

SHOPPING MOTIVATION ON ONLINE PURCHASE: A MEASURING BASED ON RELIABILITY VALUE

Siti Masitah Binti Ashar¹
Khairul Anuar Bin Mohamad Shah²

ABSTRACT

This is a conceptual paper to study the individual motivation values and attitudes in influence online purchase intention. The study reviews literature on the history of online purchasing and the influence factors. The paper goes on to analyze a factor that play role on influence. These factors are reliability motivation (problems solving, trust, promise service and accurately). The study analysed data will collect from respondents within Malaysia with questionnaire and analyse using Structural Equation Model (SEM).

Keywords: online purchase, reliability, intentions online purchase

¹School of Management, Universiti Sains Malaysia, 11800 Minden Penang, Malaysia, Email: sitimasitahashar@yahoo.com Tel: 014-9115197

²School of Management, Universiti Sains Malaysia, 11800 Minden Penang, Malaysia, Email: khairulms@usm.my Tel: 012-3641042

INTRODUCTION

Today the Internet impacts Globalization in almost every way. It impacts the three dimensions of Globalization political, Economic, and Cultural. There are many components when it comes to the Internet's impact on Globalization. Some of the components are business, cultural aspect, connecting people around the world with each other, and governance of the Internet, each of these different components with Globalization has their own pros and cons.

In Malaysia, the growth of Internet technology in this country has enormous potential as it reduces the costs of product and service delivery and extends geographical boundaries in bringing buyers and sellers together. New advanced business transactions and models for the world economy have offered by the foundation of the Internet. Point out of Nielsen Global online survey internet shopping habits globally, more than half of the internet's users have made at least one purchase online. Therefore, the advent and development of Internet has created new opportunities for marketing professional to create better present marketing practices. It also transcends geographic boundaries, allowing companies to reach prospective customers previously unreachable.

This study intends to examine among Malaysian consumers whether the several motivational factors will result in significant toward intention to purchase via online. Therefore, it is important to understand the relationship between motivational factors and intention to purchase via online. According to (Dawson et al., 1990) intense shopping motives may create a strong goal-attainment drive for consumers. Hence in a manner similar to product involvement (Oliver, 1997), strong (vs. weak) motivations may magnify the experience in the mind of the consumers. This could have the effect, like involvement, of making in-store evaluations and affective responses more intense, either positive or negative.

This study would then apply a structural equation model to verify the relationship among variables in the model. The research questions are listed as follows:

1. Would factors including customer's problems solving influence their attitude toward intention purchase via online?
2. Would factors including customers trust influence their attitude toward intention purchase via online?
3. Would factors including promise service and accurately (i.e., on time) influence their attitude toward intention purchase via online?

ONLINE PURCHASE

Online purchase applications are growing rapidly. The usefulness of these applications depends on increasing benefits and effectiveness leading to improved consumer satisfaction (Lu, Tang & McCullough, 2001). According to Lightfoot and Harris (2003), online purchase technology creates new opportunity for consumers to customize their shopping, cut cost, and increase efficiency that can leverage the internet to add value to consumers and increase profitability. Online purchase is considered as a new marketing distribution channel and it benefit both consumers and distributor (Jawahitha, 2004).

Internet shopping aids help internet shoppers search for products and services, and assist them in making in-depth comparisons among alternatives such as price from multiple vendors of a specific product and service. These Online purchase aids can increase the number of alternatives considered, while reducing search time and cost (Grewal, Lyer, Krishnan & Sharma, 2003). Online purchase provides consumers can be billed at a different price option, because online purchase formulates it easier for

consumer to compare the prices of similar offering by different companies. Not only can they gain the price of the offering, but consumer also can understand the prices charged for add-on features. Therefore, they can speedily customize their product and service selection (Bhatt & Emdad, 2011).

RELIABILITY SHOPPING MOTIVATIONS

Reliability being a direct aspect that considerable influence on consumer in intention to purchase via online. Reliability has been identified as one of critical elements in the motivation to influence consumer. Several aspects have concentrated in reliability, there as trust, problem solving (i.e., concern to consumer's problem, web information, etc.) and service promise and quality (i.e., on time delivery). Lack of trust on the online transaction and the e-retailers has been identified as one of the major obstacles in the adoption of online purchase in a large number of discussions. According to Hoffman et al., (2008) showed that in their research the trust exist in the online environment, and among them, knowledge-based trust has the strongest impact on customer intention to purchase. Means, with trust the online environment make consumer agree to purchase and maybe willing to repeat their purchasing.

