FACTORS INFLUENCING MALAYSIAN YOUTH CONSUMERS' ONLINE PURCHASE INTENTION OF TRAVEL PRODUCTS

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DECLARATION

I hereby declare that:

1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

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DEDICATION

This dissertation is specially dedicated to:

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PREFACE

The basis of this study is to fulfil the course requirement for the Master of Business Administration programme in Universiti Tunku Abdul Rahman (UTAR). The research has been conducted from January 2018 to April 2018 and considers as an interesting experience despite it is a compulsory subject as a master student. The main reason of selecting this topic is because youth travel has become one of the largest sectors in global tourism that bring positive social and economic impact internationally. Through this study, it provide better understanding on the relationship between perceived usefulness, perceived ease of use, price, website design quality, trust and perceived risk toward Malaysian youth consumers' online purchase intention of travel products. How each of the factors influences the online purchase intention of youth represents the major concern of current study.

ABSTRACT

Over the year, youth travellers are global citizens who have become increasingly important for the travel and tourism around the world. Therefore, it is essential for the businesses and marketers to determine the best use of this advantage via understanding the perspective of youth in online purchase. The ultimate goal of this research is to examine the factors influencing the youth consumer's purchase intention of travel products in Malaysia. Six factors, namely perceived usefulness, perceived ease of use, price, website design quality, trust and perceived risk were tested.

The research adopted both judgmental sampling and quota sampling technique to collect sample. There were 275 valid responses collected from Malaysian youth consumers via online google form which consists of four major sections. Thereafter, the data collected were analysed using Statistical Package for Social Science (SPSS) software.

The results have clearly showed that perceived usefulness and trust exert significant influences on the Malaysian youth consumer's purchase intention of travel products. Thus, H_1 and H_5 were supported. However, H_2, H_3, H_4 and H_6 were rejected as the perceived ease of use, price, website design quality and perceived risk found to have insignificant relationship with Malaysian youth consumer's purchase intention of travel products. The implication, limitation and recommendation for future study were discussed.

CHAPTER 1

INTRODUCTION

1.0 Introduction

This introduction part outlining the study by describing and explaining the fundamental issues, main argument, general contribution, scope and context related to the topic. Board overview presented intends to give further understanding about how the proposed antecedents will affect the online travel purchase intention among Malaysian youth consumers.

1.1 Background of study

Throughout the past several decades, there is undoubtedly to believe internet has growth rapidly and created huge change in the aspect of society, economy and technological systems. Internet is an amazing global computer network system which making it the best contribution of Information Communication Technologies (ICT) due to their various positive impact to the user worldwide. According to International Telecommunication Union (2016), a United Nations body, there will be approximately 3.5 billion of global internet users which captured 47% of the population by the end of 2016. Out of the 1 billion families who have internet connection around the world, China stands of 230 million, India stands for 60 million and the world's 48 least developed countries (LDC) stand for 20 million. In year 2017, more than 80% of the youth around the 104 countries

have internet connection, of which 320 million (39%) are in China and India. They have represented roughly ¼ of the total internet user worldwide (International Telecommunication Union, 2017).

As for Malaysia in 2016, the internet user had reached 21.1 million, or 68.6%, which is equivalent to more than half of the total population of the country (MCMC, 2015). The growth of internet usage in Malaysia can be traced back to 1992 and 1995 when the Malaysia launched the first and second Internet Service Provider (ISP) - JARING and TMNET (Adeline Chua, 2006). Afterward in 2013, rural area of west and east Malaysia introduced 1 Malaysia Internet Centre (PI1M), 1Malaysia Community Broadband Library, 1 Malaysia Wireless Village (KTW1M), 1Malaysia Netbook as well as Cellular Coverage Expansion (Time 3) for the reason to ensure broadband can be subscribe by all levels of the community (MCMC, 2013). As a result, the broadband penetration rate increased from 66% in 2012 to 67.2% in 2013 and continuous progress to 77.3% in 2015 (MCMC, 2012; MCMC, 2013; MCMC; 2015). From this evidence indicates the radically expansion of internet usage to some extent can boost the online activities including shopping, entertainment, investment and banking in Malaysia.

