

FACTORS INFLUENCING GENERATION Y'S
ONLINE PURCHASE INTENTION IN BOOK
INDUSTRY

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LIST OF ABBREVIATIONS

A	Agree
D	Disagree
N	Neutral
SA	Strongly Agree
SD	Strongly Disagree
SPSS	Statistical Package for Social Science

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PREFACE

Nowadays, the advancement of Internet technology has created opportunities to enable retailers to better serve the global consumers without boundaries constraint. In Malaysia, there is a positive trend showing Malaysians purchase book online has increased over the time. In addition, potential growth of Malaysia internet subscribers has driven retailers to expand their business online.

This research aims to examine the factors influencing Generation Y's online purchase intention in book industry. In this research, the researchers have identified four factors which are Brand Name, Convenience, Product Variety and Price that may affect the Generation Y's online purchase intention in book industry. In this research, Generation Y is targeted because it is considered a huge consumer segments and has a greater purchasing power. Furthermore, Generation Y is grown with the rapid expansion in modern technology and Internet era. This result is able to provide online book retailers a better understanding of which factor is important to be emphasized in order to gain better sales volume.

ABSTRACT

The research intends to investigate the influencing power of Brand Name, Convenience, Product Variety and Price towards the Online Purchase Intention of book among Generation Y. The target respondents in the study are Malaysians who are 20 to 37 years old in 2014. In addition, 300 sets of questionnaire were distributed through online by using judgment sampling technique. However, 248 set of questionnaire were collected and only 207 respondents have experience and intention to purchase book online in future.

The actual data collected will be analyzed using Statistical Package for Social Science (SPSS) version 21. Then, Internal Reliability Test, Pearson Correlation and Multiple Regression Analysis are conducted. In this research, result shows that independent variables which are Brand Name, Convenience and Product Variety have significant positive relationship with Online Purchase Intention. On the other hand, Price has no impact towards Online Purchase Intention. Moreover, this research provides a clearer overview for online book retailers in term of factors that drive Generation Y to purchase book online. Lastly, the limitations associated with this research project were identified and implications for further research were recommended.

CHAPTER 1: INTRODUCTION

1.0 Introduction

This research aims to examine the factors influencing Generation Y's online purchase intention in book industry. The researchers intend to find out how online purchase intention will be affected by Brand Name, Convenience, Product Variety and Price. This chapter outlines research background, problem statement, research objectives, research questions, significance of research, chapters layout and conclusion.

1.1 Research Background

1.1.1 Internet Usage

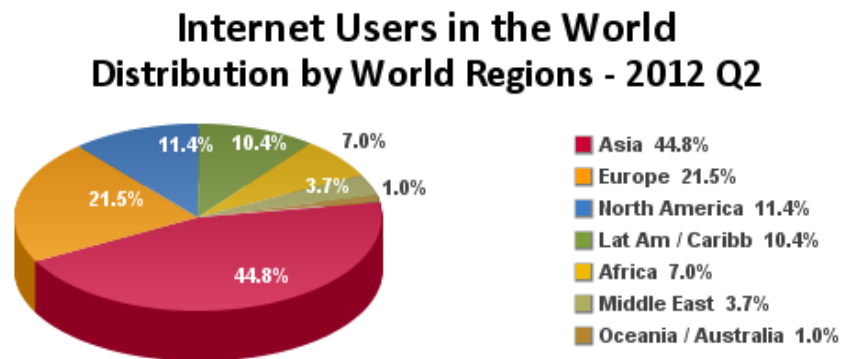
The invention of Internet has changed the nature of communicating and conducting businesses. It is used wisely as a tool for communication, source for information, mean for entertainment and platform for international businesses. The advancement of Internet technology has driven the interest of consumers on Internet. According to International Telecommunication Union (2014), as cited in Voice of America News, dated, “*Number of Internet Users Worldwide Approaching 3 Billion*” (2014), it predicted that around 44% of global households will have Internet access by 2014. Moreover, Internet World Stats (2012) stated that there was a significant increase of approximately 2,000 million of worldwide Internet users from 2000 to 2012 (Refer to Table 1.1). This indicates that the global usage of Internet is growing tremendously. In addition, Asia has the highest number of Internet users which accounted for 44.8% among all the world regions (Refer to Figure 1.1).

Table 1.1: World Internet Usage and Population Statistics June 30, 2012.

WORLD INTERNET USAGE AND POPULATION STATISTICS June 30, 2012						
World Regions	Population (2012 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2012	Users % of Table
Africa	1,073,380,925	4,514,400	167,335,676	15.6 %	3,606.7 %	7.0 %
Asia	3,922,066,987	114,304,000	1,076,681,059	27.5 %	841.9 %	44.8 %
Europe	820,918,446	105,096,093	518,512,109	63.2 %	393.4 %	21.5 %
Middle East	223,608,203	3,284,800	90,000,455	40.2 %	2,639.9 %	3.7 %
North America	348,280,154	108,096,800	273,785,413	78.6 %	153.3 %	11.4 %
Latin America / Caribbean	593,688,638	18,068,919	254,915,745	42.9 %	1,310.8 %	10.6 %
Oceania / Australia	35,903,569	7,620,480	24,287,919	67.6 %	218.7 %	1.0 %
WORLD TOTAL	7,017,846,922	360,985,492	2,405,518,376	34.3 %	566.4 %	100.0 %

Source: Internet World Stats. (2012). *World Internet Users and Population Stats*.

Figure 1.1: Internet Users in the World Distribution by World Regions - 2012 Q2.



Source: Internet World Stats. (2012). *World Internet Users and Population Stats.*

Zooming into Malaysia market, number of Malaysia Internet users has grown to 18 million in 2012 which captured 60.7% of the total population in Malaysia. By comparing to 2008, there was an approximately 2 million rise in the number of Internet subscribers (Internet World Stats, 2014). However, the Internet usage has not been fully exploited. According to the official website of Finance Malaysia (2013), Economic Report 2013/2014 indicated that the numbers of local Internet subscribers are expected to reach 25 million by 2015. Meanwhile, the online shopping market size was RM1.8 billion in 2010 and it is estimated to achieve RM5 billion by 2014. Furthermore, Visa e-Commerce Consumer Monitor (2010), as cited in Jayaraman (2011) stated that Malaysia is among the top three countries in Asia which spent about US\$ 2,006 in online purchases.

Nowadays, most of the companies has practiced globalization strategy and expanded their businesses to all around the world. Therefore, Internet is not only playing the role as a social network that connects people, but also serving as a venue to conduct international businesses. According to Platz (2007), Internet is getting more popular in business world due to the ease of making information available to the worldwide consumers. As a result, they can easily search for the relevant information through Internet when they have the desire to purchase products offered by the company.

1.1.2 Evolution of Book Industry

Book industry has been a significant business industry throughout hundreds years in the market. However, the publishers, manufacturers and retailers who are involved in this industry were affected in recent years. Based on the research carried out by Ricoh (2013), the main reason of this circumstance is due to the evolution of industry. In early 1980s, mass book retailers had become strong competitors for the independent book retailers. Subsequently, the growing of Internet in late 1990s became a significant threat since the concept of convenience has attracted the consumers. Therefore, the trend of purchasing books through online has started to increase dramatically during and after 2008. Moreover, Ricoh (2013) had also studied on the alternative channels that consumers will buy printed books instead of buying from Barnes & Noble which is a large physical bookstore chain in U.S. The outcome showed that they will shift to a well-known online book retailer, Amazon.com which occupied the highest score of 89% among all the options. Furthermore, Webley (2010) reported that the changes of culture and group perceptions will affect people to purchase textbooks online rather than buying from physical bookstores. Besides, it is also due to the choices of book selections in Internet is wider than physical bookstores.

1.1.3 Trend of Purchasing Books Online

The intention of consumers to purchase books online has become a significant trend as stated in the Nielsen Global Consumer Report (2010). Based on the survey conducted on 27,000 respondents globally, the priority choice that global consumers intended to buy from Internet in the next six months was books. It occupied 44% which is the highest percentage among all the choices.

Looking into Malaysia market, Nielsen Company (2011), as cited in Ho (2011), mentioned that Malaysians spent RM 1.8 billion in online shopping in 2010 and the figure is estimated to grow triple in the next three years. In addition, Malaysian shoppers prefer to purchase books from foreign website and the main reason was due to the unavailability of the items locally. Furthermore, consumers' online purchase in books has grown by 9% from 2010 to 2011 (The Star Online, dated, "*More Malaysians Shopping Online*", 2012).

1.1.4 Definition of Generation Y

Generation Y refers to the specific generation that born between 1977 and 1994 and the term was given to this generation after proceeding Generation X (Noble, Haytko and Philips, 2009). The age span of this generation is between 20 to 37 years old in 2014. In recent years, Generation Y has been the main focus in many studies due to the dramatic differences in terms of their characteristics, attitudes, values and perspectives as compared to the predecessors (Hoyer and Macinnis, 2009). Therefore, there are various terms quoted by different researchers on the Generation Y cohorts. This generation also referred to Millennials, Echo Boomers, Nexters and Net Generation (Eisner and Harvey, 2009; Baldonado, 2008; Lindquist, 2009).

In addition, United States Census Bureau (2012) mentioned that Generation Y accounted approximately 23.5% or 77 million of the United States population which is three times larger than the size of Generation X. Meanwhile, based on Economic Planning Unit Malaysia (2010), Generation Y consists approximately 27% or 6.2 million of the total population of Malaysia. Moreover, this generation enjoys good deals of financial independence and their spending power is almost US\$ 200 billion a year which is about 21% of United States annual spending (Aguino,

2012). As the Generation Y is considered a huge consumer segments and has a greater purchasing power, they play an important role in both business industries and e-commerce environment.

Furthermore, Generation Y is grown and aided by the rapid expansion in modern technology and Internet era. They are media and technologically savvy who are being accustomed to use various digital gadgets to communicate, shop, listen to music and play games. In Malaysia, approximately 55.6 % of the Internet users are Generation Y (Malaysia Communications and Multimedia Commission, 2013). Online shopping holds a great potential for the market of Generation Y as they are the regular users of Internet. According to Anderson (2001) as cited in Liang (2009), Generation Y is the wealthiest generational cohort who has purchasing power of five to six times than the Baby Boomers, at the same age.

1.2 Problem Statement

Book industry has been a significant business industry throughout hundreds years in the market. However, the existence of Internet has changed the industry structure. Internet provides an alternative that enable retailers to sell books online instead of the traditional brick-and-mortar bookstores. Online purchase intention is defined as the desire of consumers to carry out an actual purchase through the online retail shops (El-Ansary and Samir, 2013). In other words, consumers must first have an intention to purchase book online then that might result in actual purchase behaviour. Therefore, the researchers take this opportunity to study the factors that drive Generation Y's intention to purchase books online.

A brand includes brand name, brand term, symbol or logo or the combination all of these (American Marketing Association, 1960 as cited in Singhania, 2006). According to Kotler and Keller (2012), a brand allows the consumers to identify the product based on its manufacturer or retailers. Recently, e-commerce allows the retailers to sell their products and services online. Through the brand name, consumers are able to identify e-book retailers and differentiate their products with other retailers. As consumers trust on the brand name to purchase books, they will probably buy from the same retailer for their next purchase. The consumers also intend to purchase books from a known and famous website rather than an unknown book retailer. Therefore, there is a need to study the significant impact of brand name towards Generation Y's online purchase intention in book industry.

Undeniably, the advancement of Internet benefits humans in their daily life. For instances, they can communicate with each other, involve in online shopping, make financial transactions, inquire information and complete other activities through Internet. Malaysians spend around 3 hours per day in serving Internet (Statista, 2013). Thus, Internet is benefiting the consumers by allowing them to purchase books without leaving their home. However, the online shoppers are unable to obtain the books immediately after they place an order. The long waiting periods might cause trouble for them especially those who are in urge to get the

books. As a result, this study is held to examine consumers' emphasis on the convenience of purchasing books through Internet.

Apart from that, online retailers offer a wider range of products that are available globally. The choices of book selections are limited in traditional book stores and thus it may drive people to shop online. Based on Caplan (2013), Internet provides online shoppers with more variety of products than those available in malls, department stores, boutiques or flea markets. Moreover, they can purchase books that are unavailable in local markets through the foreign websites such as Amazon.com without visiting the physical bookstores. As conclusion, the researchers intend to study the effect of product variety towards Generation Y's online purchase intention.

Lastly, price attribute is also an important factor that influences the purchase intention when online consumer is lacking of physical examination on the product that they purchase. Through the internet, consumer can search for the price information of variety of books that is made available before they made online purchase decision. As such, the inconsistent of price information tend to provoke the price sensitive consumer to compare and search for price information from a variety of online book store before they made purchase decision (Ray, 2001). On the other hand, research conducted by Brynjolfsson and Smith (2000) shows that consumer tend to purchase online as the price of the product that sold online tend to be lower as compare to the traditional retail stores or offline environment. Therefore, this study is intended to examine the relationship between price attribute and online purchase intention towards book industry among the Generation Y.

1.3 Research Objectives

The main objective of this study is to identify the factors that influence Generation Y to purchase books online. In this study, the researchers will examine whether the four independent variables which are brand name, convenience, product variety and price will have an effect on the dependent variable which is Generation Y's online purchase intention in book industry. The outcome of this study will provide a more comprehensive understanding about the reasons that drive Generation Y to purchase books online. To be more specific, the research objectives are thus stated as below:

- To examine the relationship between Brand Name and Generation Y's online purchase intention in book industry.
- To examine the relationship between Convenience and Generation Y's online purchase intention in book industry.
- To examine the relationship between Product Variety and Generation Y's online purchase intention in book industry.
- To examine the relationship between Price and Generation Y's online purchase intention in book industry.

1.4 Research Questions

The purpose of this research is to study the effects of several main factors which may influence Generation Y's online purchase intention. More specifically, the research questions are thus stated as follows:

- How does Brand Name influences Generation Y's online purchase intention in book industry?
- How does Convenience influences Generation Y's online purchase intention in book industry?
- How does Product Variety influences Generation Y's online purchase intention in book industry?
- How does Price influences Generation Y's online purchase intention in book industry?

1.5 Significance of Research

Internet technology is updating rapidly to the extent where shopping is made possible through the Internet. Therefore, consumers can easily acquire products or services without leaving their home and with hassle free. However, it is difficult to establish or maintain a good relationship between the online sellers and buyers because both parties do not have physical contact with each other. As a result, sellers are difficult to identify the important factors that are valued by the customers. Therefore, the significance of this study is to help the online retailers in identifying the reasons that drive Generation Y to use Internet as a medium in purchasing books. The outcome of this study will be served as guidance for online retailers about factors that they should take into account in order to improve their business performance. By leveraging these factors, they will be able to retain those existing customers as well as to attract new or potential customers in future.

Furthermore, this study might also help the online retailers to build their competitive advantages against potential competitors. As mentioned earlier, there are large number of Internet users who intended to purchase books online in future. In such profitable market, there will be a large number of online retailers who are interested to enter into this market. Thus, the research outcome allows them to have a clearer insight and to develop efficient and effective strategies. Thus, the online retailers are able to meet customers' expectation and thus enhance their loyalty. As a result, the potential competitors will have difficulties in taking over the market shares.

1.6 Chapters Layout

Chapter 1: Introduction

This chapter provides overview of the research project including research background, problem statement, research objectives, research questions, significance of the study and chapter layout. This chapter has discussed internet usage of Malaysians, trend of purchasing book online and potential growth of internet shopping in future.

Chapter 2: Literature Review

This chapter presents a comprehensive literature review of the 5 variables which are Brand Name, Convenience, Product Variety, Price and Online Purchase Intention. In addition, the relevant theoretical models are extracted for referencing purpose. Then, conceptual framework are developed and proposed here. Lastly, relevant hypotheses are developed based on the literature review the researchers done previously.

Chapter 3: Methodology

This chapter presents the procedures carried out to test against the hypotheses in term of research design, data collection methods, sampling design, research instrument, construct measurement, data processing and data analysis.

Chapter 4: Data Analysis

This chapter presents the overall research findings by using tables and figures so that the readers could understand easier. In this research, SPSS version 21 is adopted to carry out the data analysis. In addition, descriptive analysis, scale measurement, inferential analysis are tested and then presented in this chapter.

Chapter 5: Discussions, Conclusion and Implications

The last chapter discusses on the summary of research findings and subsequently interprets the major findings and determines whether the hypotheses are supported by the data. Then, limitations of the study and recommendations are discussed for future research.

1.7 Conclusion

In this chapter, Malaysian's internet usage, trend of Malaysian's online purchase intention in book industry and the potential growth of internet shopping have discussed. This research aims to study the relationship between Brand Name, Convenience, Product Variety and Price towards Online Purchase Intention in book industry. Then, the following chapter 2 will further discuss the review of related literature which is relevant to this research study.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In Chapter 2, the discussion will include the explanation of variables, examination of relationship between the independent variables and dependent variable, review of the theoretical framework model, proposed conceptual framework and lastly conclusion for this chapter. The relevant journals and past studies from secondary sources will be assessed to find out the factors that influencing customers' online purchase intention. The major purpose of reviewing the literatures is to provide a historical perspective and framework for this study.

In this study, the researchers have identified total of five variables which comprises of four independent variables and one dependent variable. The four dependent variables are Brand Name, Convenience, Product Variety and Price while the dependent variable is Generation Y's online purchase intention in book industry. The variables are adopted from the past research done by Kwek, Tan and Lau (2010) and also another research done by Clemes, Gan and Zhang (2014).

2.1 Review of Literature

2.1.1 Customers' Intention to Purchase Online

Online purchase intention refers to the strength of the consumer's plan to carry out a particular purchasing behaviour over the Internet (Salisbury, Pearson, Pearson and Miller, 2001). It could also be defined as the desire of consumers to make an actual purchase through the online retail shops (El-Ansary and Roushdy, 2013). According to Poddar, Donthu and Wei (2009), online purchase intention can be used to predict the actual purchase behaviour. It refers to an outcome of consumers' evaluation on the quality of website, availability of information and products.

In addition, online purchase intention refers to the willingness of customers to adopt Internet for the purpose of making actual purchase or comparing offering price by different online retailers (Iqbal, Rahman and Hunjra, 2012). According to Pavlou (2003), online purchase intention can be explained as the situation when an individual is willing and intends to engage in an online transaction.

Apart from that, Sam and Tahir (2009) mentioned online purchase intention is the possibility that the consumer will buy the product. Furthermore, Monsuwe, Dellaert and Ruyter (2004) stated that consumers' online purchase intention is associated with their prior purchase experiences and it will directly impact on their online shopping behaviour. Meanwhile, Internet shopping history might lead to direct and indirect influence on consumers' online purchase intentions (Kim, Lee and Kim, 2004). Moreover, Shim and Drake (1990), as cited in Leeraphong and Mardjo (2013), said that strong online purchase intention is usually resulted from customers who already have past purchase experiences which can help them to reduce uncertainties.

Besides, Theory of Planned Behaviour suggested that an individual's actual behaviour is determined by whether the individual has the intention to perform. Moreover, Zwass (1998), as cited in Kwek, Tan, Keoy and Pazdil (2011) also proposed that online purchase intention is the desires of consumer to build a business relationship and have business transactions with the online retailers.

