# CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING AMONG INTERNATIONAL STUDENTS IN MALAYSIA

**Novandi Nasty Sandya[1)], Widya sari[2], Christin Agustina Purba[3]**
[1] Faculty of Economics  Universitas Prima Indonesia
Email: novandisandya@gmail.com

**Abstract**

This paper aims to investigate the consumer attitude towards online shopping, specifically studying the factors influencing consumers to shop online. This resrarch using quantitative analysis. The data was collected from a survey through questionnaire, which were distributed through google form. The sample was randomly selected to answer a questionnaire to determine the factor influencing consumers to shopping online. Specifically, this sample are focus on indonesian students in Malaysia. The survey questionnaires were coded and analyse by using the statistical package for Social Sciences (SPSS 22.0). Two statistical techniques were used: (1) Descriptive statistics that consisted of frequency descriptions and means; and (2) Reability Test and (3) Inferential statistics that included correlations.

**Keywords:** Consumer Attitude, Online Shopping

## INTRODUCTION

Rapid technological development over recent decades attracted businesses such as traditional high street shops and new format retailers into the revolution of online shopping. The Internet quickly emerged from being a domain of networking between institutions to being a global platform for transactions between retailers and consumers [1]. Moreover, easy access and relatively low Internet subscription prices have driven more customers to shop online [2] The phenomenon of online shopping, which is a part of e-commerce has grown around the world. E-commerce is defined as the process of buying and selling services and goods over Internet [3]. E-commerce users benefit from the advantages of online transactions by utilizing Internet shopping websites and searching for the intended merchandise when they recognise their need for a commodity or service. Additionally, some customers are attracted by the available information about products or services they looking for (either via online advertising or other forms of information communication), and they then compare alternatives and choose desired purchase options.

Online shopping as defined by Mastercard Worldwide Insights [4] is the process of purchasing goods and services from merchants who sell over the internet. Generally, it is also known as internet buying, electronic shopping, online purchasing or internet shopping. Kim [5] further defined internet shopping as examining, searching for, browsing for or looking at a product to get more information with the possible intention of purchase on the Internet. By looking at other perspective, considered online shopping as an exchange of time, effort and money for receiving products or services. Retailers see it as internet/online retailing, e-commerce or e-store/online

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store, which refers to "the sale of retail goods via online channels, valued at retail selling price" [6]. As such, there are various ways of defining online shopping and it may depend on which perspective we are looking at or interested in. Hence, the abovementioned terms may be used interchangeably in this report[7].

Online shopping is used as a medium for communication and electronic commerce, it is to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction, that is why online shopping is more convenience and day by day increasing its popularity.

An increasing number and variety of firms and organizations are exploiting and creating business opportunities on the Internet", Liao and Cheung [8]. Above mention statistics indicate the rapid growth in the field of virtual shopping. With this emerging field of shopping the interest of marketers is also increasing in studying what actually motivates consumers to shop online. Fierce competitions among online sellers have forced them to gain the competitive edge in the field of virtual shopping[9].

In order to gain competitive edge in the market, marketers need to know the consumer behaviour in the field of online shopping[10]. So it is important to analyse and identify the factors which influence consumers to shop online in order to capture the demands of consumers[11].

Other than the factors which influence consumers to shop online, online shopper's demography in terms of Age, gender, income and education is equally important to define their strategies accordingly[12].

As online shopping is a new medium so the consumer behavior in the field of online shopping is also pretty diverse in nature compare to traditional consumer behavior, so it is equally important for one to identify what factors influence consumers to shop online. In order to reach towards purchase decision, it consists of several factors which influence consumers to shop online. These factors are important for retailers to compete in the market and to make their product more compatible[13].

## RESEARCH METHODS

### Research Design
The purpose of this study is to test the hyphothesis on factors in consumer attitude towards online shopping intentions. Alongside, the type of this study is to determine whether two variables, independent and dependent variables are correlated to each other. This research use survey research which is questionnaires to obtain responses from respondents to examine the relationship consumer attitudes towards online shopping intentions.