Nowadays, internet has been broadly utilised as a significant sales and promoting devices which serve as platform for people worldwide to generate, exchange, share and manipulate global information or news and perform business transaction without geographical barrier (Lim, Osman, Salahuddin, Romle, & Safizal, 2016). The emerging of internet opened a window of opportunity to deliver important advantage to businesses in developing countries through online platform for example Amazon, eBay, Alibaba, Lazada and etc. Internet proliferate the electronic commerce (e-commerce) trends by providing ease of use which allow consumer to access goods and service in anywhere and anytime. Additionally, e-commerce also save time, save cost, provide convenience way of product distribution, delivery, order and trade as well as two way interactions between consumer and marketer (Adnan, 2014). Thus, e-commerce has become enormous potential markets that support developing country in the change of retail vista (Suwunniponth, 2014).

Given the convenience of internet connectivity and increase of internet usage causes the number of online seller and online buyer in Malaysia has been growing steadily over the year. In accordance to Wong's study of 2014, Malaysian are shopaholic where 54% of them buy online at least once a month and 24% of them buy online at least once a week. Meanwhile, Malaysia e-commerce market generated total sale revenue of US$1,121 million in 2017 and expected to reach US$2,585 million in 2021 result from 23.2 % of annual growth rate (Statista, 2017). Therefore, many companies in Malaysia have moved their business model from brick-and-mortar store to online store in order to focus on transactions of merchandises or services via electronic communications network such as Internet and other computer networks (Cheng & Yee, 2014). This allows the organisation to perform businesses more competently and cost-effective as compared to traditional physical shop. Currently, the effect of e-commerce is available in many industries ranging from service industry to product industry. The steadily develop of e-commerce within Malaysia benefited the companies from different industries by assisting them to gain competitive advantage in the business trading system which then improve the country's economy and eventually influence consumers' online purchase behaviours.

Travel is leisure social activity engaging people around the world and the international tourist arrival is growing steadily every year from US$528 million in 2005 to US$1.19 billion in 2015. As a result, tourism sector turn out to be one of the world's greatest emerging market which have driven US$7.6 trillion of revenue in 2016 (Statista, 2017). Particularly to some of the specific community and country, travel products seem to be the main contributor to their economic growth. Generally, in the absence of meaningful taxonomy in literature, travel products can be categorized into low complexity and high complexity. Low complexity travel product consists of flight ticket, accommodations, car rentals and accessories while high complexity travel product are land-based vacations, cruises and tours (Beldona, Morrison, & Leary, 2005). Travel products were proven to be the most suitable items to sale online due to their characteristics and nature which is heterogeneous, intangible, perishability, people-oriented and no distribution cost (Mills & Law, 2004). This statement is supported by the

exponential growth of travel websites (Expedia, Travelocity and Orbitz etc.) throughout the travel market.

The springing up of e-commerce is the major stimulant of the travel and tourism sector. This industry has discovered a remarkable growth potential when it is gradually shifted toward e-commerce. Evolution of travel and tourism industry in adopting of modern technology during business conduct has become the serious threat to traditional travel business (Chin, 2016). This is because the online travel industry has prompted a change in the way of travel services and products are being distributed, sold and marketed. E-commerce enabling the consumer to plan and prepare their trip online, search travel information online and buy travel product online. It benefited the consumers with convenience, low cost products and variety of product selection meanwhile create potential market for the customer value growth and attract new customers especially youth consumer (Salehi, Abdollahbeigi, Charmchian, & Salehi, 2012). In recent years, youth people tend to adapt quickly to the integration of new technology into the business operation because the technology advancement has become the integral part of their everyday life in the meantime they are very responsiveness to the environmental changes and challenges.