In this research, online purchase intention can be defined as the state of affairs that an individual is willing and intend to engage in the online transaction (Pavlou, 2003).

2.1.2 Brand Name

2.1.2.1 Definition of Brand Name

One of the independent variables that will be examined in this study is brand name. The concept of brand has been acknowledged by few researchers in the last few decades (Maltz, 1991; Keller, 1993). According to Aaker (1992), a brand can be defined as a tool that the retailers used to differentiate themselves from their competitors in terms of name, sign, symbol, trademark and design of the products or services. Kotler (1991) as cited in Keller (1993) also stated that a brand is a name, symbol, drawing and combination of all. As a result, the products will tend to have a higher perceived uniqueness than the competitors.

In addition, Rowely (2004) claimed that the e-retailer's logo, graphics and text are the factors that used to portray the images and values, thus defining the brand. Besides, a brand is not just a memorable name but also a silent salesman that will attract customers who intend to purchase. Meanwhile, Chang and Chen (2008) also agreed that although there is not much evidence on the website brand, it is reasonable to believe that a brand is the name of the e-retailers. When a company designs and

produces a product that has greater value than other existing companies', it will start on branding to position its products in a unique category compare to the competitors (Alamgir, Chittagong, Shamsuddoha and Nedelea, 2010). Furthermore, a successful brand could be served as a tool of communication between a company and customers. A brand sometimes does not bring any special meaning in reality but because of its uniqueness, customers can simply remember and recall the brand of the products (Alamgir et al., 2010). Besides, a brand is used by the company to bring and support its promises to the customers (Rowley, 2004).

In e-commerce environment, brand name of the retailers refers to the company's name (Kwek, Tan and Lau, 2010). According to Stewart (2012), an e-retailer's brand will represent the outlook and feeling of its website. Besides, in regard with the e-retailer's website name, a brand will embody the perception and image that the e-retailer choose to depict to the potential, perspective and actual customers. Based on the arguments, it shows that the website name and characteristic of the e-retailer's brand will be used by the potential buyers during the process of online purchase.

In this study, a brand name is a logo or symbol that differentiates a company from its competitors in the market (Aaker, 1992). Meanwhile in the e-commerce environment, a retailer's web name represents the company's brand name (Kwek, Tan and Lau, 2010).

2.1.2.2 Relationship between Brand Name and Online Purchase Intention

There are several online book retailers available in the industry. MPH Online, Kinokuniya, Amazon.com, Barnes & Noble and Borders are some of the well-known online retailers. Comparing Barnes & Noble, Amazon.com and Borders, most of the online shoppers will choose to buy from Amazon.com instead of buying from Barnes & Noble and Borders. It shows that Amazon.com is ranked as the Top 1 among the various online book retailers (Smith and Brynjolfsson, 2001).

In the e-commerce environment, customers tend to use trusted corporate and brand name as the substitute of product information when they desire to make online purchase (Ward and Lee, 2000). In addition, when customers perceived a great deal but uncertain to the cyber marketplace, a corporate brand identity will serve as a point of recognition and cognitive anchor (Javalgi, Radulovich, Pendleton and Scherer, 2005). Moreover, brand name plays an important role in minimizing the perceived risk when customers are lacking of knowledge about the products attributes and feeling uncertain about it (Dean, 1999). According to Howard and Sheth (1969) as cited in Stewart (2012), customers will use the retailers' name and other characteristics to make purchase decision.

Furthermore, based on the research conducted by Smith and Brynjolfsson (2001), customers prefer offerings from the well-known online book retailers such as Amazon.com, Barnes & Noble rather than unknown retailers with the factor of prices and quality remain the same. Even for homogeneous products such as books that are offered by different retailers, brand name is acting as an important role. This may due to customers determine the reliability of the products through a brand name and thus will make an appropriate decision (Smith and Brynjolfsson, 2001).

Moreover, Steward (2012) found that customers' intention to purchase online is higher for well-known website name than unknown website name. In this research, it added feelings and familiarity associated with brand name. Familiarity has no effect on it while feeling only has a little effect on it. As a result, a known website will increase consumers' purchase intention than an unknown website name (Chu, Choi and Song, 2005; Steward, 2012). Apart from that, the extrinsic clues such as price, brand name, retailer name, advertising level, packaging and warranties are some of the determinants where the consumers concern about when they intend to purchase online because it is hard for them to access to the quality of product through online. (Chu, Choi and Song, 2005). According to Dinlersoz and Pereira (2007), customers will have own preferences on some firms that have been existed in the market for a period of time. When the firm makes its products available through online, this will become one of the advantages due to the reputation or established brand name. Chang and Chen (2008) also mentioned that website brand has more significant effects on online purchase intention than website quality because a well-known brand will increase customers' confidence toward the brand and thus increase their level of online purchase intention.

Based on the study done by Ward and Lee (2000), it mentioned that nearly 69 percent of the respondents think that brand name acts as an important role in influencing their online buying intention. They will search for the related product information before making the purchase decision. However, the searching cost for the product is high in terms of time and effort. Therefore, they will stop doing the research and tend to rely on the popularity of the brands as a shortcut. According to Rowely (2004), in an e-commerce environment where physical interaction are less and product qualities and benefits must be captured in a way that can only be communicated over the wires, the brand of products or services is increasingly important for the online shoppers. Brands have become ever more important because it helps them to reduce uncertainty, save time and minimize searching cost.

Although there are many proven evidences that support that brand name will influence customers online purchase intention, there are also some researches that show that other variables will have significant impacts as well. Those variables included website quality, active shoppers, price sensitivity, brand loyalty, convenience orientation and others (Jayawardhenal, Wright and Dennis, 2007; Sam and Tahir, 2009).

According to the survey done by Thamizhvanan and Xavier (2013), customers do not consider brand as one of the determinant when they intend to purchase online. Thus, brand name has no impact on customers' online purchase intention. Kwek, Lau and Tan (2010) also supported that brand name is not the most important factor that influence consumers online purchase intention. In their study, brand is the weakest variable while convenience orientation is the most significant factor.

Moreover, trust is the most important predictor for consumers who intend to purchase online than other variables such as brand reputation, social influence, trust, perceived usefulness and others (Abadi, Hafshejani and Zadeh, 2011), In China, a brand will not increase customers' online purchase intention because they do not perceive it as a tool to reduce risk. They do not think that reputable brands are safe to be purchased due to the high availability of pirated products in China's market (Tong, 2011).

As a result, based on the above past studies and researches conducted, the researchers conclude that:

H1: There is a significant positive relationship between Brand Name and Generation Y's online purchase intention in book industry.

2.1.3 Convenience

2.1.3.1 Definition of Convenience

According to the findings of Eastlick and Feinberg (1999); Rohm and Swaminathan (2004), convenience is defined as the benefits such as time and efforts saving that the customers gain from online purchase. It could be reflected in shorter time and lesser energy spent, including reduces in transportation cost and also fewer crowds and queues (Su and Huang, 2011). In addition, Hermes (2000), as cited in Katawetawarak and Cheng (2011) mentioned that customers can experience the convenience of online purchase as they can send inquires even after business hours.

Apart from that, Alba, Lynch, Weitz, and Janiszewski (1997), as cited in Kwek, Tan and Lau (2010) stated that there are few types of convenience that must be taken into account throughout the online shopping process. Furthermore, Jiang, Yang and Jun (2013) also identified that convenience can be categorized into five dimensions. The first dimension is *access convenience*. Development of Internet enables the customers to shop at any time and locations. It helps them to avoid crowds, reduce waiting time and spend less effort in visiting the physical stores (Mehrdad, Mojtaba, Mahmud, Kamshad, Nima and Mohammadreza, 2011). Next, the second dimension, *search convenience*, refers to the ease of searching for relevant product information and comparing costs offered by various retailers. Internet allows the online shoppers to collect information easily (Monsuwe, Dellaert and Ruyter, 2004). Moreover, the third dimension is *evaluation convenience*. Customer review system has been adopted by majority of the online sites. It allows the customers to review others' feedbacks before placing orders (Jiang et al., 2013). Besides, the fourth dimension is *transaction convenience*. The payment process is designed in a simple way and is easy to be understood. Grace and Chia-Chi (2009), as cited in Guo, Kwek and Liu (2012) said that online shoppers' satisfaction will reduce if the payment procedures are difficult to be followed. Lastly, the fifth

dimension is *possession convenience*. It is also meant by the customers' post purchase evaluations. It is concerned on time and efforts required to obtain their desired products and to experience its benefits (Jiang, Yang and Jun, 2013).

As explained above, convenience is defined from various viewpoints in the previous studies done by different researchers. However, in this study, the researchers will examine the concept of convenience from the aspect of time saving. As online shoppers obtain benefits from effective and timely transactions, savings of time and efforts will positively influence their online shopping intention (Childers, Carr, Peck and Carson, 2001).

2.1.3.2 Relationship between Convenience and Online Purchase Intention

According to Prasad and Aryasri (2009), convenience is one of the factors that affecting customers' willingness to purchase through online. Internet offers numbers of benefit for customers. They can search for information, develop comparison between various products, as well as make quick evaluation (Bagdoniene and Zemblyte, 2009). Convenience is one of the most common reason that affecting customers' online purchase intention since they can shop without leaving their place. It is usually associated with the ease of browsing information, shopping and settling the online transaction (Gurleen, 2012; Constantinides, 2004). Moreover, Delafrooz, Paim, Sharifah, Samsinar and Ali (2009) pointed out that online shopping is more convenient than traditional in-store shopping and thus it stimulates the customers' online purchase intention.

In addition, Harn, Ali and Hishamuddin (2006) mentioned that the high availability and accessibility of online storefronts facilitate the convenience of online shopping. Meanwhile, Jiang, Yang and Jun (2013) said that consumers' desire for convenience has driven their attention to Internet as an alternative mean for shopping. Furthermore, Internet

provides convenience since it is able to eliminate the time and efforts in travelling to the traditional store (Rohm and Swaminathan, 2004). Especially for those who contributed most of their time in working and have no much leisure time, online shopping is a powerful alternative channel for them (Monzuwe, Dellaert and Ruyter, 2004). At the same time, customers can also do comparison shopping easily. According to Moshrefjavadi, Dolatabadi, Nourbakhsh, Poursaeedi, and Ahmad (2012), there are numbers of online tools designed to help customers in comparing among various offerings.

On the other hand, there are also some findings that work against the statements that support convenience as an essential factor in influencing customers' online purchase intention. Based on the research conducted by Zhou, Dai and Zhang (2007), as cited in Muhammad, Abdul and Nazrul (2013), perceived risk has a stronger correlation with online shopping intention than convenience. Moreover, the marginal effect analysis done by Clemes, Gan and Zhang (2014) indicated that perceived risk has the most essential impact on customers' online shopping adoption, followed by consumer resources, service quality, subjective norms, product variety, convenience and website factors. This shows that convenience is the second least significant factor that affects customers' online purchase intention. According to Myers and Wimsatt (2012), convenience might not be considered as a significant reason when customers are dealing with some specialty products. Therefore, the hypothesis is concluded as below:

H2: There is a significant positive relationship between Convenience and Generation Y's online purchase intention in book industry.

2.1.4 Product Variety

2.1.4.1 Definition of Product Variety

According to Simonson (1999), product variety refers to the depth or breadth of product assortment. Chernev (2012) further defined breadth as the variety of different product categories while depth as the number of items within a specific product group. Besides, Lancaster (1990) explained product variety as number of variants within a specific product category and also viewed as number of 'brands' as the term used in marketing field.

Apart from that, Ulrich (1995) also defined product variety as the differences of product that a production system offers to the marketplace. Customers see variety if the product's function varies in some degree. The variation could be in term of a set of functional elements performed by a product or in term of a particular performance characteristic of the product. Furthermore, product variety can also be explained in two aspects including the breadth of the products that a company offers at a given time and the rate at which the company offers new products to replace the existing products (Fisher, Ramdas and Ulrich, 1999).

In addition, Randall and Ulrich (2001), as cited in Green and Srinivasan (1978), explained product variety as the number of different versions of a product offered by a company at a same time. In product features level, the differences between the products which complete the products in consumer products will build up a set of consumer attributes. Moreover, Martin and Ishii (2002) distinguished variety into two types which are spatial variety and generational variety. Spatial variety is the variety that a firm offers to the marketplace at the moment whereas generational variety is created over time with the purpose of serving the marketplace better.

Besides, Pil and Holweg (2004) also categorized product variety into two types which are external and internal. External variety is the choices offered to the customers while internal variety is created when the external variety is translated into requirements for the manufacturing process and the value chain

In this study, the researchers refer product variety as the variety of different product categories as well as different units offered within a product category (Lancaster, 1990). It is also refers to the number of different versions of a product offered by a company (Randall and Ulrich, 2001, as cited in Green and Srinivasan, 1978).

2.1.4.2 Relationship between Product Variety and Online Purchase Intention

According to Moe (2003), a broad variety of category-level websites are likely get more visit from hedonic browsers. While, product-level pages are likely to attract goal-directed buyers as it provide more targeted and relevant information. According to Roehm and Roehm (2005), as cited in Park, Kim, Funches and Foxx (2012), browsing on the Internet will improve shopping efficiency because the ease of access to comparable items and thus enabling better product choice when encounter a variety of products. Furthermore, online shoppers are attracted by the ease of searching products on the Internet, the relevant product information available and the variety of products offered. This may due to the relative ease of setting up online shop, thus motivates small-scaled retailers to embrace the Internet (Ward and Lee, 2000).

According to Szymanski and Hise (2000), as cited in Clemes, Gan and Zhang (2014), the researchers found that product variety is one of the significant factors that attract customers to shop online. Based on the findings of Kahn and Lehmann (1991), consumers prefer more variety of selection rather just an offering of their most preferred product.

Furthermore, Bagdoniene and Zemblyte (2009) found the one of the main reasons that Lithuanian consumers shop online is because of the wide range of product offerings. According to Cho (2004), the ability of online retailers to offer a broad range of product assortment and unique product offerings has been viewed as an important positive functional effect directly related to e-shopping.

In addition, due to the unlimited space limit on the number of products that online sellers can display on their online retail shop, they are able to provide a boarder product assortments as compared to traditional channels (Chua, Khatibi and Hishamuddin, 2006). Based on the findings of Delafrooz, Paim, Haron, Samsinar and Khatibi (2009), they suggested that online retailers should offer more convenient, competitive price and wider selection of product in order to increase the number of online shoppers visit their website and lead to actual purchase.

According to Jarvenpaa and Todd (1996), as cited in Ahn, Ryu and Han (2004), product quality and product variety are considered as the most influential factors. Customers are likely to visit an online retail shop with good quality and wide selection of products. If the expectations are met, customers tend to regard the online retail shop as beneficial and keep on visit it. Perceived benefits of online shopping can be divided by four dimensions which are convenience, product variety, ease of shopping and enjoyment. Product variety is defined as the availability of a wide selection of products (Forsythe, Liu, Shannon and Gardner, 2006). Furthermore, individuals who are certain with their preferences will prefer more variety of offerings as it could help in making purchase decision and select the best option that matches with their preferences (Chernev, 2012; Chang, 2011).

On the other hand, a greater number of options provided will have negative consequences. According to Chernev (2012), consumers who do not have available ideal direction must first clarify their characteristic preferences in order to choose the best option based on the preferences. The decision process tends to be more complicated when choosing from larger assortments as it involves a greater number of options with different attribute levels. As a result, defer of choice and weaker preferences for the selected option are more likely to happen when choosing from a larger assortment. Besides, Evanschitzky, Iyer, Hesse and Ahlert (2004) said that consumers may deal more with a goal-oriented search instead of browsing through variety of selections. Moreover, Shang, Chen and Shen (2005) found that intrinsic motivations such as perceived enjoyment are the main factors for consumers to use Internet as a major mean to purchase. The effects of extrinsic motivations such as convenience, a wider selection of offerings, competitive pricing, ease access to information and lower search cost are insignificant. Apart from that, consumers with high choice uncertainty may experience difficulty making decision with wider options. Choice uncertainty refers to the consumers' insecurity in deciding among various alternatives available to be selected (Chang, 2011).

As a result, based on the above past studies and researches conducted, the researchers conclude that:

H3: There is a significant positive relationship between Product Variety and Generation Y's online purchase intention in book industry.

2.1.5 Price

2.1.5.1 Definition of Price

The concept of price has been acknowledged by few researchers in the last few decades. According to the earlier researcher Jacoby and Olson (1977), as cited in Chiang and Dholakia (2003), price is defined as the perceptual representation of consumer or the subjective perception of the objective price of the product. Li and Green (2011) had classified price into both monetary and non-monetary expression. The monetary definition of price is where price is typically connected with the money expression. Meanwhile, the non-monetary definition of price refers to the time and effort where the buyer used to search for the information about the product (Li and Green, 2011; Fernández and Iniesta-Bonillo, 2007).

Besides, price also refers to what a consumer is given up or sacrifices in order to acquire a product (Zeithaml, 1988). Defining price as an indicator of sacrifice is consistent and supported by other pricing researchers as well (Monroe and Chapman, 1987; Rao and Monroe, 1989). In economic terms, price is the “give” component in the process of exchange transaction for obtaining goods and services. According to Ghurchill and Peter (1998), price is the amount of money that a consumer must pay out in order to exchange the ownership of product or use of service. Moreover, Dillon and Reif (2004) also refer price as the total monetary cost for the consumer to purchase a goods or services. Based on study by Roundtree (1996), price can be a mechanism for the allocation of product in the marketplace. In addition, price is also explained as an objective attributes that need no physical inspection (Jung, Cho and Lee, 2014).

Furthermore, price is an influential extrinsic cue that in relation to the consumer's evaluation of product alternatives and it is also serves as vital buying decision of consumer (Veale and Quester, 2009). According to Brassington and Pettitt (2006), price can be explained as a mean of comparing the product and services, judging product quality and judging relative value for money. To the same extent, price is also used by the consumers as a predictor of quality when consumers have limited or less knowledge about the product offering (Veale and Quester, 2009).

In this study, price is defined as what a consumer has given up or sacrificed in exchange for goods and services (Zeithaml, 1988). Consumers might sacrifice both monetary and non-monetary expression at the same time during Internet shopping. Thus, in the e-commerce environment, this definition is the most suitable to identify the impact of price towards consumers' online purchase intention.

2.1.5.2 Relationship between Price and Online Purchase Intention

According to Rowley (2000) as cited in Harn, Khatibi and Ismail (2006), price is one of the dominant factors that influence the consumer decision to purchase online. Meanwhile, many previous studies also contended that price is one of the major concern of online purchase intention (Wee and Ramachandra, 2000; Kung, Monroe, and Cox, 2002; Ahuja, Gupta, and Raman, 2003; Kimiloglu, 2004; Delafrooz, Paim, and Khatibi, 2010). Based on the research that conducted by Goldsmith and Goldsmith (2002), the simplest reason that influence consumer to shop online is to save money from cheaper price that offered by the online retailer as they perceived that online purchasing is relatively cheaper as compared to the traditional channel or offline environment. Besides that, online shopper can take advantages from the competitive pricing in the online environment (Shang, Chen and Shen, 2005). This is due to the new online retailers will use the price as the focal competitive weapon to attract the

online shopper or prospective customer to purchase their products or services (Keegan and Green, 2013).