### Population, Sample, and Unit of Analysis
The population consist of Indonesia students in Malaysia who have used a online shopping as their platform to purchase any product/services. The sample that we successfully collected is from Indonesia students in Malaysia is the unit of analysis of this study. Considering that there have many factors on consumer

attitudes towards online shopping intentions. In order to achieve the objective of this research.

## Questionnaire Design

In general, this study is self-administered questionnaire that divided into two different section. Section 1 to section 2. The questionnaire contained filtered question in order to screen and know whether respondents have an online shopping experience before or not. The first section was prepared to evaluate the detail of the respondents through demographic factors and divided into several parts such as gender, age category, race, university and level of education. One more thing is to evaluate whether respondents have an online shopping exprience, what they usually buy through online shopping. The second sections was established to understand some factors that are likely to influence customers's attitude online shopping intentions that consisted of five subsections which are attitude towards online shopping, convenience, time saving and customers intetions. Respondents were asked to choose their most favorable answer for each item on a five-point Likert scale ranging 1=Strongly Disagree to 5= Strongly Agree.

## Sampling Design

A convenience sampling was used to distribute questionnaires to the target population. The minimum of the respodents is should be 100 respondents. A total of 116 questionnaires were distributed to 116 who are active using an internet to purchase/buying a particular product from online. The survey was conducted through google form.

## Measures

Data for this study were collected through the questionnaire survey. The questionnaire was developed based on the research framework which was developed earlier. Questionnaire was divided into 2 section which are the first section consist of demographic and how often she/he use online shopping to buy their needs. The second section consist of 5 part which are A,B,C,D and E. Part A was eliciting to measures the customer's attitude towards online shopping, part B eliciting to measure the customers by convenience, part C eliciting by time saving, part D eliciting bt webdesign/features and part E was eliciting the customers itentions to influence them to buy a product/services via online shopping. Item were scored on 5 point likert scale ranging from strongly disagree (1) to strongly agree (5).

## *Data Analysis*

The survey questionnaires were coded and analyse by using the statistical package for Social Sciences (SPSS 22.0). Frequency counts and percentages were applied on all variables of the survey. Mean scores were applied on satisfaction and image variables. Two statistical techniques were used: (1) Descriptive statistics that consisted of frequency descriptions and means; (2) Reability Test and (3) Inferential statistics that included correlations.

Descriptive statistics were utilized to display the distribution of the demographics and dining behaviour of the respondent, as well as to provide the result of the customer's attitude towards online shopping namely convenience, time saving, web design/features and customers

intentions. Consistency and reliability estimates and inter-correlations of the scale variables were evaluated by computing Cronbach alpha coefficient for scales items. In addition, means, standard deviations, and frequencies were calculated.

Correlation analysis were used in the study to examine the relative of consumer attitude towards online shopping which are convenience, time saving, web design/features and customers intentions. The purpose of correlation analysis in the study was to explore the selection dimesions derived from the factors analysis that were related to the dependent variables 'convenience, time saving, web design/features and customers intentions.

## RESULTS AND DISCUSSION

### *Demographic Background*

Based on Table 4.1, the demographic profiles of the study include gender, age, university, level of education, often do you shop online and type of product. Most of the sample are female, in age of category of 17-22 years old, as students in UKM(Universiti Kebangsaan Malaysia), followed by UTM(Universiti Teknologi Malaysia) and USM(Universiti Sains Malaysia), attain bachelor degree or undergraduate.

Most of the respodents are slightly often using a online shopping and usually buying a clothing/accessory through online shop.