Youth is transition period between childhood and adulthood. At this point, this group of people is entering to a brand new stage of their life cycle, moving from child to become young adolescence. 15 to 24 years old is the age range set officially by United Nation for the youth group. However, the range of age is vary from country to country depend on their policy. As for Malaysia, according to Youth Policy.Org (2014) has mentioned that youth is range between the ages of 15 – 40. Nowadays, youth consumer has penetrated into various types of industries especially in travel industry and they are considered to be a target market due to the increase of capability in purchase decision making and increase of spending power (Khan & Rohi, 2013; Gaol, Mars, & Saragih, 2014). Over the last decade, youth travel has become a largest segment of global tourism as compared to other markets of tourism and now representing 23% over billion of international tourist. The increase of youth traveller has tremendously stimulated the development of domestic travel business when their economic value has been

recognised and engaged by the governments, official tourism organisations and business leaders (World Tourism Organization (UNWTO), 2016).

1.2 Problem Statement

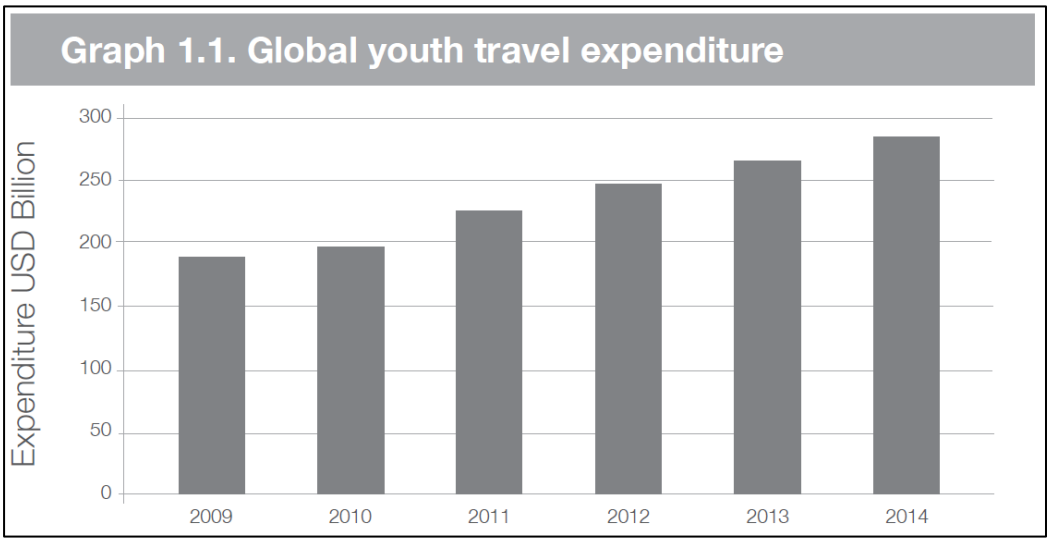
Purchase intention can be defined as the antecedents that stimulate and drive consumers' intention to purchase particular products and services after research and evaluation (Hawkins & Mothersbaugh, 2010; Haque, 2015; Putro, & Haryanto, 2015). It is an important marketing concept that attracts more consumers to repurchase for the same goods or services (Rahman, Haque, & Khan, 2012). From the annual survey conducted by comScore and UPS, the consumers tend to purchase more items from online shopping than in-store. Just like the record of iPay88, e-commerce and online purchases in Malaysia went up by 161% from 14.6 million in 2015 to 38.2 million in 2016 (TheSundaily, 2017). Therefore, growth of e-commerce can significantly impact the market structure globally by allowing the products being sale online instead of traditional physical store. However, several literatures affirm the absence of online purchase intention has been restraining the growth of online business transaction (He et al., 2008; Lim et al., 2016). Thus, it is imperative to explore consumers' online purchase intention for purpose to understand the behaviour of Malaysia Internet consumers that aids and supports in the development of e-commerce as well as allows the online retailers to build lasting relationship with consumer.

To the best knowledge of the researcher, consumers' online purchase intention of travel products still can be further investigate especially in Malaysia context on youth consumer since there are limited studies in that particular topic. Despite the exploration of online purchase intention has been done in many literatures in the perspective of foreign countries, however, most of them are focused on general consumers and less likely to focus on youth consumers. Hence, this study will be emphasized on youth due to their unique characteristic such as technology orientation, extensive exposure to media and long-life expectancy (Awan & Fatima, 2014). The potential market size of youth consumer keep expanding when

youth people have make up a majority of the global population, possess high economic potential and willing to spend for quality product. Meanwhile, youth are considered to be valuable consumer because they can affect their friend's and family's purchasing decisions. In other words means youth people has the ability to attract more customer to buy the product due to their strong influencing power among the family and social media like Facebook and Twitter (Marketing-Schools.org, 2012; Khan & Rohi, 2013).