In the e-commerce environment, a lot of price information that are available makes it more convenient for online consumers to make online purchase decision. According to Arnold and Reynolds (2003), hedonic online shoppers tend to exhibit more sensitive to the price information and suggest that price attributes is the vital part in predicting the hedonic online browsing. This is supported by Chiang and Dholakia (2003) who claimed that 85 percent of online shoppers will look for price information before they make purchase. Based on the research done by Mansori, Cheng and Lee (2012), price is one of the variables that influence the e-shopping intention among the Generation Y in Malaysia. Furthermore, Su and Huang (2011) also proved that online purchase intention for the undergraduate is significantly influenced by price.

In addition, price plays an important role in influencing consumer online purchase intention as it is one of the representatives of the non-look-and-feel types of product attributes (Jung, Cho and Lee, 2014). Moreover, consumers tend to rely heavily on the price information before they purchase a particular product as the product is unavailable for examination in the online environment (Lynch and Ariely, 2000). According to Moon (2004), price can directly influence purchase through the Internet and simultaneously it can also play as moderating role in the process of consumers' enhancing the price sensitivity after they have search information through the Internet.

On the other hand, consumers who emphasize the utilitarian factors such as time saving and convenience tend to less concern about the price in the e-shopping (Swaminathan, Lepkowska-White and Rao, 2003). Based on Donthu and Garcia (1999) as cited in Park, Kim, Funches and Foxx (2012), online shoppers will tend to be less price-conscious than the traditional shoppers because they tend to seek for products that satisfy their needs rather than look for bargains. A study by Brynjolfsson and Smith (2000) also suggested that price may not always be the purchase factor of the online shopper especially in the CD and book industry. Besides, when consumers purchase online, trust and security, delivery time, shopping enjoyment, brand and quality orientation can be the factors that influence the consumer online purchase decision instead of the low price of the product (Chung, 2001; Lodorfos, Trosterud and Whitworth, 2006; Kwek, Tan and Lau, 2010).

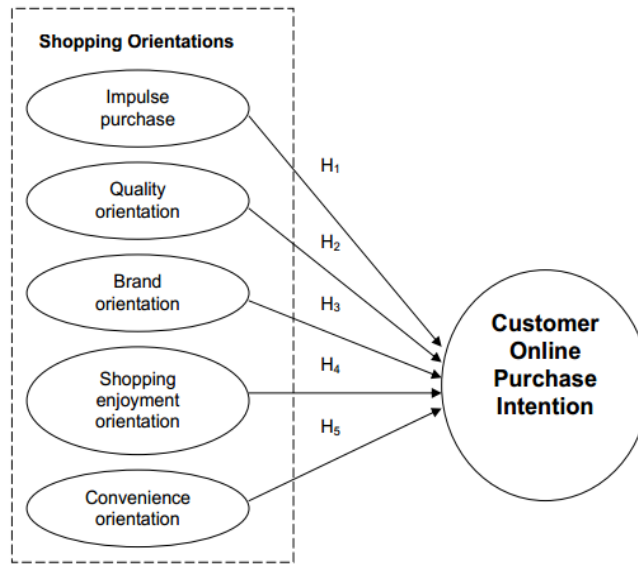
As a result, based on the above studies and researches conducted, the researchers conclude that:

H4: There is a significant positive relationship between Price and Generation Y's online purchase intention in book industry.

2.2 Review of Relevant Theoretical Models

Figure 2.1 Theoretical Model 1

Title: Investigating the Shopping Orientations on Online Purchase Intention in the e-Commerce Environment: A Malaysian Study.



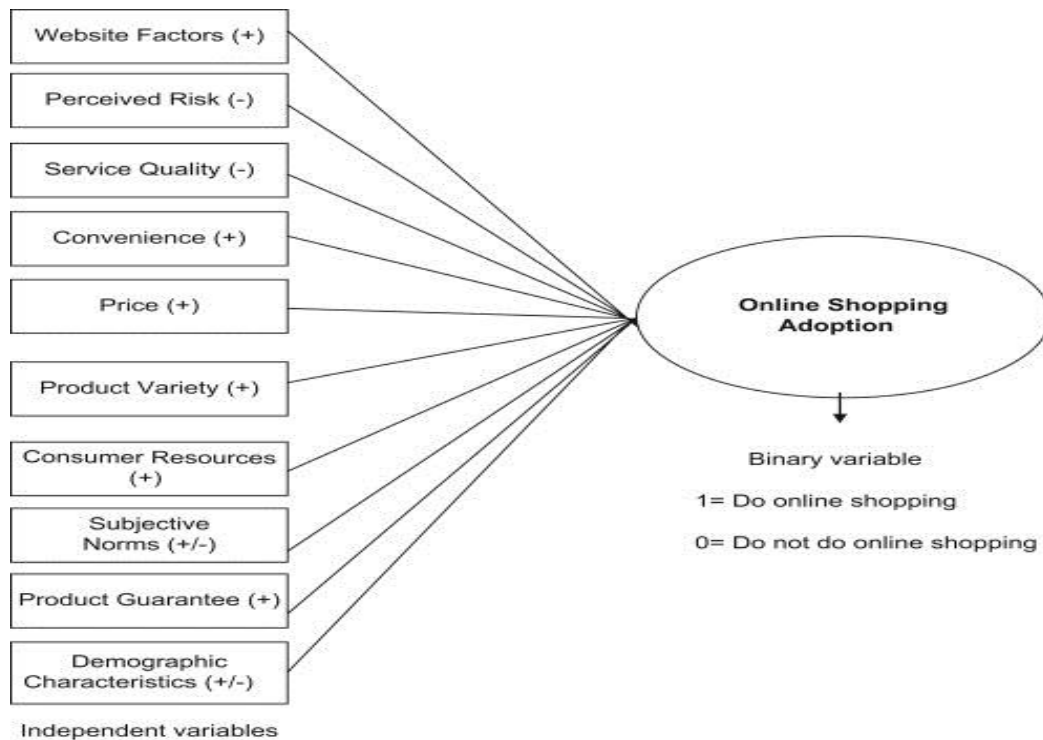
Source: Kwek, Tan and Lau (2010).

Figure 2.1 shows that there are five independent variables and a dependent variable. The independent variables are impulse purchase, quality orientation, brand orientation, shopping enjoyment orientation and convenience orientation. The dependent variable is customer online purchase intention. This model is created by Kwek, Tan and Lau (2010).

The independent variables that are chosen from the model are brand orientation and convenience orientation. Brand orientation focuses on the e-retailer's brand name and brand image where it has a positive relationship with customer online purchase intention. For convenience orientation, it has been classified into access convenience, search convenience, possession convenience, transaction convenience, place convenience and time convenience. In this model, both hypotheses were supported. The result shows that both brand orientation and convenience orientation are positively related to online purchase intention.

Figure 2.2 Theoretical Model 2

Title: An Empirical Analysis of Online Shopping Adoption in Beijing, China



Source: Clemes, Gan and Zhang (2014).

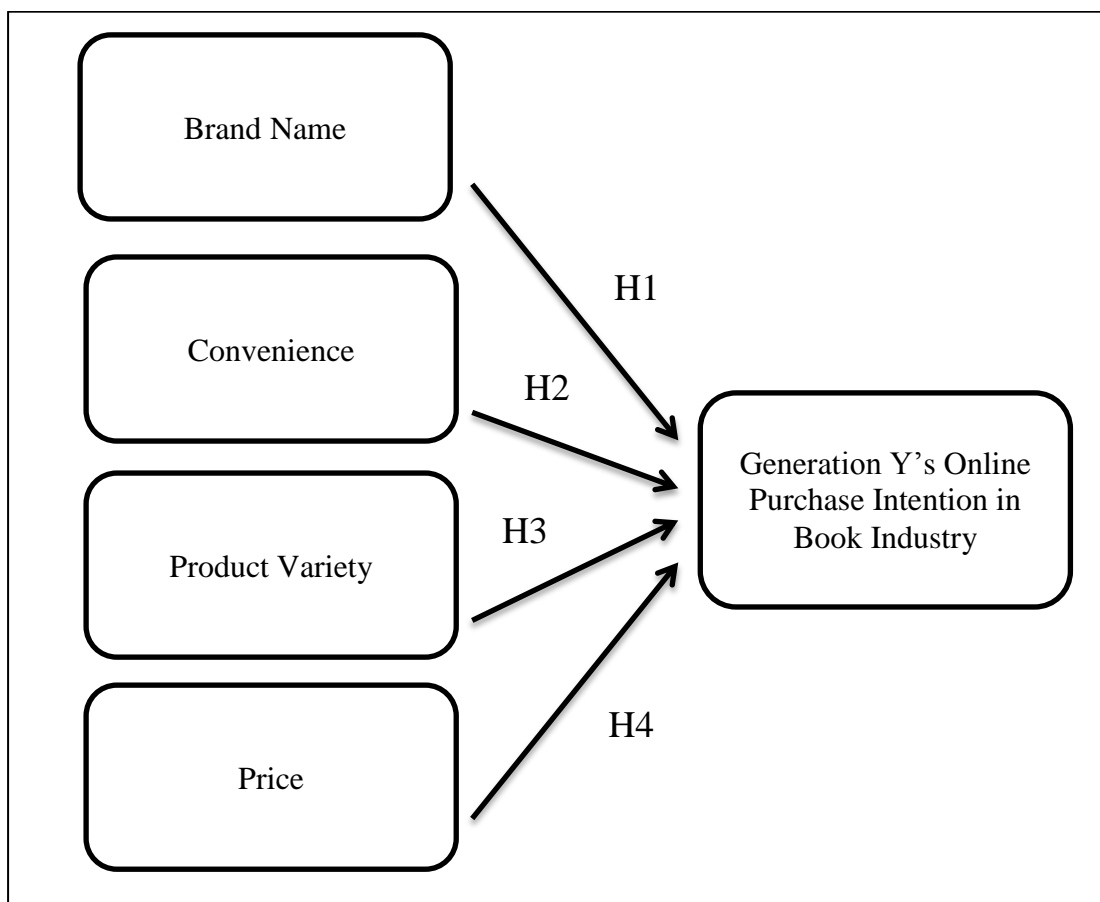
Figure 2.2 shows the theoretical model that created by Clemes, Gan and Zhang (2014). The independents variables are website factors, perceived risk, service quality, convenience, price, product variety, consumer resources, subjective norms, product guarantee and demographic characteristics. Meanwhile, the dependent variable is the online shopping adoption.

The independent variables that are chosen from the model are price and product variety. According to Clemes et al., (2014) theoretical model, consumers tend to look for price information before they purchase online. Besides, a wide selection or variety of product will lead to comparison of product or services and influence consumer online purchase decision. Moreover, the online shopping adoption comprises of consumer that do online shopping and consumer that do not do online shopping. Based on the study that conducted by Clemes et al., (2014), it shows both price and product variety has a positive relationship with the online shopping adoption.

2.3 Proposed Conceptual Framework

Figure 2.3 Proposed Frameworks

Title: Factors that Influencing Generation Y's Online Purchase Intention in Book Industry.



Source: Developed for the research.

Based on Figure 2.3, the proposed framework in this study consists of four independent variables and a dependent variable. The four independent variables are Brand name, Convenience, Product Variety and Price. The dependent variable is Generation Y's online purchase intention in book industry. The framework shows that there are significant impacts from the four independent variables to the dependent variable. However, there are no interrelationships between each independent variable.

2.4 Conclusion

In this chapter, the researchers reviewed the related journals and past studies in order to develop a better understanding of the current study. Besides, they also included numbers of studies that used the measures and designs which similar to this study in the literature review. By summarizing the major factors that influencing Generation Y's online purchase intention, the relationship of the dependent variable with each independent variable are clearly defined in the hypotheses form. The researchers concluded that there are significant positive relationship between the four independent variables and the dependent variable.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter illustrates the major research methodologies used for collecting and analyzing the data into a systematic way which was used to explain the hypotheses and research questions. In this chapter, it included how the research is carried out in terms of research design, data collection methods, sampling design, research instrument, constructs measurement, data processing as well as data analysis. The objective of this chapter is to ensure that the appropriate research procedure are follow in order to help the reader to better understand and evaluate the result of the research.

3.1 Research Design

3.1.1 Quantitative Research

According to Zikmund, Babin, Carr and Griffin (2010), quantitative research can be defined as business research that measures research objective through empirical assessments that involve mathematical measurement and analysis approaches. In this research, the researchers collect information from a large number of representative individual through distributing survey questionnaires. Quantitative research could be less costly and time consuming as it uses a representative sample to represent the interest of the population. Lastly, quantitative data collected through the survey questionnaires was used to analyze by computer programs and converted to useful information to test against the hypotheses.

3.1.2 Descriptive Research

Descriptive research was adopted in this research from which the researchers have adopted survey to collect data. According to Zikmund, Babin, Carr and Griffin (2010), descriptive research is used to describe characteristics of phenomena such as people, organizations or environment. Furthermore, it seeks to answer who, what, when, where and how questions. Hence, findings of descriptive research are useful as it could be used to make generalizations about the Generation Y's online purchase intention of books.

3.2 Data Collection Method

There are two methods for obtaining data which are primary data and secondary data. Primary data is the original data collected for a sole research purpose whereas secondary data is the data originally collected for a different research purposes and is reused to address the current research questions (Hox and Boeije, (2005).

3.2.1 Primary Data

In this research, primary data was adopted as it provides most up-to-date and relevant information needed to address present research problem at hand. The source of primary data in this research was mainly obtained from the survey questionnaires. It is used to test against the hypotheses developed in Chapter 2. In this research, 300 copies of survey questionnaires were distributed online to the target respondents. Although collection of primary data is costly and time consuming compared to secondary data, it can provides latest, reliable and relevant opinions from current respondents.

3.2.2 Secondary Data

Secondary data is economical and easier to be obtained as compared to primary data. Therefore, the researchers gathered updated and relevant information regarding to the research topic. The data in this research are basically collected from online sources and journal articles from online databases such as ProQuest and ScienceDirect which are provided by UTAR library. This type of secondary data serves as a basic source of gaining insight of the research topic in order to address present research problems. The researchers conducted initial research by reviewing journals that are related to the research topic. Then, hypotheses were formulated based on the previous studies that have been reviewed. However, these hypotheses are later to be tested after the collection of survey questionnaires.

3.3 Sampling Design

3.3.1 Target Respondents

The targeted samples were the Generation Y who falls between 20 years old to 37 years old. In this study, the groups of respondents were narrowed down to individuals who have the experiences of purchasing books online and those who have the intention to purchase books online in future. The reason of targeting on this segment is because Generation Y spends most of their time on serving Internet. According to Taylor (2014), individuals from Generation Y spend around 17.8 hours a day with various media on Internet. As a result, they would have higher probability of purchasing books online.

3.3.2 Sampling Technique

Zikmund, Babin, Carr and Griffin (2010) mentioned that the two major sampling techniques are known as probability sampling and nonprobability sampling. In this study, nonprobability sampling was implemented. In addition, Zikmund et al. (2010) also stated that nonprobability sampling technique includes convenience sampling, judgment sampling, quota sampling and snowball sampling. As for this study, judgment sampling has been adopted in which the respondents are selected based on judgment of the researchers. The questionnaires were distributed through Internet to individuals who are believed to be relevant to this study and are able to provide significant information. Furthermore, the unqualified respondents were screened out in order to ensure the accuracy of end results.

3.3.3 Sampling Size

According to Roscoe (1975), as cited in Hill (1998), the most appropriate number of respondents for most behavioral research is 30 to 500. In this study, 300 sets of survey questionnaires were distributed but only 248 sets were collected. Among the 248 sets, there are 91 respondents who have experiences in buying books online and 157 respondents who have no any experiences in purchasing books online. Therefore, they were required to proceed to Question 2 in order to measure their intention to purchase books online. Among these 157 respondents, there are 116 respondents who intend to purchase books online in the future and 41 respondents do not have any intention in buying books online. Thus, 41 respondents were void. In conclusion, the sample size (number of respondents who have experiences and intention to purchase books online) is 207.

3.4 Research Instrument

In this research, self-administered questionnaires were adopted for conducting primary data collection. According to Zikmund, Babin, Carr and Griffin (2010), respondents take their own responsibility to understand and complete the survey without the presence of interviewer. Questionnaires were distributed through online because the researchers wanted to make sure all respondents can access to Internet which is an important condition to study online purchase intention. Furthermore, interviewer bias is eliminated as self-administered survey is filled up by respondents themselves without the assistance of interviewer. Interviewer bias is happened when the possibility of an interviewer's presence influences respondents to give untrue responses (Zikmund et al., 2010). Apart from that, keeping anonymity of the respondents enables the researchers to obtain truthful responses.

3.4.1 Questionnaire Design

Closed-ended questions were adopted in the survey questionnaires. It provides respondents specific limited options and requires them to choose the best suitable response based on their own opinions (Zikmund et al., 2010). Furthermore, this approach requires lesser interviewer skill and easier for respondents to answer. Besides, standardization of the alternative responses enables the researchers to analyze the data easily because it could limit unanticipated response emerge. Apart from that, simple English was used in the questions to ensure respondents understand the question fully.

In this research, questionnaires were divided into three important parts. Part One is designed to seek general information about the online purchasing behaviour of the respondents. They were required to choose from the given multiple choice answers.

Part Two of the questionnaire is intended to study the factors of influencing Generation Y's online purchase intention in book industry. There are four independent variables which are brand name, convenience, product variety and price. Each of the independent variables contains of six questions. On the other hand, the dependent variable is online purchase intention which consists of four questions. In this section, all the items are measured in five-point Likert scale, in which it is ranging from 1 to 5 where 1= Strongly Disagree and 5= Strongly Agree.

Lastly, Part Three is set to solicit profile of the respondents. Demographic questions such as gender, age, occupation and monthly income were asked in this part. Multiple choice questions were used in this part.

3.4.2 Pilot Test

Based on Malhotra (2007), pilot testing gives an opportunity to make revision on the data collection process and instrument to ensure that the appropriate questions are being asked, right data will be collected and the data collection method will work. In this research project, a pilot test of 30 samples was carried out before the actual questionnaires were distributed. The pilot testing is conducted to avoid errors and mistakes in the actual survey questionnaires. Besides, it allows the collection of feedback from the respondent to ensure the questions are clear and understood. Moreover, pilot testing is a significant step to find out the acceptability of the questions asked and willingness of respondents to co-operate. After the questionnaires were collected, the reliability test is conducted by using SPSS version 21. The Cronbach's Alpha was adopted in order to determine the internal reliability of the pilot test. Table 3.1 shows the result of the internal reliability of pilot test. According to Malhotra (2007), all the variables are reliable when the Cronbach's Alpha value is more than 0.6 for each of the variable.

Table 3.1 Result of Pilot Test

No	Construct	Cronbach's Alpha	No. of items
1	Online Purchase Intention	0.816	4
2	Brand Name	0.633	6
3	Convenience	0.810	6
4	Product Variety	0.744	6
5	Price	0.737	6

Source: Developed for the research.

3.5 Constructs Measurement

This study consists of the measurements of four independent variables which are brand name, convenience, product variety and price towards the dependent variable which is factors influencing Generation Y's online purchase intention in book industry. These variables were measured by using questionnaires in which the respondents are required to answer based on their own perceptions and opinions.