**Table 1. Descriptive analysis**

| Variables | Frequency (N=116) | Percentage (%) |
|---|---|---|
| Gender | | |
| Male | 56 | 48.28 |
| Female | 60 | 51.72 |
| Age Category | | |
| 17 – 22 | 71 | 61.2 |
| 23 - 28 | 30 | 25.9 |
| 29 - 34 | 4 | 3.4 |
| > 35 | 11 | 9.5 |
| University | | |
| Ukm | 34 | 29.3 |
| Apu | 10 | 8.6 |
| Uum | 9 | 7.8 |
| Msu | 3 | 2.6 |
| Limkokwing | 4 | 3.4 |
| Utm | 20 | 17.2 |
| Usm | 12 | 10.3 |
| Iium | 7 | 6.0 |
| Taylor | 3 | 2.6 |
| Um | 7 | 6.0 |
| Sunway | 4 | 3.4 |
| Uitm | 3 | 2.6 |
| Level of Education | | |
| Undergraduate | 78 | 67.2 |
| Postgraduate | 28 | 24.1 |
| Phd | 10 | 8.6 |
| How often using online shopping | | |
| Extremely Often | 10 | 8.6 |
| Moderately Often | 30 | 25.9 |
| Slightly Often | 69 | 59.5 |
| Not at All | 7 | 6.0 |
| Type of Product | | |
| Food/Beverage | 15 | 12.9 |
| Clothing/Accessory | 54 | 46.6 |
| Shoes | 7 | 6.0 |
| | 24 | 20.7 |
| Computer/Electronics | 3 | 2.6 |
| Book/Dvd/CD | 13 | 11.2 |
| Others | | |

### Reability Test

This section is Cronbach's α reliability test and validity analysis. The validity of questionnaire means its effective degree. The structure of questionnaire and the final surveying results should be preserved its effectiveness and close to the real achievement. In addition, reliability test figures out reliability degree of each table we are about to producing, which measures the consistency and stability within our results.

The most popular tool to examine the reliability of our surveying samples. More specifically, when $\alpha < 0.35$, it means that the reliability is quite low and our surveying samples would be useless and redesigned; when $0.35 < \alpha < 0.70$, it indicates the general reliability appears in our data and when $\alpha > 0.70$ it shows its high reliability.

Virtually, the reliability of questionnaire could be accepted if $\alpha$ reaches or exceeds 0.60.

**Table 2.Reliability Test for Customer Attitudes**

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| ,787 | ,790 | 3 |

**Table 3.Relibiability Test for Convenience**

| Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|
| 7,42 | 2,159 | ,582 | ,765 |
| 7,29 | 2,226 | ,671 | ,665 |
| 7,37 | 2,270 | ,633 | ,705 |

**Table 4.Relibiability Test for Time Saving**

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| C1 | 11,22 | 4,975 | ,637 | ,715 |
| C2 | 11,41 | 4,993 | ,560 | ,751 |
| C3 | 11,36 | 4,546 | ,658 | ,700 |
| C4 | 11,18 | 4,863 | ,531 | ,768 |

**Table 5.Relibiability Test for Webdesign/Features**

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| TS1 | 3,66 | 1,150 | ,490 | . |
| TS2 | 3,97 | 1,017 | ,490 | . |

**Table 6.Relibiability Test for Customers Intentions**

**Item-Total Statistics**

| Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|
| 8,14 | 2,433 | ,639 | ,781 |
| 8,16 | 2,156 | ,752 | ,667 |
| 8,08 | 2,090 | ,634 | ,796 |

**Table7.Relibiability Test for Customers Intentions**

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| CI1 | 7,72 | 2,553 | ,766 | ,819 |
| CI2 | 7,67 | 2,500 | ,738 | ,845 |
| CI3 | 7,54 | 2,494 | ,777 | ,809 |

These tables are present the results of Cronbach's Aplha for customer attitudes, perceived benefits and online purchase intentions. The purpose of this test is whether these items is reliable or no. For the attitude of consumer, the Cronbach's Alpha is 0.787 of 3 items, followed by Convenience, Webdesign/features, and customer itentions, the Cronbach's Aplha is bigger than 0.700. These value are greather than the standard line which is 0.70, suggesting that the reliability test of these items is high. However, The Cronbach's Aplha of Time Saving is 0.657 of 2 items, it means this item is not realiable or quite low for this study.

### Analysis on Investigated Variables

Data examination for main constructs of the study is performed to obtain a basic understanding of the data at hand. This involves displaying measures for mean and standard deviation on each construct. Besides, the information of the minimum and maximum of scale point of the construct is also included.

