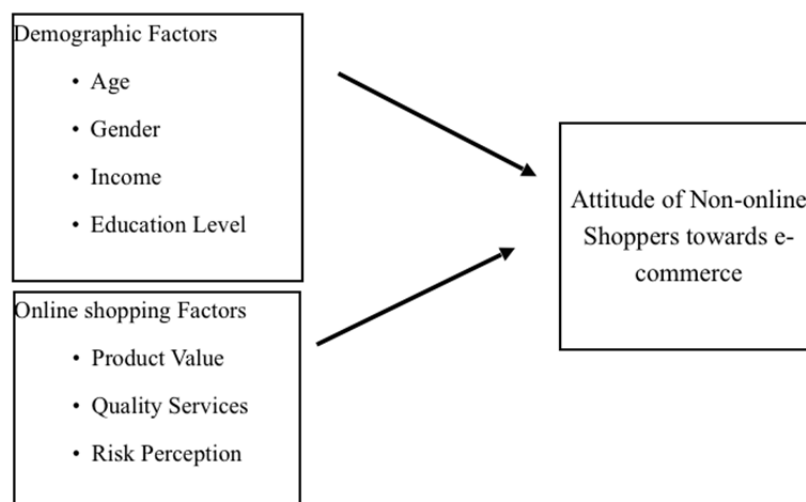


Figure 2 Conceptual Framework

Research Methodology

Research Methodology add reliability and validity test

The main instrument for this research was questionnaires. Quantitative research was used to collect the primary data by conducting online questionnaires to non-online shoppers in Thailand. The populations of respondents are 414 with mixed generation of male and female who live in Bangkok area. However, this research was not suitable for using a qualitative method due to the research putting more focus on factors influencing on attitude of non-online shoppers toward e-commerce.

Descriptive Research is the research that conducted after the exploratory research to prove the factors and find the relationship between variables which are product value, quality services and risk perception. The respondents answered the questionnaire based on their opinions and attitudes toward e-commerce. Finally data were collected, in order to compare and evaluate the results

Sampling Technique

This research is Non – Probability method as the research cannot predict for an exact number. The sample is chosen from the basis of personal judgment. Also this study is applied descriptive research where the questionnaire, used as tools to measure attitude, consists of a set of questions suitable made in accordance with the conceptual framework in order to help researcher gathering information from the respondents. The populations are groups of people who share the common set of characteristic, non-online shoppers, in Bangkok areas.

Data collection

To collect survey primary data, the questionnaires have distributed to target respondent by online and some are were asked done through the IPAD. Whereas, who have done through the IPAD are must be non-online shoppers according asked individually respondent to do the questionnaire. In total surveys have made 425 sets with 11 sets are incomplete questionnaires.

The questionnaires were divided into three parts: general information about e-commerce, determinants attitude toward e-commerce and personal data of respondents. Quantitative method is based on a descriptive approach which focuses on testing theories cited by Bryman & Bell (2007). The question were generated into the Likert scale, where items were measured through a five point Likert scale and choices are single-dichotomy and determinant-choice used to measure on the attitude of respondents.

The questionnaire is divided into 3 parts: Part1 consists of general information about e-commerce to help the research approach how do respondent are knowledgeable toward e-commerce (have they ever heard the term e-commerce); Part 2 cover all question where determine the factors affecting attitude of respondent toward e-commerce (product value, services, and risk perception); Part 3 deals with demographic data (gender, age, education etc). In order to measure the appropriateness of the respondents' answer with the rating scales, 5-point Likert Scale have used to ranging from 1 to 5. The respondents can extent answer by agree or disagree with research question statement (1 for strongly disagree and 5 for strongly agree).

The reliability and validly test balh balh check on mac book. The sample technique have applies is Non-Probability method due to the research cannot predict for an exact numbers.

Research Finding

The questionnaires were done online and interviewees asked were done through the IPAD. The data were analyzed by Statistical analysis System (SAS). The main analysis was the descriptive statistic; percentage, mean and standard deviation, and the inferential statistics: One-way Anova and linear Regressions.

Hypothesis Finding

There were 7 hypotheses in this research; six of them are supported via testing in statistical analysis. The one-Way Anova was used to test the demographic factors. In order to test the significant factor of whether the hypotheses are supported or not supported with the significant factor was less than 0.05

To study the effects demographic has on non-online shoppers' attitude toward e-commerce. In these factors, one-way ANOVA was used to examine the differences in the attitudes toward e-commerce, which included age, gender, income and education level. As seen on Table 1.1, the research findings showed that age, gender and education variables were less than 0.05 which means that age, gender and education affects the attitude of non-online shoppers toward e-commerce. On the other hand, income fail to be rejected, P value > 0.05 , and this means that the income of non-online shoppers do not affect their attitudes toward e-commerce.