3.5.1 Origins of Construct

Table 3.2 Table of Constructs

Constructs	Sources
Brand Name	<ul style="list-style-type: none"> • Kwek, Tan and Lau (2010) • Kim (2004) • Seock (2003) • Osman, Benjamin and Bei (2010)
Convenience	<ul style="list-style-type: none"> • Clemes, Gan and Zhang (2014) • Sultan and Uddin (2011)
Product Variety	<ul style="list-style-type: none"> • Bagdoniene and Zemblyte (2009) • Park, Kim, Funches and Foxx (2012) • Clemes, Gan and Zhang (2014)
Price	<ul style="list-style-type: none"> • Clemes, Gan and Zhang (2014) • Dabhade (2008) • Osman, Benjamin and Bei (2010)
Online Purchase Intention	<ul style="list-style-type: none"> • Vijayasaraty (2004) • Nik Mat and Meor Ahmad (2005)

Source: Developed for the research.

Table 3.3 Sample Items of the Constructs

Constructs	No. of Items	Sample Items
Brand Name	6	<ul style="list-style-type: none"> • It is important for me to buy books from the web-retailer with well-known brand names. • When shopping on the Internet, the online book store's reputation concerns me. • When the Internet retailers are not fully identified, I worry about whether they are reliable. • I try to stick to certain brands and stores when I buy books.

		<ul style="list-style-type: none"> • I am cautious in trying new website and would rather stick with a website I usually buy or familiar with. • When shopping online, a powerful brand name of an e-book retailer can entrust me and enhance my confidence on my choice.
Convenience	6	<ul style="list-style-type: none"> • Online shopping takes less time to purchase. • It is easy to choose and make comparison with other books while shopping online. • I feel that it takes less time in evaluating and selecting a book while shopping online. • I can buy the books anytime 24 hours a day while shopping online. • Internet shopping saves my time, so I can do other activities. • It is more convenient to shop through the Internet when compared to traditional retail shopping.
Product Variety	6	<ul style="list-style-type: none"> • Broad range of books available on the Internet. • Availability of books on the Internet cannot be found in local market. • The shopping website has wide assortment of products with different prices. • The shopping website deals with a variety of brands. • I can always purchase the types of book I want from the Internet. • I can buy the books that are not available in retail shops through the Internet.
Price	6	<ul style="list-style-type: none"> • I pay a lot of attention to price. • It is easy to compare prices from different online book retailers. • Online shopping allows me to save money as I do not need to pay transportation costs.

		<ul style="list-style-type: none"> • Online shopping allows me to buy the same or similar books, at cheaper prices than traditional retailing book stores. • I think the Internet offers lower prices compared to retail book stores. • I will prefer online shopping only if online prices are lower than actual price.
Online Purchase Intention	4	<ul style="list-style-type: none"> • I use (intend to use) Internet frequently to do my shopping. • I use (intend to use) Internet whenever appropriate to do my shopping. • Please indicate the probability that you will shop using the Internet in the near future (Anchored by 1—very improbable and 5—very probable.) • I will consider purchasing from Internet in the longer term.

Source: Developed for the research.

3.5.2 Scale of Measurement

According to Zikmund, Babin, Carr and Griffin (2010), interval scale is a type of scale which contains characteristics of nominal and ordinal scale. However, it enables the researchers to know the differences of the data between the variables. The purpose of the scale is to measure people's attitude by asking them to provide an answer to a series of statements that are relevant to an issue in which people are agree with them (Likert, 1932).

A nominal scale is a scale that assigns value to a particular variable. However, the value does not bring any value to the researcher but only for identification purpose only (Zikmund, Babin, Carr and Griffin 2010). According to Stevens (1946), ordinal scale occurs when there is an action of rank-ordering. The researchers could not know the accurate value and differences between the data. They can only know approximately on the difference between each point.

In the questionnaire, Part One included general information about respondent’s perception and behavior. This part has adopted both nominal and ordinal scale. Nominal scale is used to identify customers’ online experiences, intention and knowledge on existing bookstores. While for ordinal scale, it is used to rank customers’ online shopping experiences and how many times they purchased from a given period.

For Part Two, the questionnaires involved the factors influencing Generation Y’s online purchase intention in book industry. It was tested by one dependent variable and four independent variables. The dependent variable is online purchase intention and the four independent variables are brand name, convenience, product variety and price. All these variables are evaluated by Likert scale. It is scale from 1-Strongly Disagree to 5-Strongly Agree. It is shown in the Table 3.4 below.

Table 3.4 Five-points Likert Scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

For Part Three, the questionnaires consist of seven questions which used nominal and ordinal scale measurement to measure the respondent's demographic profile. Nominal scale is used to understand their gender, marital status, race, academic qualification and profession. Meanwhile, ordinal scale is used when collecting the information of age group and monthly income.

3.6 Data Processing

A data processing or data preparation includes preparing data analysis plan, checking on the questionnaire, data editing, data coding, data transcribing and data cleaning (Malhotra, 2007).

3.6.1 Questionnaire Checking

According to Malhotra (2007), researchers will check on the questionnaires after they have prepared data analysis plan. However, not every questionnaire distributed is acceptable. In this study, some questionnaires are not usable because the questionnaires were distributed to those who did not have intention or did not purchase book online.

3.6.2 Data Editing

Data editing can also be known as a review of unsatisfied results from the respondents. This process is aimed to ensure and improve the accuracy. The collected answers were justified by the researchers. They may reject the unqualified answers. Through this way, it can ensure the accuracy of the research (Malhotra, 2007).

3.6.3 Data Coding

Data coding is the process of assigning a code to each options for every questions. Generally, a number will be assigned to the responses. Usually a fixed field codes will be used. It is a fixed number will be used for all respondents and the data that appear in that column will be the same (Malhotra, 2007). For instance, numbers such as 1, 2 are assigned to male and female respectively.

3.6.4 Data Transcription

Data transcription is a process where the researcher transfers the raw data through the questionnaires to a transcribed data through computer or disks. In this study, Statistical Package for Social Science (SPSS) is used for data coding. The variable name, data type, measurement scale, decimals and others are inserted into “variable view”, whereas the data which has been coded are inserted into “data view”.

3.6.5 Data Cleaning

Lastly, data cleaning is the process where it makes the researchers to carry out consistency checks. It helps to recognize those data that are out of range, logically inconsistent or have extreme value. In this study, Statistical Package for Social Science (SPSS) can help to identify the out-of-range value for all variables and show the respondent code, variable code, variable name, record number, column number, and out-of-range value (Malhotra, 2007).

3.7 Data Analysis

In this study, the Statistical Packages for Social Science (SPSS) software version 21 is used to process, summarize and analyze the data collected from the survey questionnaires. According to Zikmund (2003), the data analysis stages comprises of interrelated procedures that will be carried out to summarize and transform the raw data into meaningful information. Meanwhile, data analysis is conducted to produce the information that helps to address the research questions and hypotheses (Malhotra, 2007).

Based on Sekaran (2003), “The purpose of data analysis are getting a feel for the data (descriptive analysis), testing the goodness of the data (scale measurement) and testing the hypotheses developed for the research (inferential analysis)”. Thus, the data collected from the survey questionnaires are analyzed by using both descriptive analysis and inferential analysis. Furthermore, the results were evaluated and interpreted to address the research questions and solve the research problems.

3.7.1 Descriptive Analysis

Descriptive analysis is the term given to the analysis of data that helps to describe, summarize and transform the raw data in a way that the researchers can easily understand, manipulate, evaluate and interpret (Zikmund, Babin, Carr, and Griffin, 2010). Descriptive analysis is also known as statistical research, which provides descriptive information about the population that is being studied. It included the frequency distribution, measures of central tendency (mean, mode and median), measure of dispersion (range, standard deviation and coefficient of variation) and measure of shapes (skewness and kurtosis).

In this study, the respondents' answers are analyzed accordingly to gain the precise statistical information. As for the Part One and Part Three of the questionnaire, frequency analysis and percentage count were used to evaluate the data collected. Meanwhile, mean test, ranking, range, standard deviation, variance analysis and skewness analysis were used to analyze the data that had been collected in the Part Two of the questionnaire. The descriptive analysis was used in this study as it enables the researchers to present the data in a more meaningful way, which allows for simpler interpretation of data.

3.7.1.1 Frequency Distribution

According to Zikmund, Babin, Carr, and Griffin (2010), frequency distribution is a set of data organized by summarizing the number of instances a particular value of a variable occurs. It is one of the most common approaches used by the researcher to summarize a set of data. The measurement of frequency distribution involves only one categorical variable which is nominal scale or ordinal scale (Zikmund, 2003). In this study, frequency analysis was used in both Part One and Part Three of the survey questionnaires. Frequencies are generally obtained from nominal variables such as gender, marital status, race, academic qualification, profession and the online bookstore that the respondents know. Furthermore, it is also obtained from the ordinal variables such as age, monthly income, frequency of using Internet for shopping and frequency of respondent purchase goods and services on Internet. Hence, a table of frequency counts, percentages and cumulative percentages for all the value associated with that variable will be generated when there is a frequency division for a variable (Malhotra and Peterson, 2006).

3.7.2 Scale Measurement

Scale measurement is used to determine the reliability and validity of the data. In this study, the reliability test was used in order to find out whether all the items that measure in each variable of questionnaire are highly related or reliable to each other to show the internal consistency of the measurement (Malhotra and Peterson, 2006).

3.7.2.1 Reliability Test

Based on Cavana, Delahaye and Sekaran (2001), the reliability test is a measure that indicates the consistency and stability in which the research instrument measures the concept or construct and helps to determine the ‘goodness’ of measure. Besides, the relationship between the individual items in the scale can also be determined significantly by using the reliability test. Hence, the spectrum components and items in the research were assessed with the use of Cronbach Alpha reliability analysis. The Cronbach Alpha was calculated by averaging the coefficient that resulted from the potential combinations of all possible split halves. According to Malhotra (2007), the reliability coefficient varies from 0 to 1. The higher the coefficient value, the scale yields a more consistent and reliable result. Meanwhile, a value of 0.6 or less indicates unsatisfactory internal consistency reliability.

Table 3.5 Rule of Thumb of Cronbach’s Alpha Coefficient Size

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
> 0.9	Excellent

Source: Malhotra (2007).

3.7.3 Inferential Analysis

Inferential analysis is using statistic to generate conclusion about the characteristic of the entire population based on the information encompass in the data matrix that provided by the samples (Burns and Bush, 2006). In this study, SPSS version 21 was used to conduct the following analysis:

- (i) Pearson's Correlation Coefficient Analysis
- (ii) Multiple Regression Analysis

3.7.3.1 Pearson's Correlation Coefficient

According to Zikmund (2003), Pearson's Correlation Coefficient is a statistical measure of the strength of linear relationship between two metric variables. Pearson's Correlation Coefficient (r) is used to determine the relationship between variables and the two-tailed significant level is used to test the null hypotheses. In addition, the Correlation Coefficient (r) is within the range of -1.0 to +1.0. According to Coakes and Steed (2010), the number indicates the strength of the relationship while the sign (+ or -) indicates the direction of the relationship. A value of +1.0 indicates that there is a perfect positive linear relationship while a value of -1 shows a perfect negative linear relationship between the two variables. On the other hand, a value of 0 indicates that there is no association or linear relationship between the two variables. According to Hair, Money, Samouel and Page (2007), the higher the correlation coefficient, the stronger the level association is between the variables.

The purpose of using Pearson's Correlation Coefficient as an analysis of this study is because the correlation can be compared without regarding to the amount of variation exhibited by each variable separately. Furthermore, this analysis method is the most widely used statistic method that summarizes the strength and direction of association between two variables. Moreover, Pearson's Correlation Coefficient is appropriate for variables that measure by using the interval or ratio scale (Sekaran and

Bougie, 2010). In this study, both dependent variable and independent variables are measured by using Likert scale which is a scale that categorized under the interval scale. Hence, Pearson's Correlation Coefficient is effective to point out the significant value among the key construct.

As for this study, the analysis test is done at 5% significance level. The null hypothesis (H0) would be rejected if the significance value, p is less than 0.05 (Malhotra, 2007).

If, $p < 0.05$, reject H0 and accept H1

If, $p > 0.05$, accept H0 and reject H1

3.7.3.2 Multiple Regression Analysis

According to Hair, Money, Samouel and Page (2007), multiple regression analysis is a statistical technique which analyzes the linear relationship between a dependent variable and multiple independent variables by estimating coefficient for the equation for a straight line. Besides, it was used to determine whether the independent variables explained a significant variation towards the dependent variable.

Moreover, multiple regressions analysis will used to analyze multiple metric independent variables and one metric dependent variable. In addition, it is appropriate to be used in this study given that all independent variables and dependent variable can be measured by using the same scale which is interval scale. Furthermore, by using the multiple regression analysis, it gives a clearer view and better understanding on which construct will have higher impact on dependent variable. The general equation of multiple regression analysis is as follow:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n$$

Whereby,

Y = dependent variable

a = constant

β_1 = coefficient associated with the independent variables

X1 = independent variables

For this particular study, the adjusted R square will be tested as the result of the brand name, convenience, product variety and price towards Generation Y's online purchase intention in book industry.

To examine the relationship between independent variable and dependent variable, it will be estimated by the following equation:

$$\text{Generation Y's online purchase intention in book industry} = a + b_1 \text{ Brand Name} + b_2 \text{ Convenience} + b_3 \text{ Product Variety} + b_4 \text{ Price}$$

3.8 Conclusion

This chapter discussed the various research methodologies used to conduct the research project. In this research, target respondents were Generation Y in Malaysian. Besides, survey approach was adopted and questionnaires were distributed through online. The Statistical Package for the Social Science (SPSS) software version 21 was used for data analysis. In the next chapter, statistical analysis will be discussed based on the data collected.

CHAPTER 4: Data Analysis

4.0 Introduction

Chapter 4 will discuss on the findings of this study which are obtained through the survey questionnaires. The researchers analyze the data and summarize the results by using SPSS version 21. Firstly, Descriptive Statistical Analysis is used to describe the results of respondents' demographic profile, general information and central tendency measurement of constructs. Subsequently, it will be followed by Scale Measurement to test the reliability of outcomes. Lastly, Inferential Analysis is used to examine the individual variables and its relationships with other variables.

4.1 Descriptive Analysis

In this study, 300 sets of survey questionnaires were distributed but only 248 sets were collected by the researchers. Among the 248 sets of questionnaires, there are 91 respondents who have experiences in buying books online and 157 respondents who have no any experiences in purchasing books online. Therefore, they were required to proceed to Question 2 in order to determine whether they have intention to purchase books online. Among these 157 respondents, there are 116 respondents who intend to purchase books online in the future while 41 respondents do not have any intention in buying books online. Thus, the 41 respondents were void. In conclusion, the number of respondents who have experiences and intention to purchase books online is 207.

4.1.1 General Information

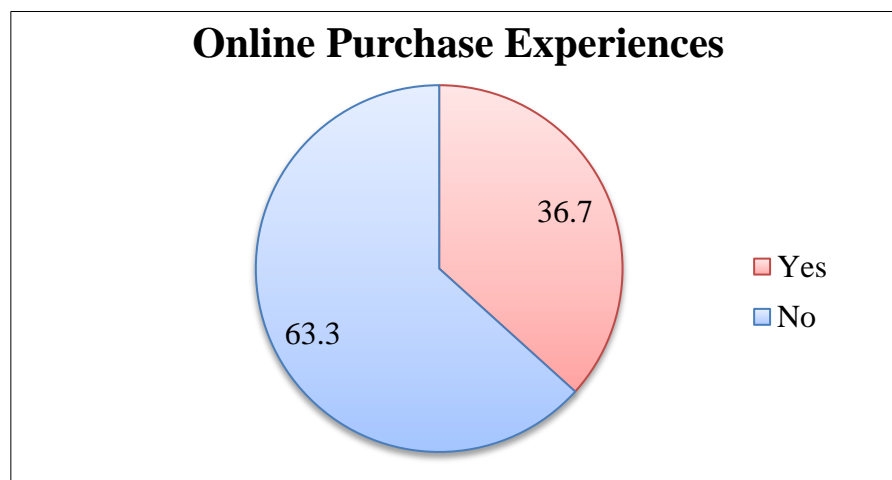
In this study, total of five questions were asked under the general information of respondents which included online purchase books experiences, online purchase intention, duration of using Internet for shopping, frequency of purchase online and lastly familiarity towards various online bookstores.

Table 4.1: Online Purchase Experiences

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	91	36.7	36.7	36.7
Valid No	157	63.3	63.3	100.0
Total	248	100.0	100.0	

Source: Developed for the research.

Figure 4.1: Online Purchase Experiences



Source: Developed for the research.

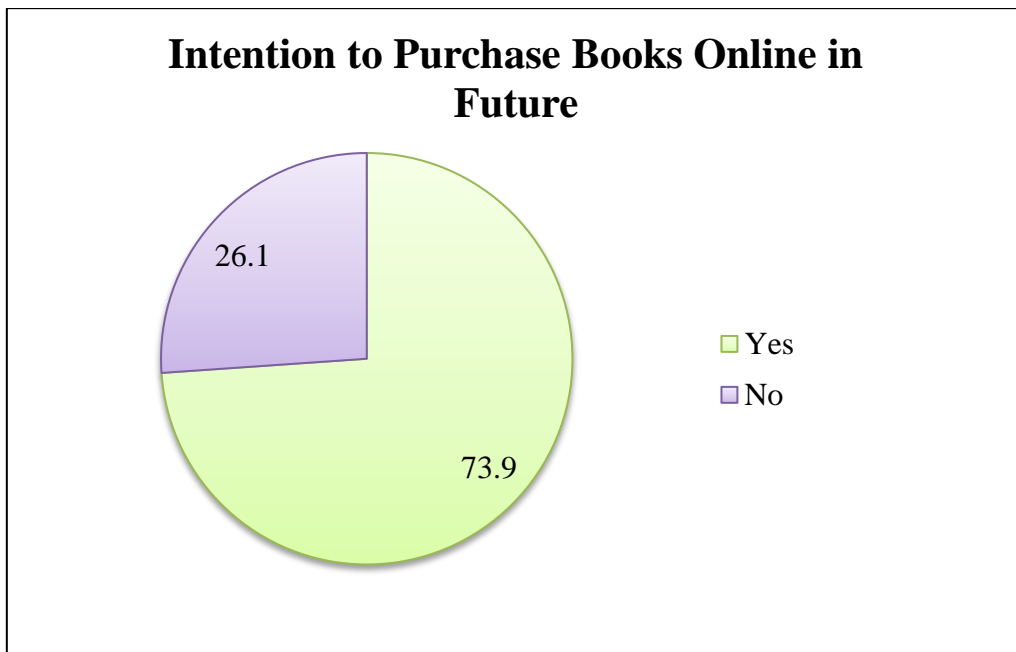
According to Table 4.1 and Figure 4.1, the numbers of respondents who do not have online purchase books experiences are more than those who purchase through online. There are 63.3% or 157 respondents who do not purchase book online before. Meanwhile, there are 36.7% or 91 respondents do have experiences of purchasing books online.

Table 4.2: Intention to Purchase Books Online in Future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	116	73.9	73.9	73.9
	No	41	26.1	26.1	100.0
	Total	157	100.0	100.0	

Source: Developed for the research.