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## *Data examination on main variables*

**Table 8. Data examination on main variables**

| Variables | N | Min | Max | Mean | Standard Deviation |
|---|---|---|---|---|---|
| **Attitude towards Online Shopping** | | | | | |
| This website makes it easy for me to build a relationship with this company | 16 | 1 | 5 | 3.62 | 0.901 |
| I am satisfied with the service provided by this website | 16 | 1 | 5 | 3.75 | 0.812 |
| Compared with other websites, i would rate this one as one of the best | 16 | 1 | 5 | 3.67 | 0.821 |
| **Convenience** | | | | | |
| I think using this website is convenient. | 16 | 1 | 5 | 3.84 | 0.833 |
| I get on-time delivery by shopping online. | 16 | 1 | 5 | 3.65 | 0.897 |
| Detail information is available while shopping online | 16 | 1 | 5 | 3.70 | 0.935 |
| | | 1 | 5 | 3.88 | 0.961 |
| It is easy to choose and mke comparison with other product while shopping online | 16 | | | | |
| **Time Saving** | | | | | |
| Online shopping takes less time to purchase | 16 | 1 | 5 | 3.97 | 1.008 |
| I feel that it | 16 | 1 | 5 | 3.66 | 1.072 |
| takes less time in evaluating and selecting a product while shopping onlin | 16 | | | | |
| **Webdesign/Features** | 16 | 1 | 5 | 4.05 | 0.782 |
| This website design helps me in searching the product easily. | 16 | | | | |
| This website layout helps me in searching and selecting the right product while shopping online | 16 | 1 | 5 | 4.03 | 0.807 |
| | | 1 | 5 | 4.11 | 0.911 |
| | 16 | 1 | 5 | 3.75 | 0.843 |
| | | 1 | 5 | 3.79 | 0.880 |
| I prefer to buy from website that provides me with quality of information | 16 | 1 | 5 | 3.92 | 0.856 |
| | 16 | | | | |
| **Customer Intentions** | 16 | | | | |
| I am likely to purchase the product on this website | | | | | |
| I am likely to recommend this website to my friends | | | | | |
| I am likely to make another purchase from this website if i need the product that i will buy. | | | | | |

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Table 8 presents respectively the number of observations, minimum and maximum value, mean value and standard deviation for attitude towards online shopping, convenience, time saving, webdesign/features and customer intentions. Frequency Statistic is a part of desprictive statistic. In statistic, frequency is the number of times an event occurs. Otherwise, Frequency analysis is a descriptive statistical method that shows the number of occurrences of each response chosen by the respondents. When using frequency analysis, SPSS Statistics can also calculate the mean, median and mode to help users analyse the results and draw conclusions.

**Table 9 Frequency Statistic for Customer Attitude and Online Purchase Intentions**

|  | Customer Attitude | Online Purchase Intentions |
|---|---|---|
| Valid | 116 | 116 |
| Missing | 0 | 0 |
| Mean | 3.68 | 3.82 |
| Std. Deviation | 0.708 | 0.770 |

Table 9 presents respectively the number of observations mean value for customer attitude and online purchase intentions. The mean value of customer attitude is about 3.68, sugessting that most respondents are not willing to purchase any product/services on the same website. Similarly, The mean value '3.82 respectively' of online purchase intentions is demonstrate that most of the respodents are intent to buy or purhase through online shopping.

**Table 10. Frequency Statistic for Convenience of Perceived Benefits and Online Purchase Intentions.**

|  | Convenience of Perceived Benefits | Online Purchase Intentions |
|---|---|---|
| Valid | 116 | 116 |
| Missing | 0 | 0 |
| Mean | 3.77 | 3.82 |
| Std. Deviation | 0.709 | 0.770 |

10 presents respectively the number of observations mean value for customer attitude and online purchase intentions. The mean value of customer attitude is about 3.77, sugessting that most respondents are convenience while they making payments through online. Likewise, The mean value '3.82 respectively' of online purchase intentions is demonstrate that most of the respodents are intent to buying the product through online shopping.