To analyze the online shopping factors by using linear regression to focus on factors that has the most effect towards the consumers' attitude to e-commerce. The p-value is less than 0.05 which means that product value, quality services and risk perception of non-online shoppers affects their attitude toward e-commerce. Moreover, from the Adjust R-square is 0.4896 or 48.96% and that means that product value, service quality and risk perception also affects the attitudes toward e-commerce by 48.96%. From the parameter estimated table, online shopping factors toward attitude, online shopping factors perceived on significant mean product value, services quality and risk perception of non-online affects their attitude toward e-commerce as the p-value is less than 0.05. Additionally, risk perception has the highest number of Standardized Estimate, which means that risk perception is the most major influence on the attitudes of non-online shoppers toward e-commerce, with a result of 0.0366 as shown in Table 1

Table 1 Results of Hypotheses

Hypotheses	Significant	Conclusion
H1. The different age is significantly different on the attitude of non-on line shoppers toward E-commerce	<.0001	Supported
H2. The different gender is significantly different on the attitude of non-on line shoppers toward E-commerce	0.319	Supported
H3. The different income is significantly different on the attitude of non-on line shoppers toward E-commerce	0.0613	Not Support
H4. The different education is significantly different on the attitude of non-on line shoppers toward E-commerce	<0.001	Supported
H5. Product value have on the attitude of non-online shoppers toward E-commerce	<0.001	Supported
H6. Service have on the attitude of non-online shoppers toward E-commerce	<0.001	Supported
H7. Risk perception have on the attitude of non-online shoppers toward E-commerce	0.0366	Supported

Discussion

The current research was an attempt to empirically investigate the factors that could influence non-online Shoppers' attitude toward e-commerce using the technology acceptance model (TAM). The results showed that demographic factors of non-online shopper's gender were the biggest influence. Similarly, age and education level influenced the attitude of non-online shoppers, the different of ages between 26 to 35 years old are highly influence with 3.547 compared to those ages below 18 (3.400), 18 – 25 (3.385), 35 – 45 (3.226) and above 45 years (2.443). This is expected since these groups of non-online shoppers are basically knowledgeable on e-commerce which makes attitude perceived toward e-commerce higher than others. With the result of education level respondent were pursuing master degree are highly influence with 3.509 compared to other, doctor degree, bachelor degree, diploma, high school and middle school. The graduate students are highly became online shopper in the future. However, income was shown to be of no influence on their attitude towards e-commerce.

Furthermore, risk perception was found to be a significant influence on non-online shoppers' attitude toward e-commerce; indicating that the websites should be more concerned with the private information of the consumers. This also shows that non-online shoppers are particularly concerned with their privacy while purchasing products online. So online stores should have more concerns to extend and develop on trust through developing security of their e-commerce businesses, as this may potentially reduce the risk perception and danger from thieves stealing a customer's private information. Also product value and service quality were found to significantly influence non-online shoppers' attitude towards e-commerce.

Conclusion

As this research aims to determine the factors influencing the attitude of non-online shoppers toward e-commerce through the application of technology acceptance model (TAM) Eventually, the seven hypotheses have been formed from the two main variables factors, demographics and online shopping. Demographic variables, which included age, gender, education levels, were revealed to significantly affect the non-online shoppers' attitudes. However, income was not a significant impact on non-online shoppers' attitudes toward e-commerce. Income has no effect to the attitudes of non-online shoppers and presently the attitudes could not be measured on the statistic based on the income. Additionally, there were other factors that were more important and affected the attitude by mainly measuring gender.

Moreover, the three variables of online shopper factors, product value, quality services and risk perception, were revealed to significantly impact the attitude of non-online shoppers toward e-commerce. One key suggestion for future studies would be to investigate other factors, such as, awareness, perceived usefulness, perceived ease of use and government support.

Additionally, this research can applied in large samples in various areas or different geographical locations. Moreover, this model could be used as a sample to measure the attitudes of different consumers in different regions of Thailand, such as Chiang Mai, Chonburi, and Phuket. The model can also be applied to investigate the attitudes of non-online shoppers in different countries, such as Japan, Singapore, Hong Kong and other Asian countries; in order to improve the e-commerce system in other geographic areas.

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