Besides that, reliability is associated with the extent to which the online store can provide the services promised, and fulfill consumer demand in the promised time. The extent to which the online business interests and sincerely can demonstrate problem-solving and customer demand. According to Kowatsch, T., & Maass, W. (2010) by demonstrated the problem-solving to consumer, will influence consumers' confidence in willingness and decisions to purchase via online. Most consumer will be more likely to make a purchase if the dealer can work with them in the selection process, and they can also influence attitude whether consumer intend to purchase or not and if the customer has liked the service is rendered the possibility that they will make repeat purchases will be exist.

THE IMPACT OF RELIABILITY MOTIVATION ON CONSUMER BEHAVIOR

Reliability motivation conveys clear and trustworthy messages regarding their products and themselves will increase consumer's trust and ability to perform the promised service dependably and accurately (i.e.; great concern to customer's problem, on time, etc.). There has been a focus on the development of interfaces which effectively transmit the online shop's trust warranting properties. Lack of trust on the online transaction and the e-retailers has been identified as one of the major obstacles in the adoption of online purchase in a large number of discussions. However, it only recently has more empirical studies appeared to address it.

The importance of trust and ability to promise perform service within time are always kept is not only emphasized in the consumption process of products but research examining the importance of this motivational to consumer in online purchase continues to increase. According to Hoffman et al., (2008) showed that in their research the trust exist in the online environment, and among them, knowledge-based trust has the strongest impact on customer satisfaction. Means, with trust the online environment make consumer agree to purchase and maybe willing to repeat their purchasing. Furthermore, the consumer determines the shop's reliability based on the information transmitted by the shop. If the consumer believes he or she is able to trust the shop then the consumer shows his or her intention of buying the product to the shop and the shop responds by selling it.

Besides that, reliability is associated with the extent to which the online store can provide the services promised, and fulfill consumer demand in the promised time. The extent to which the online business interests and sincerely can demonstrate problem-solving and customer demand. According to Kowatsch, T., & Maass, W. (2010) by demonstrated the problem-solving to consumer, will influence consumers' confidence in willingness and decisions to purchase via online. Most consumer will be more likely to make a purchase if the dealer can work with them in the selection process, and they can also influence attitude whether consumer intend to purchase or not and if the customer has liked the service is rendered the possibility that they will make repeat purchases will be exist.

ATTITUDE

In this study, an attitude issues are also thought to play a significant role in e-commerce adoption; that is to say, through motivation and perception, attitudes are formed which, in turn, directly influence decision making (Haque et al., 2011). On the others hand, consumers have attitude towards a wide range of attitude objects, from very product-specific behaviors to more general consumption-related behaviors. According to pragmatic approach by psychologist Daniel Katz, attitude exists because they serve some function for the person. That is, it determined by a person's motives. Consumer who expects that they will need to deal with similar situation at a future time will be more likely to start forming attitudes in anticipating of this event. Two people can each have an attitude towards some object for very different reasons. As a result it can be helpful to know why an attitude is held before attempting to change it.

In addition, attitude is considered as an important element in influencing consumer intention in purchasing products via online because those with high positive attitudes appeared to have greater intentions to intent to purchases. According to Ajzen (1988), statement which is he has stated that attitude can be described as an important element in predicting and describing human behavior. Therefore, understanding consumer attitude toward intention in online shopping helps marketing managers to predict the online shopping rate and evaluate the future growth of online commerce.

THE INTENTION TO PURCHASE VIA ONLINE

According to Moe (2003) goal-directed and exploratory search can influence consumers’ purchase intention. Purchase intention refers to the probability of a consumer inclining to make a purchase. Higher purchase intention implies higher probability of purchase. Purchase intention is often used as a metric in the prediction of purchasing behavior (Morwitz and Schmittlein, 1992). Therefore, the promotion activity on web sites, the services provided by online stores, and web page design all influence the intention and willingness of consumers to visit the web site and search, and hence their purchase intention.

Consumer behavioural intentions associated with website usage are identified as: repeated purchases; repeated visits to the website; recommendation of website to others; and positive remarks or comments about the website (Hausman & Siekpe, 2009). Li and Zhang (2002) supported this discussion by indicating that consumers' intention to shop online refers to their willingness to make purchases in an Internet store. On the other hand, online purchasing is reported to be strongly associated with the factors of personal characteristics, vendor/service/product characteristics, website quality, attitudes toward online purchase, intention to shop online, and decision making.