Apart from that, youth travel represents a fastest growing segment and dynamic market within international tourism. Research performed by World Youth Student and Educational Travel Confederation (WYSE) and World Tourism Organization (UNWTO) (2016) indicated the total expenditure of international youth market was roughly US$ 190 billion in 2009 then rise to US$286 by 2014 (Figure 1.1). The value is expected to gradually increase year by year which estimate almost US$ 400 million will be spend by youth traveller in 2020. In response to the huge and profitable potential market created by youth traveller, this research is going to study toward travel products from youth perspective.

Figure 1.1: Global youth travel expenditure



Note. From World Tourism Organization (UNWTO). (2016). *Affiliate Members Global Reports, Volume thirteen - The Power of Youth Travel*. Madrid.

Additionally, researches regarding the online purchase intention of travel product have been conducted by researchers of other country such as Taiwan might not be suitable to apply in Malaysia as it is a country that consists of many ethnic groups with multi-culture and norm. Therefore, researcher has to further study this area based on the Malaysia context.

1.3 Research Question

The following research questions developed as the fundamental core of the study which will then answer by the study findings.

1. How does perceived usefulness influence youth consumers' purchase intentions for online travel products?

2. How does perceived ease of use influence youth consumers' purchase intentions for online travel products?

3. How does price influence youth consumers' purchase intentions for online travel products?

4. How does website design quality influence youth consumers' purchase intentions for online travel products?

5. How does trust influence youth consumers' purchase intentions for online travel products?

6. How does perceives risk influence youth consumers' purchase intentions for online travel products?

7. Which factor has the most significant influence on youth consumers' purchase intentions for online travel products?

1.4 Research Objective

The objectives of this study include:

8. To analyse the association between perceived usefulness and online travel purchase intention among Malaysian youth consumers.

1. To determine the association between perceived ease of use and online travel purchase intention among Malaysian youth consumers.

2. To examine the association between price and online travel purchase intention among Malaysian youth consumers.

3. To determine the association between website design quality and online travel purchase intention among Malaysian youth consumers.

4. To determine the association between trust and online travel purchase intention among Malaysian youth consumers.

5. To determine the association between perceived risk and online travel purchase intention among Malaysian youth consumers.

6. To determine the most influential factor on the online travel purchase intention among Malaysian youth consumers.

1.5 Hypothesis of Study

The following six hypotheses are established for present study:

H_1: Perceived usefulness has a positive influence on the consumers' online purchase intention of travel products.

H_2: Perceived ease of use has a positive influence on the consumers' online purchase intention of travel products.

H_3: Price has a negative influence on the consumers' online purchase intention of travel products.

H_4: Website design quality has a positive influence on the consumers' online purchase intention of travel products.

H_5: Trust has a positive influence on the consumers' online purchase intention of travel products.

H_6: Perceived risk has a negative influence on the consumers' online purchase intention of travel products.

1.6 Significant of Study

This is a study that examines how the six factors proposed influence the online purchase intention of travel products from the youth consumers' perspective particularly with the references to Malaysia context. There are perceived usefulness, perceived ease of use, price, website design quality, trust and perceived risk.

The finding of current study will be very useful for the travel related website for example Expedia, Travelocity and Orbitz to design efficient and effective internet marketing strategy after increasingly understand the knowledge and insight regarding online consumers' buying intention. The marketer can try to promote the travel products to the youth consumers by increase transaction security, improve website design quality and feature and provide low cost product to enhance consumer purchasing experiences as well as customer loyalty.

Since the customer demand and desire toward a product can stimulate the business growth of particular industry, therefore, this study helps the marketer initiate, develop, and manufacture travel products that attract young consumers and meet their expectation. Consequently, the marketer gain competitive advantage against potential competitors by increase market share in the rapid expanding online travel industry which is a profitable market with low barrier of entry.