**Table 11. Frequency Statistic for Time Saving of Perceived Benefits and Online Purchase Intentions**

|  | Time Saving of Perceived Benefits | Online Purchase Intentions |
|---|---|---|
| Valid | 116 | 116 |
| Missing | 0 | 0 |
| Mean | 3.81 | 3.82 |
| Std. Deviation | 0.898 | 0.770 |

Table 11 presents respectively the number of observations mean value for customer attitude and online purchase intentions. The mean value of customer attitude is about 3.81 sugessting that most respodents more prefer to buy any product from online in terms of time. Likewise, The mean value '3.82 respectively' of online purchase intentions is demonstrate that most of the respodents are intent to buying the product through online shopping.

**Table 12. Frequency Statistic for Webdesign/Features of Perceived Benefits and Online Purchase Intentions.**

|  | Webdesign/features of Perceived Benefits | Online Purchase Intentions |
|---|---|---|
| Valid | 116 | 116 |
| Missing | 0 | 0 |
| Mean | 4.06 | 3.82 |
| Std. Deviation | 0.717 | 0.770 |

Table 12 presents respectively the number of observations mean value for customer attitude and online purchase intentions. The mean value of customer attitude is about 4.06 sugessting that most respodents are likely to purchase through online shopping due to their webdesign/features. Futhermore, The mean value '3.82 respectively' of online purchase intentions is demonstrate that most of the respodents are intent to buying the product through online shopping.

### Correlations

Based on the result of the study, correlation coefficient was used to determine the relationship between these hyphothesis. The first hyphothesis is there was a significant relationship between attitude towards customer online shopping intentions [r = 0.659, n = 116, p = 0.003].

**Table Result 13. Correlation Analysis for Customer Attitude towards Online Purchase Intentions**
**Correlations**

|  |  | A_new | CI_new |
|---|---|---|---|
| A_new | Pearson Correlation | 1 | .659* |
|  | Sig. (2-tailed) |  |  |
|  | N |  |  |
| CI_new | Pearson Correlation | .659* | 1 |
|  | Sig. (2-tailed) |  |  |
|  | N |  |  |

**. Correlation is significant at the 0.05 level (2-tailed).

Table 13. present the value *r* which measures the strength and direction of linear relationships between pairs of continuous variables. By extension, the Pearson Correlation evaluates whether there is statistical evidence for a linear relationship among the same pairs of variables in the population, represented by a population correlation coefficient, ρ ("rho"). The Pearson Correlation is a parametric measure.

Other than that, it present the significant value and the number of the respodent.
The purpose is to identify whether there is a relationship between Customer Attitude towards Online Shopping Intentions.
$H_1$: There is a significant relationship between customer attitude towards online shopping intentions.

Basically, We can reject Ho when (P< α ). Based on results from correlation coefficient analysis table 13, the results shows there is no significant relationship between Customer Attitude towards Online Purchase Intentions while (p= 0.003) (α= 0.05).

**Table 14. Correlation Analysis for Convenience of Perceived Benefits and Online Purchase Intentions**

**Correlations**

|  |  | A_new | CI_new |
|---|---|---|---|
| C_new | Pearson Correlation | 1 | .667* |
|  | Sig. (2-tailed) |  |  |
|  | N |  |  |
| CI_new | Pearson Correlation | .667* | 1 |
|  | Sig. (2-tailed) |  |  |
|  | N |  |  |

**. Correlation is significant at the 0.05 level (2-tailed).

Table 14 present the significant value and the number of the respodent. The purpose is to identify whether there is a relationship between Convenience of Perceived Benefits and Online Purchase Intentions.

$H_0$ : There is no significant relationship between convenience of perceived benefits and online purchase intentions.
We can reject Ho when (P< α ). Based on results from correlation coefficient analysis table 4.4.2, the results shows there is no significant relationship between Convenience of Perceived Benefits and Online Purchase Intentions. [r = 0.667, n = 116, p = 0.002].