Figure 4.2: Intention to Purchase Books Online in Future



Source: Developed for the research.

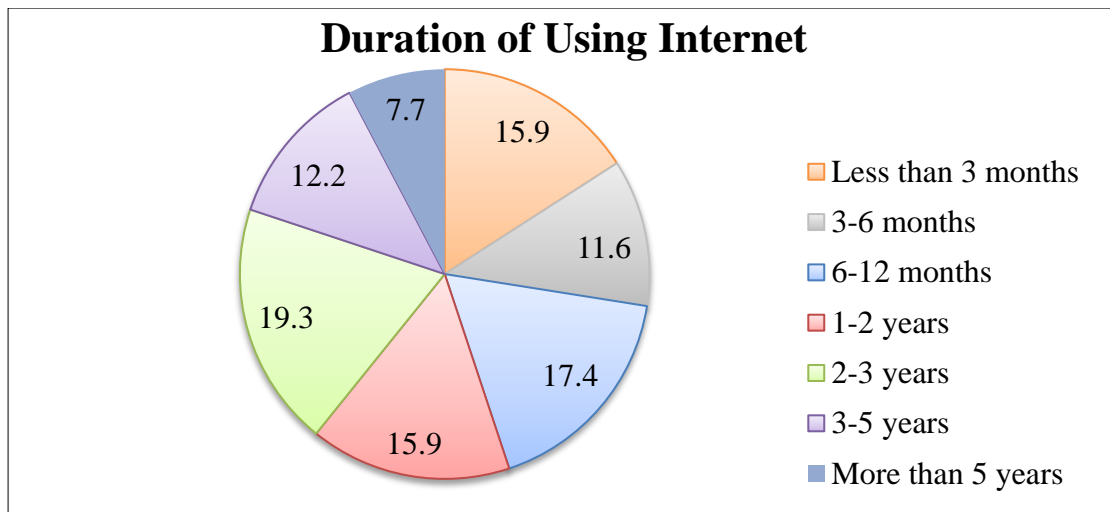
This question was to be answered by the respondents who have no experiences in purchasing book online before. Based on Table 4.2 and Figure 4.2, there are total 157 respondents who had answered this question. 73.9% or 116 respondents have intention to purchase book online in future. On the other hand, there are 26.1 or 41 respondents have no intention to purchase book online in future.

Table 4.3: Duration of Using Internet for Shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 3 months	33	15.9	15.9	15.9
3-6 months	24	11.6	11.6	27.5
6-12 months	36	17.4	17.4	44.9
1-2 years	33	15.9	15.9	60.8
2-3 years	40	19.3	19.3	80.1
3-5 years	25	12.1	12.2	92.3
More than 5 years	16	7.7	7.7	100.0
Total	207	100.0	100.0	

Source: Developed for the research.

Figure 4.3: Duration of Using Internet for Shopping



Source: Developed for the research.

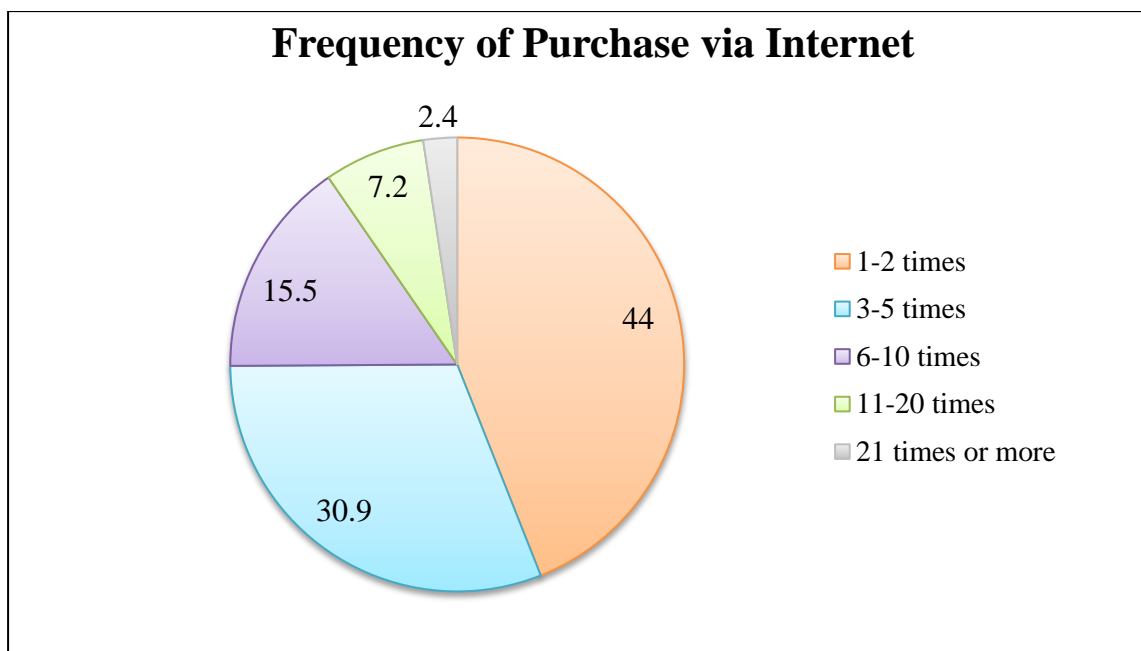
According to Table 4.3 and Figure 4.3, there are 19.3% or 40 respondents used Internet shopping for 2 to 3 years which made up the highest proportion of the total sample. Then, there are 17.4% or 36 respondents shopping via Internet for half a year to 1 year. Furthermore, there are 2 groups of respondents who used Internet shopping for less than 3 months and 1 to 2 years contribute the same percentage and frequency which is 15.9% or 33 respondents. Apart from that, 25 respondents used Internet shopping for 3 to 5 years who make up the 12.1% of the sample. Subsequently, 11.6% or 24 respondents have 3 to 6 months of internet shopping experiences. Lastly, there are 7.7% or 16 respondents contributed to the lowest proportion with more than 5 years in Internet shopping.

Table 4.4: Frequency of Purchase via Internet (during the past six month)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 times	91	44.0	44.0
	3-5 times	64	30.9	74.9
	6-10 times	32	15.5	90.3
	11-20 times	15	7.2	97.6
	21 times or more	5	2.4	100.0
	Total	207	100.0	100.0

Source: Developed for the research.

Figure 4.4: Frequency of Purchase via Internet (during the past six month)



Source: Developed for the research.

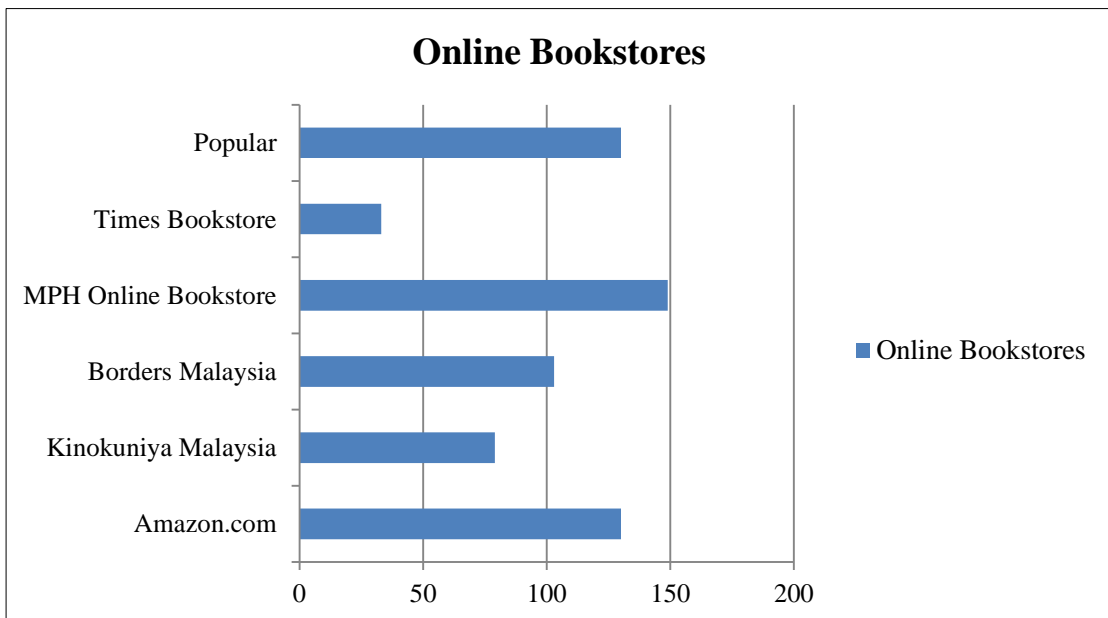
Based on Table 4.4 and Figure 4.4, there are 44% or 91 respondents purchased online during the past 6 months with 1 to 2 times which is the highest proportion. Subsequently, 30.9% or 64 respondents use Internet to purchase goods or services in 3 to 5 times during the past 6 months. In addition, there are 15.5% or 32 respondents used 6 to 10 times internet to purchase goods or services in past 6 months. Furthermore, 7.2% or 15 respondents bought things online during the past 6 months with 11 to 20 times. Lastly, there are 2.4% or 5 respondents purchased more than 21 times during the past 6 months.

Table 4.5: Familiarity towards Various Online Bookstores

Online Bookstores	Frequency
Amazon.com	130
Kinokuniya Malaysia	79
Borders Malaysia	103
MPH Online Bookstore	149
Times Bookstore	33
Popular	130

Source: Developed for the research.

Figure 4.5: Familiarity towards Various Online Bookstores



Source: Developed for the research.

In this question, respondents were allowed to choose more than 1 option. As shown in Table 4.5 and Figure 4.5, the most recognized online bookstore is MPH Online Bookstore which was chosen by 72% or 149 respondents. In addition, 62.8% or 130 respondents are familiar with Popular. Furthermore, there are 62.8% or 130 respondents who know Amazon.com. Subsequently, 103 out of 207 respondents are aware of the Borders Malaysia. Apart from that, there are 38.2% or 79 respondents know Kinokuniya Malaysia. Lastly, Times Bookstore has the least awareness which has only selected by 15.9% or 33 respondents.

4.1.2 Respondent Demographic Profile

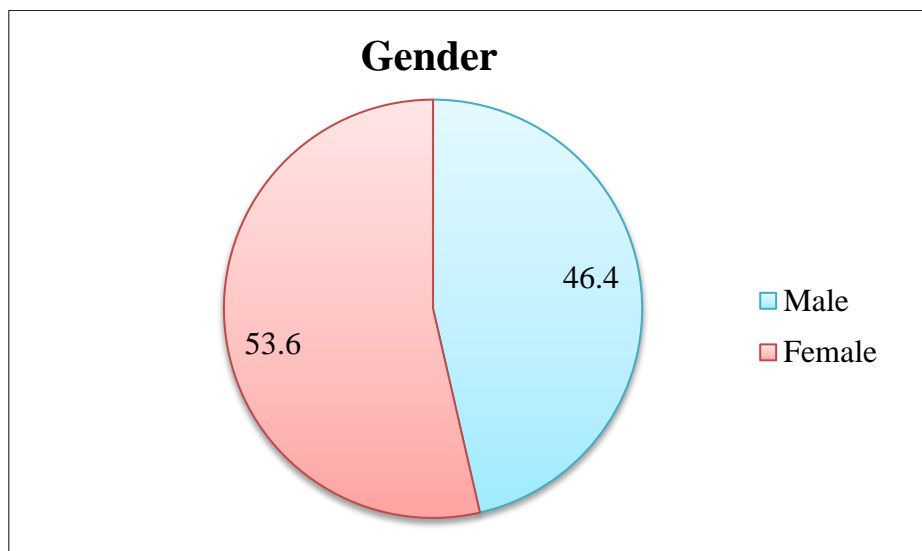
In this study, total of seven questions were asked under the demographic profile of respondents which included gender, age, marital status, race, academic qualification, profession and monthly income.

Table 4.6: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	96	46.4	46.4	46.4
Female	111	53.6	53.6	100.0
Total	207	100.0	100.0	

Source: Developed for the research.

Figure 4.6: Gender



Source: Developed for the research.

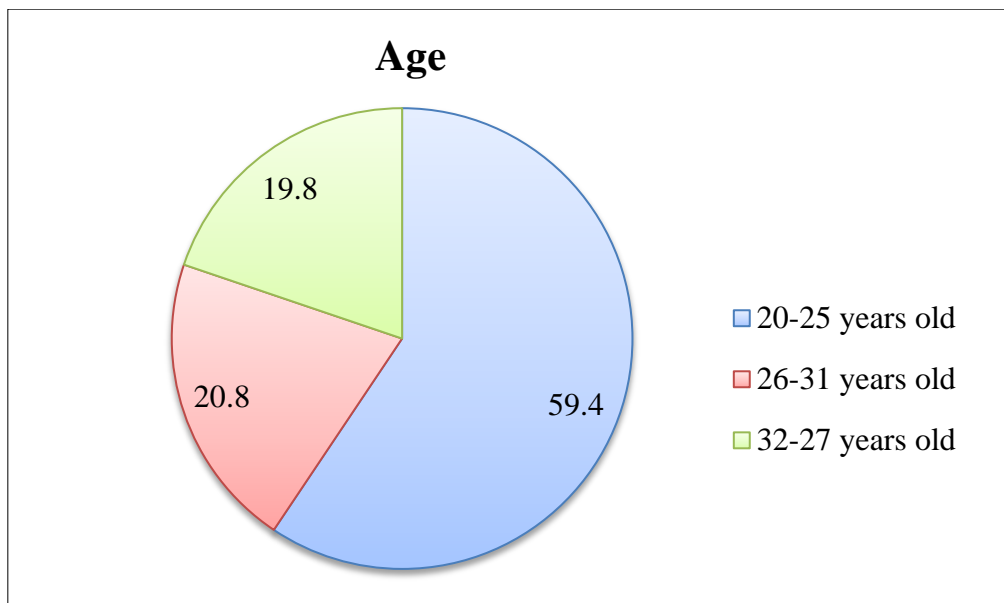
As shown in Table 4.6 and Figure 4.6, female contributed a higher proportion than male. Female contributed 53.6% or 111 respondents, while male contributed 46.4% or 96 respondents of the sample.

Table 4.7: Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25 years old	123	59.4	59.4
	26-31 years old	43	20.8	80.2
	32-37 years old	41	19.8	100.0
	Total	207	100.0	100.0

Source: Developed for the research.

Figure 4.7: Age Group



Source: Developed for the research.

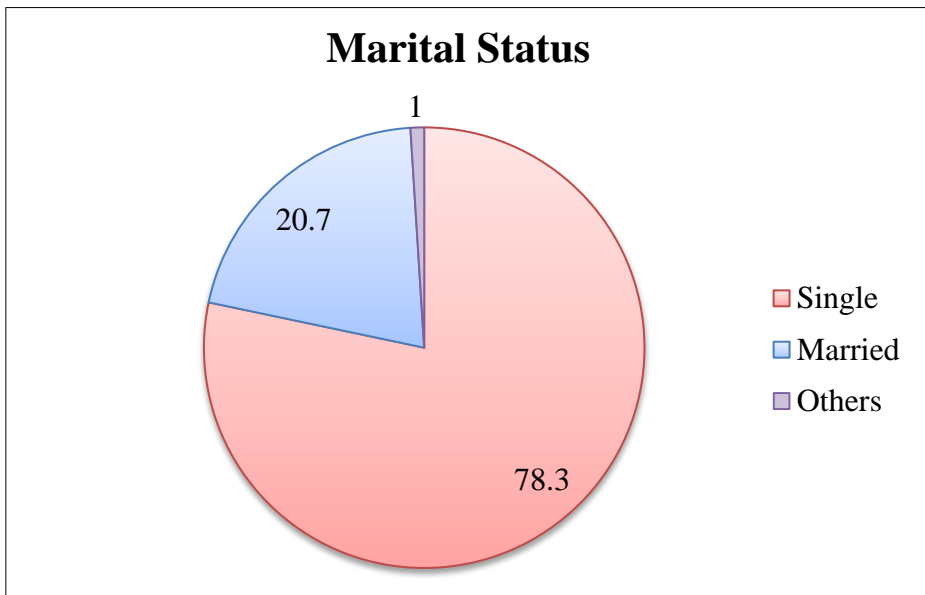
According to Table 4.7 and Figure 4.7, the respondents' age range between 20 to 25 years old accounted for the highest proportion among 207 respondents, that is 59.4% or 123 respondents of the sample. Subsequently, there are 20.8% or 43 respondents of the sample who falls between 26 to 31 years old. Lastly, the lowest proportion is made up to 19.8% or 41 respondents with the age range between 32 to 37 years old.

Table 4.8: Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	162	78.3	78.3
	Married	43	20.7	99.0
	Others	2	1.0	100.0
	Total	207	100.0	100.0

Source: Developed for the research.

Figure 4.8: Marital Status



Source: Developed for the research.

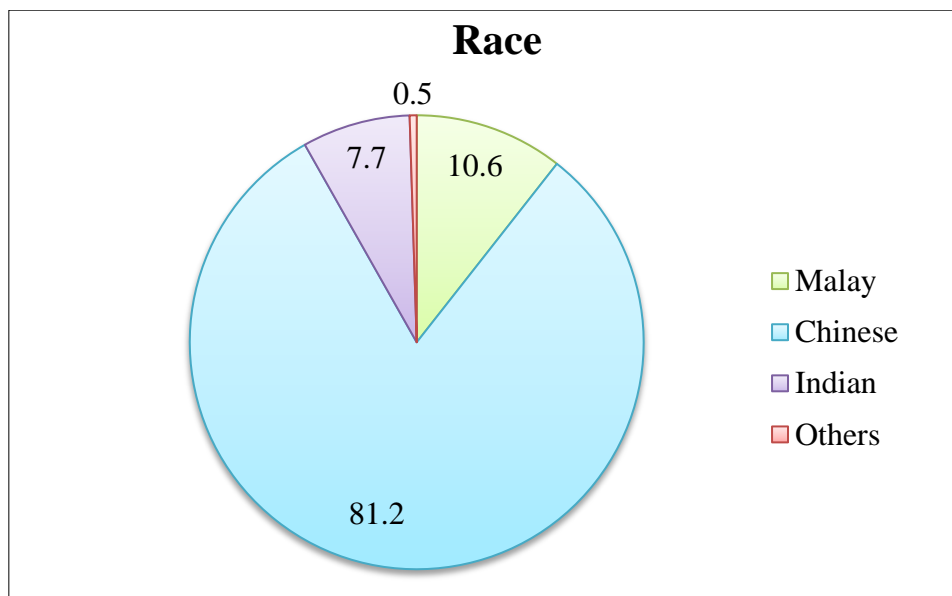
Based on Table 4.8 and Figure 4.8, respondents who are single contributed the highest proportion that is 78.3% or 162 respondents of the sample. Next, it is followed by respondents who are married. This category is made up to 20.7% or 43 respondents among all respondents. Lastly, the lowest proportion is made up to 1% or 2 respondents with other category of marital status.

Table 4.9: Race

	Frequency	Percent	Valid Percent	Cumulative Percent
Malay	22	10.6	10.6	10.6
Chinese	168	81.2	81.2	91.8
Valid Indian	16	7.7	7.7	99.5
Others	1	0.5	0.5	100.0
Total	207	100.0	100.0	

Source: Developed for the research.