1.7 Chapter Layout

Current literature has been structured into five different chapters.

Chapter 1: Introduction

This chapter discusses the brief idea of whole research study by including general background on the emerging of internet and travel industry. Next, fundamental issues, main argument, research scope and general contribution of this topic will be discussed as well.

Chapter 2: Literature Review

This chapter offer an insight of this research project by reviewing and evaluating the literatures from the scholarly journal articles, books and other secondary sources (e.g. dissertations, conference proceedings) that relevant to the research topic. There will be a comprehensive literature reviews on the dependent variable (online purchase intention), independent variables (trust, perceived usefulness, perceived ease of use, price, website design quality, and perceived risk) and theoretical models. Followed by the development of hypotheses and conceptual framework.

Chapter 3: Research Methodology

This chapter will analyse and search for the most suitable research methods which important to attain research objectives. It consists of research design, primary and secondary data collection method, sampling design, research instrument, construct measurement, data processing and data analysis.

Chapter 4: Data Analysis and Findings

This chapter reports the finding of the data collected via survey questionnaire. Statistical Package for Social Science (SPSS) is going to be used in analysing the statistical data obtained from the respondents. For better understanding, the overall data will be organised and presented in tables and figures.

Chapter 5: Discussions and Conclusions

In this last part of the research, there will be a discussion on the overall research findings which consist of the explanation of major findings and the verification of the hypotheses. Subsequently, implications, limitations, and recommendations for future research will be mentioned in this chapter.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Initial part of chapter two will begin with extracting of information from the secondary sources for example: published academic journals and articles, newspapers and books etc., in order to discuss the definition, concept and relationship of dependent variable (online purchase intention) and independent variables (perceived usefulness, perceived ease of use, price, website design quality, trust and perceived risk) of current study. After that, this section will end with the proposed theoretical framework that established via the adoption and modification of the relevant theoretical models from prior literatures.

2.1 Literature Review

2.1.1 Online Purchase intention

Intention is the determining factor for a person to act toward particular behaviour. It is defined as the antecedent or motivational element that will drive the consumers' decision to purchase certain product and service (Hawkins & Mothersbaugh, 2010; Cheng & Yee, 2014). Regarding the suggestion from Ajzen (1991), intention represent as a measurement that use to determine how hard a person attempting to conduct that behaviour and to what extent a person willing to exert the effort for performing a certain behaviour (Lim et al., 2016). According to

Conner and Norman (2005), some behaviour will rely on the extent of individual's conscious willingness or decision to exert the effort. In general, understanding the intention of consumer is one of the useful marketing strategies as it reflects the actual behaviour of an individual (Haque, et al., 2015).

As for purchase intention, it is usually explained as the number of shopper that plan to purchase and repurchase a particular product in the future (Halim & Hamed, 2005). Dodds, Monroe and Grewal (1991) claimed that purchase intention means the likelihood of a patrons choose to buy the products. Other than that, purchase intention also refers as the purchase decision made by the consumer toward the particular product's brand (Shah, et al., 2012). The researchers mentioned that purchase intention is the situation where consumers will buy certain product under certain circumstances (Morinez et al., 2007; Mirabi, Akbariyeh, & Tahmasebifard, 2015). Based on the study of Cheng and Yee (2014), the purchase intention will happen when a person decided to carry out a purchasing decision on commodity or service in the future. Additionally, consumer will made a subjective judgment in order to buy a product after they perform general assessment on a service and product (He & Hu, 2008; Rahman, Haque, & Khan, 2012). Willingness to purchase, worthiness to purchase and repurchase decision in the future considered to be the essential dimension to evaluate purchase intention (He & Hu, 2008).

After the businesses started to adopt e-commerce as their business structure, purchase intention of consumers in the online context is necessary to become the concern of many. Online purchase intention is a term commonly refer to the construct in which given the strength to the consumers' intention to purchase through the online website (Salisbury, Pearson, Pearson, & Miller, 2001; Thamizhvanan & Xavier, 2013). In 2003, the research of Pavlou (2003) described online purchase intention as the context to which the consumers show willingness to take part in an online transaction. Moreover, online shopping intention was determined as the individual's willingness to undergo actual purchase and product's price comparison through the adoption of internet (Iqbal, Rahman, & Hunjra, 2012). It could also be defined as the intention of consumers to make an actual purchase through the online shopping website (El-Ansary and Roushdy,

2013). Zwass (1998) believed that online purchase intention reflects the consumers' desire to build consumer-retailer online exchange relationship through information sharing, business transaction and relationship preserving (Kwek, Daud, Tan, Kay, & Hassan, 2011).