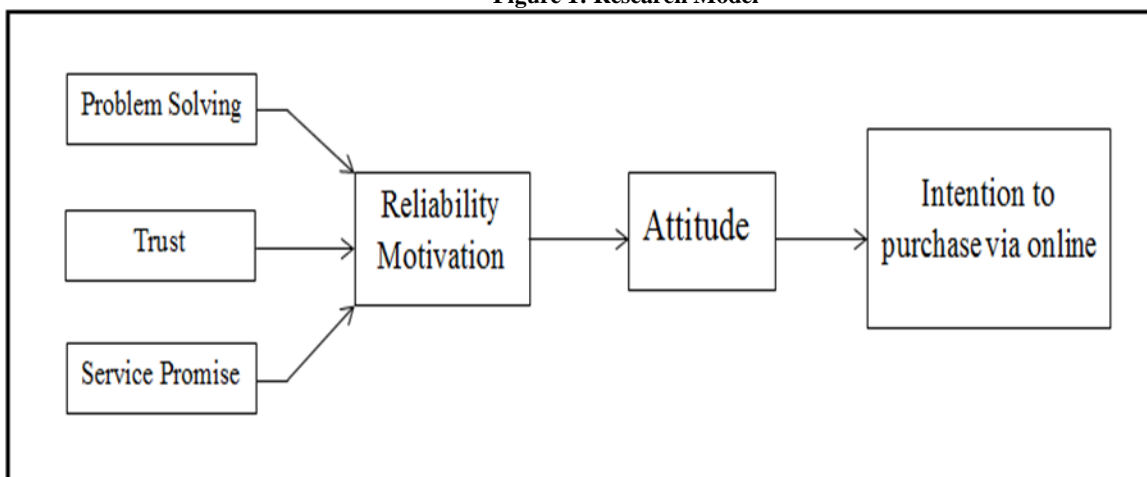
In this study, reliability motivation where the consumer will interest to buy if the webs are clearly and provide complete information especially price of the product. There also focus on the development of interfaces which effectively transmit the online shop’s trust warranting properties. Lack of trust on the online transaction and the e-retailers has been identified as one of the major obstacles in the adoption of online purchase in a large number of discussions. However, it only recently has more empirical studies appeared to address it.

Besides that, it is associated with the extent to which the online store can provide the services promised, and fulfill consumer demand in the promised time. The extent to which the online business interests and sincerely can demonstrate problem-solving and customer demand. Most consumer will be more likely to make a purchase if the dealer can work with them in the selection process, and they can also influence attitude whether consumer intend to purchase or not and if the customer has liked the service is rendered the possibility that they will make repeat purchases will be exist. In the mediated transaction it is necessary to match the consumer’s intention of buying a product with the shop’s intention of selling it. Attitude is considered as an important element in influencing consumer intention in purchasing products via online because those with high positive attitudes appeared to have greater intentions to intent to purchases. According to Ajzen (1988), statement which is he has stated that attitude can be described as an important element in predicting and describing human behavior.

RESEARCH MODEL

The purpose of this study is to explore the influence of reliability value on online shopping motivation. This study proposes an integrated model to explain the purchase intention of consumers. This study categorizes reliability value such as trust where lack of trust on the online transaction and the e-retailers has been identified as one of the major obstacles in the adoption of online purchase in a large number of discussions (Hanai, T., & Oguchi, T. 2009). Besides that, reliability motivation is associated with the extent to which the online store can provide the services promised, and fulfil consumer demand in the promised time. The extent to which the online business interests and sincerely can demonstrate problem-solving and customer demand in this study. In conclusion, this research model includes three reliability shopping values (See fig. 1).

Figure 1: Research Model



RESEARCH METHODOLOGY

For the current study, the variable measurement in the research model is derived by previous research and self-developed. For purchase intention construct measurement, the items of scale measurement adopted from Lim, W. M. & Ting, D. H. (2012) study will used. From all original seven items proposed and used by them will measure in this study. For reliability construct, all items in were developed by researcher. The last part collected the demographic data of the subjects. The five-point scale Likert will employed to current study ranging with 1 = strongly disagree and 5 = strongly agree.

CONCLUSION

The study has been assumed that people with the objective of Internet shopping used new version as individuals in all areas, more interest in using the Internet have to buy. On the other hand, the rate of innovation moderating relationship quality that people uses the online shopping and internet. It should be noted that aspect such as trust, service promise and problem solving should be considered in order to attract customers for the companies who following e-commerce method for their activities and be as an advantageous. As a result, website content services are provided on the website that should be the customer's needs and interests intended to create facilities and even provide private sectors. Although more and more firms are realizing the importance of leveraging on the Internet to conduct their businesses, corporate leaders are finding it difficult to keep up with fast moving markets and the customer conditions that are the hallmark of the Internet.

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