Figure 4.9: Race



Source: Developed for the research.

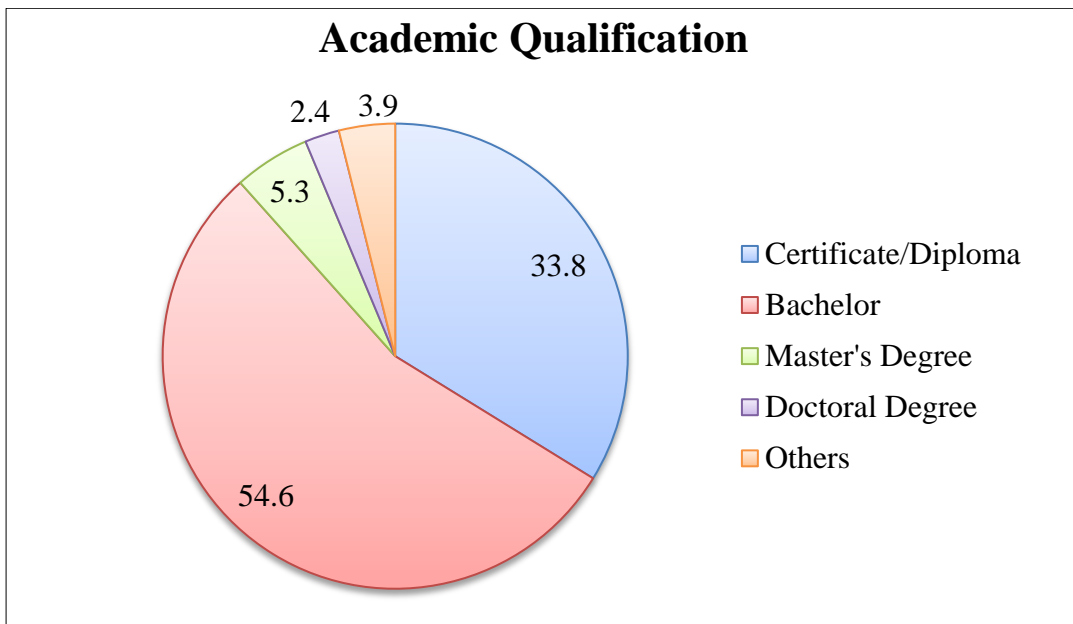
As shown in Table 4.9 and Figure 4.9, Chinese accounted for the highest proportion among 207 respondents, that is 81.2% or 168 respondents of the sample. Subsequently, there are 10.6% or 22 respondents of the sample who are Malays. In addition, there are 16 Indians who made up 7.7% of the overall sample. Lastly, the lowest proportion is made up to 0.5% or 1 respondent who are from other races.

Table 4.10: Academic Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Certificate/ Diploma	70	33.8	33.8	33.8
Bachelor	113	54.6	54.6	88.4
Valid Master's Degree	11	5.3	5.3	93.7
Doctoral Degree	5	2.4	2.4	96.1
Others	8	3.9	3.9	100.0
Total	207	100.0	100.0	

Source: Developed for the research.

Figure 4.10: Academic Qualification



Source: Developed for the research.

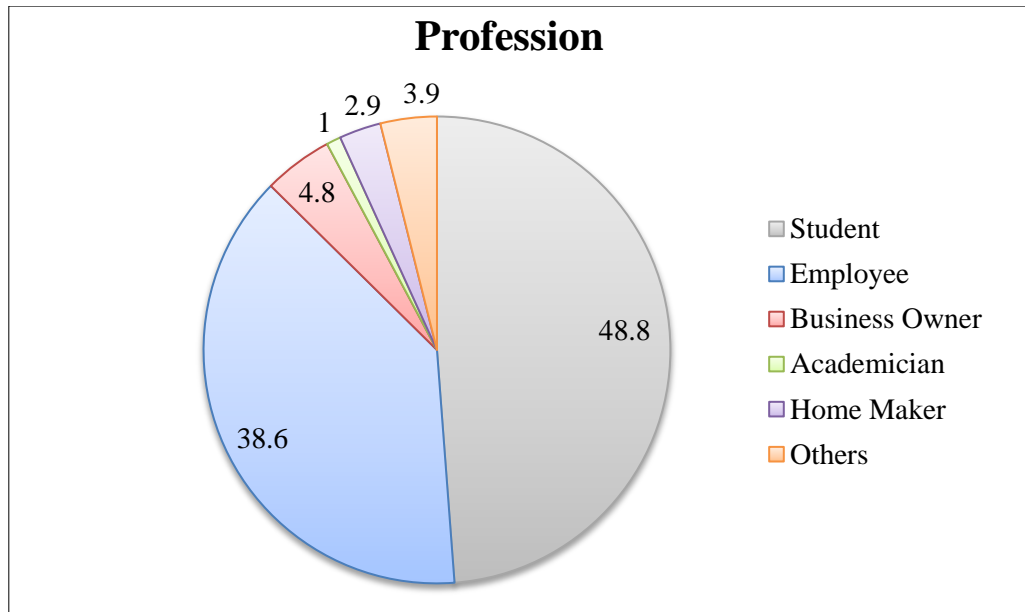
According to Table 4.10 and Figure 4.10, Bachelor Degree holders accounted for the highest proportion among 207 respondents, that is 54.6% or 113 respondents of the sample. Subsequently, there are 33.8% or 70 respondents of the sample who are Certificate or Diploma holders. In addition, there are 11 Master's Degree holders who made up 5.3% of the overall sample. Furthermore, 3.9% or 8 respondents are holding other academic qualification. Lastly, the lowest proportion is contributed by 2.4% or 5 respondents who are Doctoral Degree holders.

Table 4.11: Profession

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	101	48.8	48.8	48.8
Employee	80	38.6	38.6	87.4
Business Owner	10	4.8	4.8	92.3
Valid Academician	2	1.0	1.0	93.2
Home Maker	6	2.9	2.9	96.1
Others	8	3.9	3.9	100.0
Total	207	100.0	100.0	

Source: Developed for the research.

Figure 4.11: Profession



Source: Developed for the research.

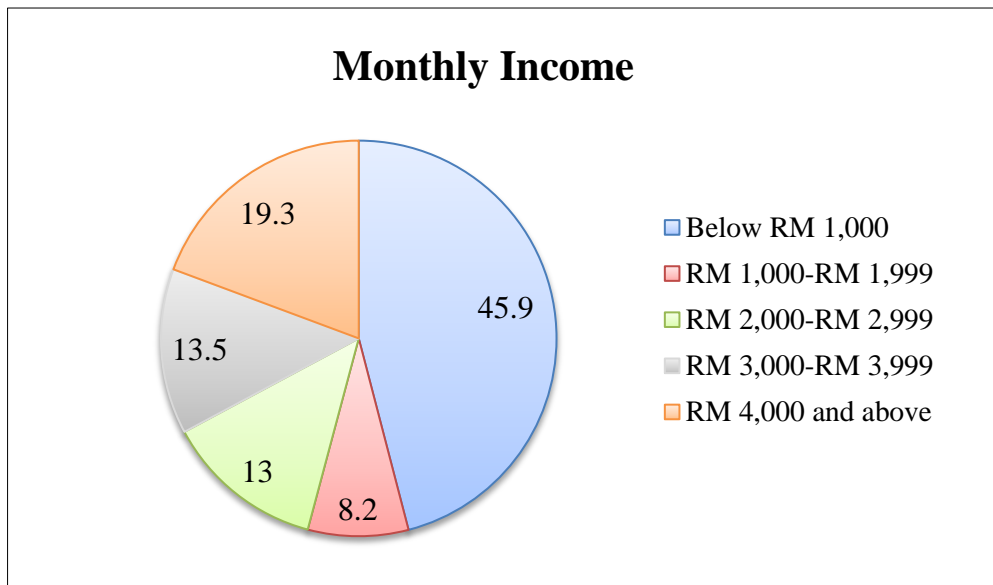
Based on Table 4.11 and Figure 4.11, students contributed the highest proportion that is 48.8% or 101 respondents. Subsequently, there are 38.6% or 80 respondents of the sample who are employees. In addition, there are 10 business owners who made up 4.8% of the overall sample. Furthermore, 3.9% or 8 respondents are from other categories of profession. Next, 6 home makers contributed 2.9% of the sample. Lastly, the lowest proportion is contributed by 1% or 2 respondents who are academicians.

Table 4.12: Monthly Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below RM 1,000	95	45.9	45.9	45.9
RM 1,000-RM 1,999	17	8.2	8.2	54.1
RM 2,000-RM 2,999	27	13.0	13.0	67.1
RM 3,000-RM 3,999	28	13.5	13.5	80.7
RM 4,000 and above	40	19.3	19.3	100.0
Total	207	100.0	100.0	

Source: Developed for the research.

Figure 4.12: Monthly Income



Source: Developed for the research.

As shown in Table 4.12 and Figure 4.12, there are 95 respondents with income of below RM 1,000 who accounted for the highest proportion (45.9%). Subsequently, there are 19.3% or 40 respondents with income of more than RM 4,000 per month. In addition, there are 28 respondents with income between RM 3,000 to RM 3,999 who made up 13.5% of the sample. Furthermore, 13% or 27 respondents have monthly income between RM 2,000 to RM 2,999. Lastly, the lowest proportion is contributed by 8.2% or 17 respondents who are having income between RM 1,000 to RM 1,999 per month.

4.1.3 Central Tendencies Measurement of Construct

In this section, measure of central tendencies is to disclose the mean score for the 5 interval scale which consists of Online Purchase Intention, Brand Name, Convenience, Product Variety and Price. All the constructs are measured on 5-point Likert scale from strongly disagree to strongly agree.

4.1.3.1 Online Purchase Intention

Table 4.13 Central Tendencies Measurement of Online Purchase Intention

Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
I use (intend to use) Internet frequently to do my shopping.	1.4	2.9	28.0	54.6	13.0	3.75	0.773	4
I use (intend to use) Internet whenever appropriate to do my shopping.	0.5	4.8	19.3	58.5	16.9	3.86	0.764	3
Please indicate the probability that you will shop using the Internet in the near future (Anchored by SD—very improbable and SA—very probable.)	0.5	2.4	18.8	51.7	26.6	4.01	0.773	1
I will consider purchasing from Internet in the longer term.	0.5	3.4	20.3	51.7	24.2	3.96	0.790	2

Source: Developed for the research.

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

Table 4.13 shows the descriptive statistics such as mean scores, standard deviation and percentage score of Online Purchase Intention. The statement “Please indicate the probability that you will shop using the Internet in the near future” scored the highest mean score which is 4.01. The statement “I will consider purchasing from Internet in the longer term” and “I use (intend to use) Internet whenever appropriate to do my shopping” is the second and third ranked mean which is 3.96 and 3.86 respectively. Lastly, the statement “I use (intend to use) Internet frequently to do my shopping” obtained the lowest mean score of 3.75.

From the analysis above, it shows that there are 54.6% of respondents agree that they intend to do Internet shopping frequently. Meanwhile, only 1.4% of respondents feel strongly disagree on this statement respectively. In addition, there are 58.5% of respondents agree on the statement “I use (intend to use) Internet whenever appropriate to do my shopping”. While 0.5% of respondents strongly disagree on it. Apart from that, the statement “Please indicate the probability that you will shop using the Internet in the near future” shows that there are 51.7% of respondents agree that it is probable for them to do online shopping in the future. However, there are 0.5% of respondents strongly disagree on it. Lastly, 51.7% of respondents agree on the statement “I will consider purchasing from Internet in the longer term.” Meanwhile, 0.5% of respondents strongly disagree on this statement.

4.1.3.2 Brand Name

Table 4.14 Central Tendencies Measurement of Brand Name

Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
It is important for me to buy books from the web-retailers with well-known brand name.	0.5	2.9	19.3	53.1	24.2	3.98	0.772	4
When shopping on the Internet, the online book store's reputation concerns me.	-	2.4	14.0	55.1	28.5	4.10	0.718	3
When the Internet retailers are not fully identified, I worry about whether they are reliable.	-	2.4	11.6	48.8	37.2	4.21	0.738	1
I try to stick to certain brands and stores when I buy books.	0.5	3.9	17.9	54.6	23.2	3.96	0.781	5
I am cautious in trying new website and would rather stick with a website I usually buy or familiar with.	0.5	7.2	17.9	48.3	26.1	3.92	0.878	6
When shopping online, a powerful brand name of an online book retailer can entrust me and enhance my confidence on my choice.	-	1.4	15.5	51.2	31.9	4.14	0.718	2

Source: Developed for the research.

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

Table 4.14 shows the descriptive statistics such as mean scores, standard deviation and percentage score of Brand Name. The statement “When the Internet retailers are not fully identified, I worry about whether they are reliable” scored the highest mean score which is 4.21. Furthermore, the second highest mean score goes to the statement “When shopping online, a powerful brand name of an online book retailer can entrust me and enhance my confidence on my choice” with mean of 4.14. Moreover, the statement “When shopping on the Internet, the online book store’s reputation concerns me” is the third ranked statement that has the mean score of 4.10. In addition, the statement “It is important for me to buy books from the web-retailers with well-known brand name” and “I try to stick to certain brands and stores when I buy books” obtained the fourth and fifth ranking with mean of 3.98 and 3.96 respectively. Lastly, the statement “I am cautious in trying new website and would rather stick with a website I usually buy or familiar with” has the lowest mean score of 3.92.

From the analysis above, it states that there are 53.1% of respondents agree on the statement “It is important for me to buy books from the web-retailers with well-known brand name” while there are only 0.5% of respondents feel strongly disagree on it. Next, there are 55.1% of respondents agree on the statement “When shopping on the Internet, the online book store’s reputation concerns me.” Meanwhile, none of the respondents strongly disagree on this statement but there are 2.4% of respondents disagree on it. Subsequently, the statement “When the Internet retailers are not fully identified, I worry about whether they are reliable” shows that there are 48.8% of respondents agree that it is probable for them to do online shopping in the future. However, no respondents strongly disagree but 2.4% of respondents disagree on this statement. In addition, 54.6% of respondents agree on the statement “I try to stick to certain brands and stores when I buy books” while 0.5% of respondents strongly disagree on it. Furthermore, 48.3% of respondents agree on the statement “I am cautious in trying new website and would rather stick with a website I usually buy or familiar with” and 0.5% strongly disagree. Lastly, there are 51.2% of respondents agree on the statement “When

shopping online, a powerful brand name of an online book retailer can entrust me and enhance my confidence on my choice.” None of the respondents chose strongly disagree while there are 1.4% of respondents disagree on it.

4.1.3.3 Convenience

Table 4.15 Central Tendencies Measurement of Convenience

Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
Online shopping takes less time to purchase.	-	5.3	19.8	54.6	20.3	3.90	0.779	5
It is easy to choose and make comparison with other books while shopping online.	1.4	4.8	17.9	51.2	24.6	3.93	0.864	3
I feel that it takes less time in evaluating and selecting a book while shopping online	1.0	9.7	26.1	44.4	18.8	3.71	0.916	6
I can buy the books anytime 24 hours a day while shopping online.	-	1.4	11.6	56.0	30.9	4.16	0.677	1
Internet shopping saves my time, so I can do other activities.	-	2.4	19.3	54.1	24.2	4.00	0.731	2
It is more convenient to shop through the Internet when compared to traditional retail shopping.	1.4	5.8	19.3	47.3	26.1	3.91	0.901	4

Source: Developed for the research.

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

Table 4.15 shows the descriptive statistics such as mean scores, standard deviation and percentage score of Convenience. The statement “I can buy the books anytime 24 hours a day while shopping online” scored the highest mean score among all which is 4.16. In addition, the second highest score goes to the statement “Internet shopping saves my time, so I can do other activities” with mean of 4.00. Furthermore, the statement “It is easy to choose and make comparison with other books while shopping online” is the third ranked statement that has the mean score of 3.93. The statement “It is more convenient to shop through the Internet when compared to traditional retail shopping” and “Online shopping takes less time to purchase” obtained the fourth and fifth ranking with mean of 3.91 and 3.90. Lastly, the statement “I feel that it takes less time in evaluating and selecting a book while shopping online” has the lowest mean score of 3.71.

From the analysis above, it states that there are 54.6% of respondents agree on the statement “Online shopping takes less time to purchase” while none of them feel strongly disagree and 5.3% of respondents disagree on it. Next, there are 51.2% of respondents agree on the statement “It is easy to choose and make comparison with other books while shopping online.” Meanwhile, 1.4% of the respondents strongly disagree on it. For the statement “I feel that it takes less time in evaluating and selecting a book while shopping online”, there are 44.4 % of respondents agree that it takes less time for them to choose a book during online shopping. However, there are 1% of respondent strongly disagree. 56% of the respondents agree that on the statement “I can buy the books anytime 24 hours a day while shopping online.” None of them strongly disagree and there are 1.4% of respondents disagree on it. For the statement “Internet shopping saves my time, so I can do other activities” 54.1% of them agree while 2.4% of respondents disagree on it. In the statement “It is more convenient to shop through the Internet when compared to traditional retail shopping” 47.3% of respondents agree and 1.4% of them strongly disagree on it.

4.1.3.4 Product Variety

Table 4.16 Central Tendencies Measurement of Product Variety

Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
Broad range of books available on the Internet.	1.0	1.9	21.3	57.0	18.8	3.91	0.748	4
Availability of books on the Internet cannot be found in local market.	0.5	5.3	30.0	44.9	19.3	3.77	0.837	6
The shopping website has wide assortment of products with different prices.	0.5	1.4	15.5	64.3	18.4	3.99	0.664	2
The shopping website deals with a variety of brands.	0.5	1.9	16.9	63.3	17.4	3.95	0.681	3
I can always purchase the types of book I want from the Internet.	0.5	4.3	28.0	48.8	18.4	3.80	0.803	5
I can buy the books that are not available in retail shops through the Internet.	0.5	1.0	14.0	59.9	24.6	4.07	0.682	1

Source: Developed for the research.

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

Table 4.16 shows the descriptive statistics such as mean scores, standard deviation and percentage score of Product Variety. The statement “I can buy the books that are not available in retail shops through the Internet” has the highest mean score among all which is 4.07. In addition, the second highest score goes to the statement “The shopping website has wide assortment of products with different prices” with mean of 3.99. The

statement “The shopping website deals with a variety of brands” is ranked as the third highest score that is mean of 3.95. Furthermore, the statement “Broad range of books available on the Internet” and “I can always purchase the types of book I want from the Internet” obtained the fourth and fifth ranking with mean of 3.91 and 3.80. Lastly, the statement “Availability of books on the Internet cannot be found in local market” has the lowest mean score of 3.77.

From the analysis above, it states that there are 57% of respondents agree on the statement “Broad range of books available on the Internet” while there are 1% of respondents feel strongly disagree. Next, there are 44.9% of respondents agree on the statement “Availability of books on the Internet cannot be found in local market.” At the same time, 0.5% strongly disagree on this statement. Furthermore, the statement “The shopping website has wide assortment of products with different prices” shows that there are 64.3%, 0.5%, and 15.5% of respondents agree, strongly disagree, and neutral on it respectively. Apart from that, 63.3% of respondents agree on the statement “The shopping website deals with a variety of brands” while 0.5% of respondents strongly disagree on it. Subsequently, 48.8% of respondents agree that “I can always purchase the types of book I want from the Internet” while 0.5% strongly disagree on this statement. Lastly, there are 59.9% of respondents agree on the statement “I can buy the books that are not available in retail shops through the Internet.” At the same time, 0.5% of respondents chose strongly disagree.