In the era with rapidly developing electronic system, the number of online consumer constantly increased over time. Online transaction on the Internet is a voluntary activity which will only attract consumers' intention to purchase online when consumers benefited from the online shopping. Online transaction includes three important procedures which is exchange of data between consumer and retailer, retrieve of consumers' information and final purchase transaction (Pavlou, 2003; Thamizhvanan & Xavier, 2013). Considering current business situation, it is necessary to have better understand on consumers' purchase behaviours either online or offline because the higher the purchase intention, the greater the purchase probability (Pandey & Srivastava, 2016). Many of the previous findings have explored the determinants of purchase intention and pointed out that consumers alter their decision to purchase under the influences of attitude, trust, online transaction security, perceived ease of use, past purchase experiences, price, website quality design, perceived usefulness, subjective norm, privacy, perceived quality, perceived risk etc. (Ganguly, Dash, Cyr, & Head, 2010; Kwek et al., 2011; Leeraphong & Mardjo, 2013; Lim, Osman, Manaf, & Muhammad Safizal, 2015; Pandey & Srivastava, 2016). Following the study of Ivan (2013), perception of convenience, perception of value and online purchase experience have strong impact toward online travel purchase intention.

Following literature attempts to examine the direct or inverse relationships between perceived usefulness, perceived ease of use, price, website design quality, trust and perceived risk with the online purchase intention.

2.1.2 Perceived Ease of Use and Perceived Usefulness

Technology Acceptance Model (TAM) is a parsimonious and robust theoretical frame work which has been recognized in diverse set of information technology and widely used to provide a strong foundation for the consumers' online behaviours intention. Both perceived usefulness and perceived ease are specific key dimensions suggested by Davis (1986) in relevant to the acceptance of technology. Based upon the article of Davis (1986), perceived ease of use is "the degree to which a person believes that using a particular system would be free of effort" while perceived usefulness is "the degree to which a person believes that use of a particular system would enhance his or her job performance". Similarly, perceived ease of use also denotes as how easier the new technologies are going to be understand and use to assist the consumers to complete their tasks (Zeithaml, Parasuraman, & Malhotra, 2002).

According to Reibstein (2002), internet has reduced the consumers' effort in making purchase decision making, put it in different way means new digital environment allow more efficient purchase process. Generally, perceived ease of use has always linked to the "user-friendliness" of e-commerce platform. Ease of use in most travel websites resulting from the easy, cheap and fast acquiring of information, ease of online surfing, ease of learning and ease of website functionality, compatibility and navigability (Beldona, Morrison, & Leary, 2005; Cheng & Yee, 2014; Reibstein, 2002). Many past literatures found out that difficulty, unease and complexity of technology or website very often becomes the barrier for the consumers to adopt internet and directly create negative attitude towards the customers' online purchase intention (Zarrad & Debabi, 2012). Therefore, minimizing physical and mental efforts and maximizing purchase convenience is necessary to inspire the customer to purchase online (Zaidi, Yasmin, Gondal, Rizwan, & Urooj, 2014).

Perceived usefulness is an important dimension that predicts the behavioural intention to purchase online. Research of Kim and Song (2010) explained the perceived usefulness of online stores is greatly depends upon the features of system or technology for example: advance search engines, personal shopping cart,

multilingual, product filter (brand and price) and rewards or miles point redemption service etc. These enable the service providers to attract new consumers or retain existing consumers. In addition to the IT features, e-commerce platform offers different products' details include price, weight and product functions so as to aid the customers in making decision which then driven their choice to purchase online rather than offline (Lim et al., 2016). The relative benefit that related to the perceived usefulness of the website included convenience, cost saving, time saving and extra information accessibility (Zarrad & Debabi, 2012). Hence, most of the consumers usually like to engage themselves with the website that able to smoothen their purchasing performance of service or product (Cheng & Yee, 2014; Chui et al., 2005). In the meantime, if perceived usefulness of the website absence, to some extent might influence consumers' preference and expectation (Lim et al., 2016).