**Table 15.  Correlation Analysis for Time Saving of Perceived Benefits and Online Purchase Intentions**

| Correlations | | A_new | CI_new |
|---|---|---|---|
| TS_new | Pearson Correlation | 1 | .560* |
| | Sig. (2-tailed) | | |
| | N | | |
| CI_new | Pearson Correlation | .560* | 1 |
| | Sig. (2-tailed) | | |
| | N | | |

**. Correlation is significant at the 0.05 level (2-tailed)

Table 15 present the significant value and the number of the respodent. The purpose is to identify whether there is a relationship between Time Saving of Perceived Benefits and Online Purchase Intentions

$H_0$ : There is no significant relationship between Time Saving of Perceived Benefits and Online Purchase Intentions
We can reject Ho when (P< α ). Based on results from correlation coefficient analysis table 4.4.3, the results shows there is no significant relationship between Time Saving of Perceived Benefits and Online

Purchase Intentions. [r = 0.560, n = 116, p = 0.002].

**Table 16. Correlation Analysis for Webdesign/features of Perceived Benefits and Online Purchase Intentions**

| Correlations | | A_new | CI_new |
|---|---|---|---|
| Wd_new | Pearson Correlation | 1 | .752* |
| | Sig. (2-tailed) | | |
| | N | | |
| CI_new | Pearson Correlation | .752* | 1 |
| | Sig. (2-tailed) | | |
| | N | | |

**. Correlation is significant at the 0.05 level (2-tailed).

Table 16 present the significant value and the number of the respodent. The purpose is to identify whether there is a relationship between Webdesign/features of Perceived

Benefits and Online Purchase Intentions
$H_0$ : There is no significant relationship between Webdesign/features of Perceived Benefits and Online Purchase Intentions
We can reject Ho when (P< α ). Based on results from correlation coefficient analysis table 4.4.4 the results shows there is a relationship between Webdesign/features of Perceived Benefits and Online Purchase Intentions (p= 0.172 < α). The results indicate that the elements of Webdesign/features of Perceived Benefits and Online Purchase Intentions [r = 0.752, n = 116, p = 0.030].

## CONCLUSION

### Summary and Conclusion

This study is to identify the consumer attitude towards online shopping. Spesifically, studying the factors influencing consumer to shop online. It also to investigated the relationship

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between perceived benefits towards online purchase intentions.

In addition, this study also examines whether demographic profile (gender, age, education level,university, how often do you use online shop, type of product that you buy)

This study has the independent and dependent variables to test whether they have significant relationship or not.

The results of this study indicated that consumer showed positive intention to make an online in the future. The results also revealed that attitude and intentions of the respodents are likely to purchase through online shopping due to the webdesign/features is based on the correlation analysis table. Followed by convenience and time saving.

According to the demographic profiles , most of the sample of respondent are female, in age category of 17-22 years old while studying in Universiti Kebangsaan Malaysia, attain bachelor degree or undergraduate level of education, slightly often. Usually, most of the respondents was buying a clothing/accessory for the type of products.

### *Limitations and Future Research*

This study is not without limitations. A first limitation of this study is that it is cross sectional. However, websites are dynamic in their developments. Therefore, a longitudinal survey is needed to identify the changing roles of Internet features as perceived by consumers along side Internet technology advancements and consumer continued use of the Internet services. The use of students as a population for phase i survey experiment poses as a second limitation. This study

recognizes that student samples have often been criticized for their lack of generalizability and their inability to represent the population of interest (Gordon, Slade, and Schmitt, 1987), but may be valid in this case where online shoppers tend to be younger and more educated than the general population. It is reasonable to assume that other e-commerce markets might react differently to some of the factors identified in this study. For example, entertainment might be of lesser importance for the business-to-business market relative to the consumer market. Investigating B2B market behavior, therefore, would

improve the understanding managers have of how to attract potential customers to their shopping sites.

Finally, there are many other factors that can influence the shopping experience. For example, with the proliferation of broadband technologies, the shopping experience becomes richer and more engaging. Will we see consumers demanding even more Internet features in exchange for loyalty? Or will we see them lose more control over what they see and do on the Internet? Future research can study the impact of other variables such as time-related factors (e.g. download time), telepresence and other interactive related factors of Internet shopping.

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