4.1.3.5 Price

Table 4.17 Central Tendencies Measurement of Price

Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
I pay a lot of attention to price.	-	1.9	15.0	45.9	37.2	4.18	0.754	2
It is easy to compare prices from different online book retailers.	-	1.0	11.1	54.6	33.3	4.20	0.666	1
Online shopping allows me to save money as I do not need to pay transportation costs.	2.9	7.2	24.6	43.0	22.2	3.74	0.979	5
Online shopping allows me to buy the same or similar books, at cheaper prices than traditional retailing book stores.	-	3.9	25.6	49.3	21.3	3.88	0.782	4
I think the Internet offers lower prices compared to retail book stores.	-	5.8	37.2	34.8	22.2	3.73	0.871	6
I will prefer online shopping only if online prices are lower than actual price.	-	1.9	15.0	50.2	32.9	4.14	0.734	3

Source: Developed for the research.

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

Table 4.17 shows the descriptive statistics such as mean scores, standard deviation and percentage score of Price. The statement “It is easy to compare prices from different online book retailers” received the highest mean score among all which is 4.20. Next, the second highest score goes to the statement “I pay a lot of attention to price” with mean of 4.18.

Subsequently, the statement “I will prefer online shopping only if online prices are lower than actual price” is ranked as the third highest score that has the mean of 4.14. The statement “Online shopping allows me to buy the same or similar books at cheaper prices than traditional retailing book stores” and “Online shopping allows me to save money as I do not need to pay transportation costs” obtained the fourth and fifth place with the mean score of 3.88 and 3.74 respectively. Lastly, the statement “I think the Internet offers lower prices compared to retail book stores” has the lowest mean score of 3.73.

From the analysis above, it states that there are 45.9% of respondents agree on the statement “I pay a lot of attention to price” while there are no respondents feel strongly disagree and 1.9% of respondents disagree on it. Next, there are 54.6% of respondents agree on the statement “It is easy to compare prices from different online book retailers.” At the same time, none of the respondents strongly disagree but there are 1% of respondents disagree on this statement. Moreover, the statement “Online shopping allows me to save money as I do not need to pay transportation costs” shows that there are 43%, 2.9%, and 24.6% of respondents agree, strongly disagree, and feel neutral on it respectively. In addition, 49.3% of respondents agree on the statement “Online shopping allows me to buy the same or similar books at cheaper prices than traditional retailing book stores.” Meanwhile, none of the respondents strongly disagree but 3.9% of respondents disagree on it. Apart from that, 34.8% of respondents agree that “I think the Internet offers lower prices compared to retail book stores” while 37.2% of respondents chose neutral on this statement. Lastly, there are 50.2% of respondents agree on the statement “I will prefer online shopping only if online prices are lower than actual price.” At the same time, 1.9% of respondent disagree on this statement.

4.2 Scale Measurement

4.2.1 Internal Reliability Test

Table 4.18 Summary of Reliability Test

No	Constructs	Cronbach's Alpha	No. of Items
1	Online Purchase Intention	0.791	4
2	Brand Name	0.736	6
3	Convenience	0.754	6
4	Product Variety	0.806	6
5	Price	0.741	6

Source: Developed for the research.

According to Malhotra (2007), the reliability coefficient varies from 0 to 1. The higher the coefficient value, the scale yields a more consistent and reliable result. As for alpha coefficient that is range from 0.6 to 0.7 is representing moderate strong. Furthermore, coefficient alpha that is in the range of 0.7 to 0.8 is indicated as strong. Meanwhile, a value of 0.6 or less indicates unsatisfactory internal consistency reliability.

As shown in Table 4.18, the reliability test result has revealed that all the 6 constructs are above satisfactory as their values are above 0.6. Based on the table above, Product Variety has the highest internal consistency reliability with the alpha values of 0.806. On the other hand, Brand name has the lowest reliability among the 5 constructs with 0.736 alpha values. Next, Convenience and Price have the alpha values of 0.754 and 0.741 respectively. Lastly, the dependent variable (Online Purchase Intention) has the alpha value of 0.791 which has the second highest reliability.

In conclusion, the reliability of all constructs is indicated as reliable because their alpha values are above 0.6.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4.19: Pearson Correlation Analysis

		Online Purchase Intention	Brand Name	Convenience	Product Variety	Price
Online Purchase Intention	Pearson Correlation	1	.391**	.458**	.418**	.366**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	207	207	207	207	207
Brand Name	Pearson Correlation	.391**	1	.278**	.310**	.338**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	207	207	207	207	207
Convenience	Pearson Correlation	.458**	.278**	1	.433**	.387**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	207	207	207	207	207
Product Variety	Pearson Correlation	.418**	.310**	.433**	1	.451**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	207	207	207	207	207
Price	Pearson Correlation	.366**	.338**	.387**	.451**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	207	207	207	207	207

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

N = 207.

Based on Table 4.19, the correlation of each independent variable (Brand Name, Convenience, Product Variety and Price) is significant at the 0.05 level (2-tailed) towards the dependent variable (Online Purchase Intention). The result indicated that there is a positive association among all the independent variables and dependent variable. As shown in Table 4.19, Convenience had the strongest significant positive association with the Online Purchase Intention, which is ($r= 0.458$), $p< 0.05$. Next, it is followed by positive correlation of Product Variety ($r= 0.418$), $p<0.05$ and Brand Name ($r=0.391$), $p< 0.05$ with Online Purchase Intention. Meanwhile, the result of Price that correlated with the Online Purchase Intention had a weakest significant association among others variables, which is ($r=0.366$), $p<0.05$.

4.3.2 Multiple Regression Analysis

Table 4.20 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.573 ^a	.328	.315	.50295

a. Predictors: (Constant), Price, Brand Name, Convenience, Product Variety

b. Dependent Variable: Online Purchase Intention

As shown in Table 4.20, the correlation coefficient ($R = 0.573$) implies that there is a positive relationship between Online Purchase Intention towards the independent variables which are Brand Name, Convenience, Product Variety and Price. Moreover, the coefficient of determination (R square) that used to examine the regression model is equal to 0.328. This indicated that 32.8% of the total variation in the Generation Y's online purchase intention on book industry was explained by the four predictor variations (Brand Name, Convenience, Product Variety and Price). Meanwhile, 67.2% of the variation in the Online Purchase Intention in book industry will be explained by other factors. Thus, it implies that other than Brand Name, Convenience, Product Variety and Price, there are also other factors that will influence the Generation Y's online purchase intention in book industry.

Table 4.21 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.919	4	6.230	24.628	.000 ^b
	Residual	51.098	202	.253		
	Total	76.017	206			

a. Predictors: (Constant), Price, Brand Name, Convenience, Product Variety

b. Dependent Variable: Online Purchase Intention

As shown in ANNOVA Table 4.21, the F value of 24.628 is significant at $p=0.000$ ($p<0.05$) and therefore, the fitness of the model is confirmed. Furthermore, the overall regression model of the four predictor variations which are Brand Name, Convenience, Product Variety and Price has worked well in explaining the variation in the Generation Y's Online Purchase Intention in book industry.

Table 4.22 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.312	.370	.222	.845	.399
	Brand Name	.267	.076	.279	3.539	.000
	Convenience	.309	.074	.183	4.197	.000
	Product Variety	.212	.079	.100	2.665	.008
	Price	.114	.078		1.469	.143

a. Dependent Variable: Online Purchase Intention

Based on Table 4.22, the following linear equation is formed:

$$\text{Online Purchase Intention} = 0.312 + 0.267 (\text{Brand Name}) + 0.309 (\text{Convenience}) + 0.21 (\text{Product Variety}) + 0.114 (\text{Price})$$

There is a significant positive relationship between Brand Name, Convenience, and Product Variety towards the Online Purchase Intention. However, Price have an insignificant positive relationship towards the Online Purchase Intention.

Based on the equation formed, the regression coefficient of Brand Name is 0.267. This means that one unit increase in Brand Name while others remain will increase of 0.267 units in the Online Purchase Intention on book industry. Furthermore, the regression coefficient of Convenience is 0.309, thus the level of Online Purchase Intention on book industry will increase by 0.309 units when Convenience increases one unit while others remain.

Besides, the regression coefficient of Product Variety is 0.212. It means that one unit increase in Product Variety will increase the level of Generation Y's online purchase intention by 0.212 units. In addition, when the Price increased one unit while the others remain, the Online Purchase Intention will increase by 0.114 units.

Moreover, the standardized coefficient (Beta) is indicated that which variables is the most or least influential to the online purchase intention when four variables are compute together. Among the four independent variable, Convenience has the strongest influence on the online purchase intention on book industry with the standardize beta equal to 0.279. Hence, it shows that Convenience is the most important predictor of the Generation Y's online purchase intention in book industry. Next, it is followed by Brand Name and Product Variety where the standard beta equal to 0.222 and 0.183 respectively. Lastly, Price has the least influential on the Generation Y's online purchase intention in book industry among others variables with the standard beta of 0.100.

4.3.3 Hypotheses Testing

Hypothesis 1

H0: There is no significant positive relationship between Brand Name and Generation Y's online purchase intention in book industry.

H1: There is a significant positive relationship between Brand Name and Generation Y's online purchase intention in book industry.

Reject H0 if $p < 0.05$

According to Table 4.22, the significant value for Brand Name is 0.000. This value is lesser than the P value of 0.05. Therefore, H0 is rejected and H1 is accepted. It means that there is a significant positive relationship between Brand Name and Generation Y's online purchase intention in book industry.

Hypothesis 2

H0: There is no significant positive relationship between Convenience and Generation Y's online purchase intention in book industry.

H2: There is a significant positive relationship between Convenience and Generation Y's online purchase intention in book industry.

Reject H0 if $p < 0.05$

According to Table 4.22, the significant value for Convenience is 0.000. This value is lesser than the P value of 0.05. Therefore, H0 is rejected and H2 is accepted. It shows that there is a significant positive relationship between Convenience and Generation Y's online purchase intention in book industry.

Hypothesis 3

H0: There is no significant positive relationship between Product Variety and Generation Y's online purchase intention in book industry.

H3: There is a significant positive relationship between Product Variety and Generation Y's online purchase intention in book industry.

Reject H0 if $p < 0.05$

According to Table 4.22, the significant value for Product Variety is 0.008. This value is lesser than the P value of 0.05. Therefore, H0 is rejected and H3 is accepted. It shows that there is a significant positive relationship between Product Variety and Generation Y's online purchase intention in book industry.

Hypothesis 4

H0: There is no significant positive relationship between Price and Generation Y's online purchase intention in book industry.

H4: There is a significant positive relationship between Price and Generation Y's online purchase intention in book industry.

Reject H0 if $p < 0.05$.

According to Table 4.22, the significant value for Price is 0.143. This value is greater than the P value of 0.05. Therefore, H4 is rejected and H0 is accepted. It indicates that there is no significant positive relationship between Price and Generation Y's online purchase intention in book industry.

4.4 Conclusion

In conclusion, Chapter 4 has been conducted by using SPSS version 21. The respondents' general information and demographic profile have been described by descriptive analysis. In addition, the collected data has been measured in the central tendencies for independent variables and dependent variable. Furthermore, the reliability test has been conducted to check on the reliability of the variables. Next, Pearson Correlation Analysis, Multiple Regression Analysis and the test of hypotheses have been explained in this chapter. Lastly, further discussion and findings will be carried out in the following chapter.

CHAPTER 5: DISCUSSIONS, CONCLUSION AND IMPLICATIONS

5.0 Introduction

In the previous chapter, the survey questionnaires were handed out and the collected information was analyzed by using SPSS version 21. This chapter begins by summarizing the final results of the multiple tests that had been carried out. Subsequently, the managerial implications will be addressed. Besides, limitations for this study and obstacles faced by the researchers will be discussed in order to provide platforms for future researches. Lastly, suggestions for future researches and conclusion will be provided.

5.1 Summary of Statistical Analyses

5.1.1 Descriptive Analysis

5.1.1.1 Demographic Information

Under the demographic information, there are 111 female respondents (53.6%) and 96 male respondents (46.4%). Majority of the them are in the age range of 20 to 25 years old (59.4%), followed by 26 to 31 years old (20.8%) and 32 to 37 years old (19.8%). Moreover, most of them have married (78.3%), and subsequently single (20.7) and other category of marital status (1%). In addition, the analysis shows that Chinese is the largest race among all respondents which contributed 81.2%. The followings are Malay, Indian and other races which made up 10.6%, 7.7% and 0.5% respectively. Apart from that, majority of the respondents are Bachelor Degree holders (54.6%), followed by Certificate/Diploma (33.8%), Master's Degree (5.3%), other academic qualifications (3.9%), and lastly Doctoral Degree (2.4%). Meanwhile, students are the largest group of respondents in this study which occupied 48.8% among all, followed by employees (38.6%), business owners (4.8%), other professions (3.9%), home makers (2.9%) and academicians (1%). In terms of the respondents' monthly income, 45.9% of them are in lower income level who earn less than RM1,000 per month, followed by 19.3% of higher income level (RM 4,000 and above), 13.5% of higher middle income (RM 3,000 to RM 3,999), 13% of middle income (RM 2,000 to RM 2,999) and lastly 8.2% of lower middle income (RM 1,000 to RM 1,999).

5.1.1.2 General Information

Under the general information, 63.3% of respondents do not purchase books through Internet before. On the other hand, 36.7% of respondents have experiences of purchasing books online. Among the respondents who do not purchase books online before, there are 73.9% of them intend to buy books online in future, while 26.1% of them do not have any intention to buy books via Internet in future. Furthermore, most of the respondents have used Internet for 2 to 3 years (19.3%), followed by 6 to 12 months (17.4%), less than 3 months (15.9%), 1 to 2 years (15.9%), 3 to 5 years (12.2%), 3 to 6 months (11.6%), and more than 5 years (7.7%). In addition, 44% of respondents purchased products for 1 to 2 times during the past six months. The followings are those who purchased 3 to 5 times (30.9%), 6 to 10 times (15.5%), 11 to 20 times (7.2%), and more than 21 times (2.4%) during the past six months. Lastly, MPH Online Bookstore is the most familiar bookstore which is known by 149 respondents. The subsequent familiar bookstores are Popular (130 respondents), Amazon.com (130 respondents), Borders Malaysia (103 respondents), Kinokuniya Malaysia (79 respondents), and Times Bookstore (33 respondents).

5.1.2 Central Tendencies Measurement of Construct

The results for Central Tendencies Measurement show that the statement “Please indicates the probability that you will shop using the Internet in the near future” has the highest mean score of 4.01 under the Online Purchase Intention. While for Brand Name, the highest mean score of 4.21 is obtained by the statement “When the Internet retailers are not fully identified, I worry about whether they are reliable.” In addition, for Convenience, the statement “I can buy the books anytime 24 hours a day while shopping online” got the highest mean score of 4.16. Furthermore, under Product Variety, the statement “I can buy the books that are not available in retail shops through the Internet” has the highest mean score

of 4.07. Lastly, the statement “It is easy to compare prices from different online book retailers” received the highest mean score of 4.20 under Price.

5.1.3 Scale Measurement

Scale measurement is based on Reliability Test. The Cronbach’s Alpha is applied to observe the reliability of 28 items that are developed to measure the five constructs. Among all constructs, Product Variety has the highest score with the Cronbach’s Alpha of 0.806. The followings are Online Purchase Intention (0.791), Convenience (0.754), Price (0.741), and Brand Name (0.736).

5.1.4 Inferential Analysis

5.1.4.1 Pearson Correlation Analysis

The results of Pearson Correlation Analysis indicate that all the independent variables which are Brand Name, Convenience, Product Variety, and Price have a significant positive relationship with the dependent variable which is Online Purchase Intention. All constructs are significant at the 0.05 level. Convenience had the strongest significant positive association with Online Purchase Intention, which is 0.458. It is followed by Product Variety with correlation of 0.418, Brand Name with correlation of 0.391, and Price with correlation of 0.366.

5.1.4.2 Multiple Regression Analysis

A linear equation has been developed as shown in below.

$$\text{Online Purchase Intention} = 0.312 + 0.267 (\text{Brand Name}) + 0.309 (\text{Convenience}) + 0.212 (\text{Product Variety}) + 0.114 (\text{Price})$$

The results of Multiple Regression Analysis show that Convenience has the strongest impact on the Generation Y's online purchase intention with the standardize beta equal to 0.279 at significant level of 0.000 ($p < 0.05$). It is followed by Brand Name with the standard beta equal to 0.222 at significant level of 0.000 ($p < 0.05$). Subsequently, Product Variety has the standard beta equal to 0.183 at significant level of 0.008 ($p < 0.05$). Lastly, Price has the least impact on the Online Purchase Intention among other variables with the standard beta of 0.100 at significant level of 0.143 ($p > 0.05$). As a result, there is a significant positive relationship between Brand Name, Convenience and Product Variety towards the Online Purchase Intention. However, there is an insignificant relationship between Price and Online Purchase Intention.

5.2 Discussions on Major Findings

Table 5.1: Summary of the Results of Hypotheses Testing

Hypotheses	Results	Supported
H1: There is a significant positive relationship between Brand Name and Generation Y's online purchase intention in book industry.	$r = 0.391$ ($p < 0.05$) $p = 0.000$	Yes
H2: There is a significant positive relationship between Convenience and Generation Y's online purchase intention in book industry.	$r = 0.458$ ($p < 0.05$) $p = 0.000$	Yes
H3: There is a significant positive relationship between Product Variety and Generation Y's online purchase intention in book industry.	$r = 0.418$ ($p < 0.05$) $p = 0.008$	Yes
H4: There is a significant positive relationship between Price and Generation Y's online purchase intention in book industry.	$r = 0.366$ ($p < 0.05$) $p = 0.143$	No

Source: Developed for the research.

H1: There is a significant positive relationship between Brand Name and Generation Y's online purchase intention in book industry.

Based on Pearson Correlation Analysis, it shows that Brand Name has significant positive association with Online Purchase Intention ($r = 0.391$). Besides, there is a significant relationship between Brand Name and Generation Y's online purchase intention in book industry as $p < 0.05$ which is 0.000. Hence, H1 is supported.

Based on the research done by Ward and Lee (2012), customers tend to use trusted corporate and brand name as the substitute of product information when they desire to make online purchase in the e-commerce environment. Furthermore, when customers perceived a great deal but uncertain to the cyber marketplace, a corporate brand identity will serve as a point of recognition and cognitive anchor (Javalgi, Radulovich, Pendleton and Scherer, 2005). In addition, the study done by Ward and Lee (2000) found out that nearly 69% of the respondents think that brand name acts as an important role in influencing their online buying intention.

Apart from that, Steward (2012) found that customers have higher intention to purchase online for well-known website name compare to unknown website name. In addition, Chang and Chen (2008) also conducted a research which it showed that website brand has more significant effects on online purchase intention than website quality because a well-known brand will increase customers' confidence toward the brand and indirectly increase their online purchase intention.

Based on the results above, it shows that the relationship between Brand Name and Generation Y's online purchase intention in book industry is positively correlated and acceptable. Hence, the research objective has been achieved for this study.

H2: There is a significant positive relationship between Convenience and Generation Y's online purchase intention in book industry.

The Pearson Correlation Analysis shows that Convenience had the strongest positive significant association with Online Purchase Intention ($r = 0.458$). In addition, there is a significant relationship between Brand Name and Generation Y's online purchase intention in book industry as $p < 0.05$ which is 0.000. Thus, H2 is supported.

Convenience is one of the factors that affecting customers' willingness to purchase through online since they can shop without leaving their place. It is usually associated with the ease of browsing information, shopping and settling the online transaction (Prasad and Aryasri, 2009; Gurleen, 2012; Constantinides, 2004). In addition, Bagdoniene and Zemblyte (2009) stated that customers can search for information, develop comparison between various products and make quick evaluation via Internet. Moreover, online shopping is more convenient than traditional in-store shopping and thus it stimulates the customers' online purchase intention (Delafrooz, Paim, Sharifah, Samsinar and Ali, 2009).

Apart from that, Harn, Ali and Hishamuddin (2006) also mentioned that the high availability and accessibility of online storefronts facilitate the convenience of online shopping. Meanwhile, customers' desire for convenience has driven their attention to Internet as an alternative mean for shopping (Jiang, Yang and Jun, 2013). Furthermore, Internet provides convenience since it is able to eliminate time and efforts in travelling to the traditional store (Rohm and Swaminathan, 2004). Moreover, Monsuwe, Dellaert and Ruyter (2004) said that online shopping is a powerful alternative channel for those who contributed most of their time in working and have no much leisure time.

Based on the results above, it indicates that the relationship between Convenience and Generation Y's online purchase intention in book industry is positively correlated and acceptable. Therefore, the research objective has been achieved for this research.

H3: There is a significant positive relationship between Product Variety and Generation Y's online purchase intention in book industry.

According to Pearson Correlation Analysis, it states that the Product Variety has positive correlation with Online Purchase Intention ($r = 0.418$). In addition, there is a significant relationship between Product Variety and Generation Y's online purchase intention in book industry as $p < 0.05$ which is 0.008. Hence, H3 is accepted.

Cho (2004) indicated that the ability of online retailers offer a broad range of product assortment and unique product offerings has been viewed as an important positive functional effect directly related to e-shopping. According to Szymanski and Hise (2000), as cited in Clemes, Gan and Zhang (2014), product variety is one of the significant factors that attract customers to shop online.

In addition, the findings of Kahn and Lehmann (1991) showed that consumers prefer more variety of selection rather just an offering of their most preferred product. Furthermore, individuals who are certain with their preferences will prefer more variety of offerings as it could help in making purchase decision and select the best option that matches with their preferences (Chernev, 2011; Chang, 2011).

Based on the results above, it indicates that the relationship between Product Variety and Generation Y's online purchase intention in book industry is positively correlated and acceptable. Therefore, the research objective has been achieved for this research.

H4: There is a significant positive relationship between Price and Generation Y's online purchase intention in book industry.

From the Pearson Correlation Analysis, it indicates that the Price has positive correlation with Online Purchase Intention ($r = 0.366$). However, there is no significant relationship between Price and Generation Y's online purchase intention as the $p > 0.05$ which is 0.143. Hence, H4 is rejected.

In the previous research of Brynjolfsson and Smith (2000), it found that the Price is not always the factor that influences the online purchase intention especially in the book industry. Moreover, consumers who mainly emphasize on the utilitarian factors such as convenience and time saving tend to be less concern on the price of the product or services when they purchase online (Swaminathan, Lepkowska-White and Rao, 2003). Meanwhile, the study that conducted by these researchers also concluded that the price have no significant impact on the customers' online purchase intention.

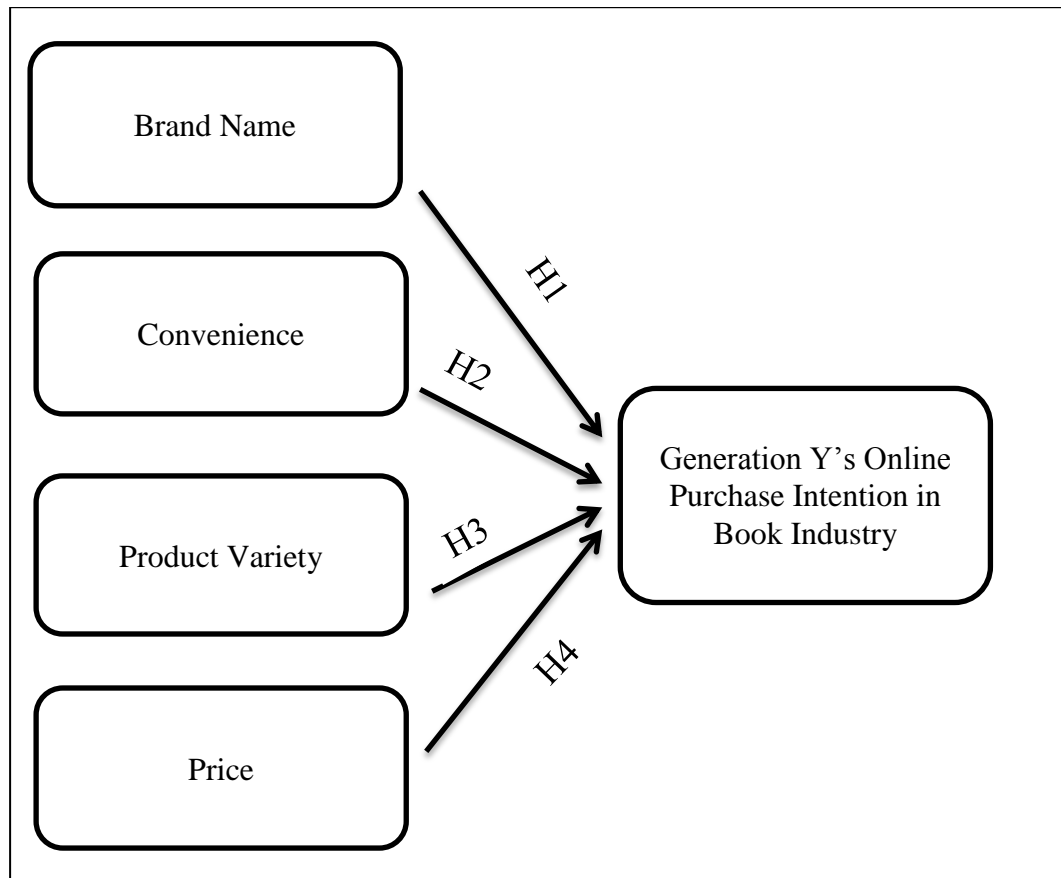
Furthermore, Donthu and Garcia (1999) indicated that price is not the major concern of online purchase intention when the online shoppers tend to seek products that can satisfy their needs and wants rather than look for the bargains. In addition, there are also others factor such as trust and security, shopping enjoyment and delivery time that will influence the consumer online purchase decision instead of the low price of the products Chung, 2001; Lodorfos, Trosterud and Whitworth, 2006; Kwek, Tan and Lau, 2010).

Based on the result, it shows that the relationship between the Price and Generation Y's online purchase intention is not significant. Therefore, the research question 4 is rejected due to insignificant results obtained from the respondents' feedbacks.

5.3 Implications of the Study

5.3.1 Managerial Implications

Figure 5.1 Proposed Conceptual Model (Factors Influencing Generation Y's Online Purchase Intention in Book Industry)



Source: Developed for the research.

This research is basically studying on the factors influencing Generation Y's online purchase intention in book industry in Malaysia. This study has explored a conceptual model (Figure 5.1) that examined the relationship among all the variables. Hence, this research will provide useful managerial implications to the online book retailers who concern on the factors that influence Generation Y's online purchase intention on books. Moreover, it is also useful for the online book retailers who are aspired to attract new customers to purchase on their online purchasing website.

5.3.1.1 Brand Name

From the research, it shows that there is a significant positive relationship between Brand Name and Generation Y's online purchase intention in book industry in Malaysia. At the same time, it indicates that customers tend to rely heavily on the brand name that they highly recognize when purchasing online. In this situation, the online book retailers should create brand awareness by engaging in the social media in order to increase the public profile. Moreover, the electronic word-of-mouth is also one of the effective marketing tools that can be used to build brand awareness. Based on Alamgir, Chittagong, Shamsuddoha and Nedelea (2010), a successful brand could be served as a tool of communication between a company and customers. Therefore, it is significant for the online book retailers to create brand recognition and build brand awareness in consumers' mind.

5.3.1.2 Convenience

Based on the research findings, convenience is the most significant factor that influences the Generation Y's online purchase intention in book industry in Malaysia. According to Eastlick and Feinberg (1999); Rohm and Swaminathan (2004), convenience can be defined as the benefits such as time and efforts saving that the customers gain and perceive when they purchase online. Therefore, it tends to stimulate customers' online purchase intention. In order to attract more convenience-oriented customers, the online book retailers should minimize the process of placing order and the delivery time. Moreover, they should offer different modes of product delivery to this group of customers. For instance, the online book retailers can provide worldwide air freight shipment for online shoppers who need an express delivery. However, these groups of customers will be charged a higher courier fees for an express delivery.

5.3.1.3 Product Variety

Besides, Product Variety plays another important role in influencing the Generation Y's online purchase intention in book industry in Malaysia. This is because a wider selection of product assortment that offered by the online retailers tends to motivate the customers to purchase online. As a result, the online book retailers should increase the numbers of book types and brands available on their online website. Besides, they should continuously update the new products that are available and related product information on the website. Due to the broad range of products, the product information should be organized in a more systematic way in order to attract more buyers. For example, the online book retailer can organized the books accordingly based on the category, title, author or publisher of the books.

5.3.1.4 Price

According to the research findings, it indicates that Price has no significant relationship with the Generation Y's online purchase intention in book industry. Price is not the major consideration of online shoppers when they want to purchase books online. Furthermore, they tend to look at others utilitarian factors instead of price. Although pricing is not the main concern of the online shoppers, the online retailers can use different pricing strategy to attract more customers. For instance, the online book retailers can offer a price bundling by offering several products in a combined unit, which is usually price lower than the sum of the individual component.

5.4 Limitations

During the progress of research, there are some shortcomings that have to be highlighted. Firstly, there is an unequal distribution in demographic profile of respondents. In respondents' age group, 59.4% of the respondents are fall under 20 to 25 years old which occupied more than half of the sample size. Besides, 81.2% of the respondents are Chinese while remaining small sample is occupied by 10.6% of Malays and 7.7% of Indians. Thus, the result might be fewer representatives as the distribution of sample is not average.

Secondly, there are limited research studies that were done in term of Malaysia context. Thus, the researchers found fewer journals to support this research project. Since different countries practice different cultures, values and beliefs, the research studies done in overseas may not fully reflect to Malaysia. As a result, the past studies that the researches have reviewed may not provide accurate information to this research study.

Thirdly, sample size used in this research study is another limitation in this research study. Sample size of 207 respondents may not comprehensive enough to represent Malaysians as a whole. The data collected from a small sample size may not provide accurate and reliable results to this research study.

Lastly, due to the time and budget constraints, a non-probability sampling method which is judgment sampling was adopted in this research study. In this sampling method, the researchers select a sample that they believe is capable to provide useful information. However, the respondents selected by this approach might be less appropriate for this research study as compared to probability sampling method.

5.5 Recommendations

In order to make the distribution sample more equal, the researchers should distribute more equally when they conduct another researches. If they realize that there are more numbers of respondents fall in a particular group, they should not approach the same group of the respondents but should focus on another group of respondents where they are lacking off. By distributing the questionnaire equally, the results are likely to be more accurate because it is answered by different groups of respondents.

Besides, the researchers can conduct the research with more available relevant journals. They could still focus in Malaysia context. However, more supportive journals that are done by other Asian researchers should be adopted. This is because other Asian countries are more likely to share similar thoughts and beliefs as Malaysians. Thus, the researchers are suggested to conduct research that they can find supporting journals from similar background.

Furthermore, the researchers are recommended to adopt probability sampling method in the future researches. This is because the differences between sample results and population equivalent values could be computed. Besides, the researchers could also obtain more accurate results since all the targeted respondents in a big area are sampled. Probability sampling is better than non-probability sampling method even though it is more costly.

5.6 Conclusion

In conclusion, this research has successfully achieved the research objectives, which is to examine the relationship between Brand Name, Convenience, Product Variety and Price towards Generation Y's online purchase intention in book industry. However, not all independent variables have a significant relationship with the dependent variable. There are only three independent variables which included Brand Name, Convenience and Product Variety are supporting the dependent variable, Generation Y's online purchase intention in book industry. To sum up, Convenience has the strongest impact among all variables. Consequently, from the managerial perspective, Convenience is the most essential factor that will influence Generation Y's online purchase intention in book industry.

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APPENDICES

Appendix 1: Questionnaires



**UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
BACHELOR OF INTERNATIONAL BUSINESS (HONS)**

QUESTIONNAIRE SURVEY

**Factors of Influencing Generations Y's Online Purchase Intention in
Book Industry**

Dear respondents,

We are undergraduate students from Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM), major in Bachelor of International Business (Hons). We would like to conduct a research study about **“Factors Influencing Generations Y's Online Purchase Intention in Book Industry”**. The objective of this study is to understand the relationship between the four variables which are **Brand Name, Convenience, Product Variety and Price** towards **Generations Y's Online Purchase Intention in Book Industry**.

This questionnaire consists of three parts and it will take approximately 10 minutes to complete. Please be informed that all the information collected will be kept confidentially.

We appreciate your cooperation and time to complete the questionnaires. Your effort would assist us to achieve a more comprehensive analysis for our research project.

Thank you for your participation.

Members Present:

Angela Yong Yen Chi	11UKB05058
Chai Mei Chee	11UKB02659
Chiang Fu Cheng	11UKB02658
Tee Yee Von	11UKB04501

Part One: General Information of Consumer's Perception and Behavior

Please **tick (√)** your answer for each question below to assist us in our research.

1. Did you purchase book online before?

- Yes (Please proceed to Question 3)
 No (Please proceed to Question 2)

2. Do you have the intention to purchase book online in future?

- Yes
 No (Survey is ended here, Thank you)

3. How long you have been using Internet for shopping?

- | | |
|---|--|
| <input type="checkbox"/> Less than 3 Months | <input type="checkbox"/> 2 - 3 Years |
| <input type="checkbox"/> 3 - 6 Months | <input type="checkbox"/> 3 - 5 Years |
| <input type="checkbox"/> 6 - 12 Months | <input type="checkbox"/> More than 5 Years |
| <input type="checkbox"/> 1 - 2 Years | |

4. How many times have you bought things on Internet (during the past six months)?

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> 1 - 2 times | <input type="checkbox"/> 11 - 20 times |
| <input type="checkbox"/> 3 - 5 times | <input type="checkbox"/> 21 times or more |
| <input type="checkbox"/> 6 - 10 times | |

5. Please select the following online bookstores that you know (you may choose more than one).

- | | |
|--|---|
| <input type="checkbox"/> Amazon.com | <input type="checkbox"/> MPH online bookstore |
| <input type="checkbox"/> Kinokuniya Malaysia | <input type="checkbox"/> Times Bookstore |
| <input type="checkbox"/> Borders Malaysia | <input type="checkbox"/> Popular |

**Part Two: Factors of Influencing Generations Y’s Online Purchase Intention
in Book Industry**

In this part, there are four factors that may influence Generations Y’s Online Purchase Intention in Book Industry. The factors include Brand, Convenience Product Variety and Price.

Please indicate how strongly you agree or disagree with the following statements by placing a circle on the number from 1 to 5, where:

1	2	3	4	5
Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)

Please be informed that online shopping refers to purchase books online.

i) Online Purchase Intention

Statements	SD	D	N	A	SA
I use (intend to use) Internet frequently to do my shopping.	1	2	3	4	5
I use (intend to use) Internet whenever appropriate to do my shopping.	1	2	3	4	5
Please indicate the probability that you will shop using the Internet in the near future (Anchored by 1—very improbable and 5—very probable.)	1	2	3	4	5
I will consider purchasing from Internet in the longer term.	1	2	3	4	5

ii) Brand Name

Statements	SD	D	N	A	SA
It is important for me to buy books from the web-retailers with well-known brand names.	1	2	3	4	5
When shopping on the Internet, the online book store's reputation concerns me.	1	2	3	4	5
When the Internet retailers are not fully identified, I worry about whether they are reliable.	1	2	3	4	5
I try to stick to certain brands and stores when I buy books.	1	2	3	4	5
I am cautious in trying new website and would rather stick with a website I usually buy or familiar with.	1	2	3	4	5
When shopping online, a powerful brand name of an online book retailer can entrust me and enhance my confidence on my choice.	1	2	3	4	5

iii) Convenience

Statements	SD	D	N	A	SA
Online shopping takes less time to purchase.	1	2	3	4	5
It is easy to choose and make comparison with other books while shopping online.	1	2	3	4	5
I feel that it takes less time in evaluating and selecting a book while shopping online	1	2	3	4	5
I can buy the books anytime 24 hours a day while shopping online	1	2	3	4	5
Internet shopping saves my time, so I can do other activities.	1	2	3	4	5
It is more convenient to shop through the Internet when compared to traditional retail shopping.	1	2	3	4	5

iv) Product Variety

Statements	SD	D	N	A	SA
Broad range of books available on the Internet.	1	2	3	4	5
Availability of books on the Internet that cannot be found locally.	1	2	3	4	5
The shopping website has wide assortment of products with different prices.	1	2	3	4	5
The shopping website deals with a variety of brands.	1	2	3	4	5
I can always purchase the types of book I want from the Internet.	1	2	3	4	5
I can buy the books that are not available in retail shops through the Internet.	1	2	3	4	5

v) Price

Statements	SD	D	N	A	SA
I pay a lot of attention to price.	1	2	3	4	5
It is easy to compare prices from different online book retailers.	1	2	3	4	5
Online shopping allows me to save money as I do not need to pay transportation costs.	1	2	3	4	5
Online shopping allows me to buy the same or similar books, at cheaper prices than traditional retailing book stores.	1	2	3	4	5
I think the Internet offers lower prices compared to retail book stores.	1	2	3	4	5
I will prefer online shopping only if online prices are lower than actual price.	1	2	3	4	5

Part Three: Demographic Profile

Please provide the following information about yourself. Please **tick (√)** for the appropriate answer.

1. Gender:

- Male
- Female

2. Age:

- 20 – 25 years old
- 26 – 31 years old
- 32 – 37 years old

3. Marital Status:

- Single
- Married
- Others, _____

4. Race:

- Malay
- Chinese
- Indian
- Others, _____

5. Academic Qualification:

- Certificate/ Diploma
- Bachelor
- Master's Degree
- Doctoral Degree
- Others, _____

6. Profession:

- Student
- Employee
- Business Owner
- Academician
- Home Maker (Housewives)
- Others, _____

7. Monthly Income:

- Below RM 1, 000
- RM 1, 000 - RM 1, 999
- RM 2, 000 - RM 2, 999
- RM 3, 000 - RM 3, 999
- RM 4, 000 and above

THE END.

Thank You for Your Cooperation.