In short, both constructs will be incorporated into current research framework as it has been widely recognized and consistently proven to induce the consumers' online purchase intention in the future. Numerous empirical tests have demonstrated that perceived usefulness has significant influence on the intention to purchase through internet (Davis, Bagozzi, & Warshaw, 1989; Enrique, Carla, Joaquin, & Silvia, 2008; Kim & Song, 2010; Lim et al., 2016; Xie, Zhu, Lu, & Xu, 2011). Following the research of Cheng and Yee (2014), perceived usefulness revealed a positive impact on the online purchase intention among university students. Moreover, perceived ease of use and perceived usefulness were found to influence the purchase intention of students toward the technology (Lau, Cheung, & Lam, 2016). Thus, the first and second hypotheses are formulated to examine the influence of perceived usefulness and perceived ease of use to online purchase intention of travel among youth consumers:

> **H_1: Perceived usefulness has a positive influence on the consumers' online purchase intention of travel products.**
>
> **H_2: Perceived ease of use has a positive influence on the consumers' online purchase intention of travel products.**

2.1.3 Price

Price represents as a critical factor which has always influence consumers in making online purchase decision (Phan & Mai, 2016). Kotler and Armstrong (2010) described price as the amount of monetary value that given in trading for products or services. Besides, price is defined as the actual price or perceived nonmonetary price that affect consumer perception in looking for product information as well as their intention to buy (Jacoby & Olson, 1977; Wang & Chen, 2016). Sometimes, it is also expressed in non-monetary form which refers as the sacrifice or given up of time or effort instead of money to acquire products or services (Dinsmore, Dugan, & Wright, 2015).

Regarding of different consumer perception, products tend to be categorised into high quality and low quality based on price. In the previous study of Etgar and Malhotra stated that consumers most likely think that high price products give higher quality and conversely the low price products have poor quality. That is to say that the consumers would pay more if products and services are guaranteed to be in good quality and meet their expectation (Phan & Mai, 2016). At this point, consumers believe that they will perceive value such as benefit and quality by paying a higher price. In this context, price plays a positive role.

However, on the side of travel industry, travel product with low cost but moderate quality is the key factor that benefited the online travel purchase where it helps the company to gain competitive advantage on the competitors crowded market (Nguyen, 2015). In this case, the travellers seem to be more concerned about price rather than quality. Over the time, dramatic ongoing development of the Internet has led to the maturing and flourishing of online travel industry. Numerous information for instances: price and product features can be retrieved by the outsiders via the access of internet, leading to the constantly rise of consumers' price sensitive and price consciousness toward travel products (Grewal, Krishnan, Baker, & Borin, 1998). Price sensitive refers to what extent the consumers respond to the alteration of the product price whereas price consciousness can be defined as the degree of awareness of the consumers on the actual product cost and preventing purchasing products which considered expensive (Abdullah-Al-

Mamun, Rahman, & Robel, 2014; Lee, 2008). Due to price sensitive and price consciousness, travel products retailers have to apply different pricing strategies in their businesses to generate desired profits. For example, the accommodation (hotel or resort) are adopting room rate structure meanwhile the airline agencies employed low cost strategy by offering low cost flight or special promotion in respond to consumers' demand and sensitivity. After all, lower price associated with the growth of e-commerce considered to be the significant tools that drive the consumers' online travel purchase intention (Amy et al., 2016; Wen, 2009).

In accordance to many other published studies, there were evidence shown that the price has significant relationship with online purchase intention (Delafrooz, Paim, & Khatibi, 2010; Harn, Ali, & Hishamuddin, 2006; Zolkopli et al., 2016). Chen et al. (1998) and Lin et al. (2009) have claimed in their findings regarding the negative relationship between price promotion and purchase intention. This relationship build upon the low purchase intention that arise when the consumer need to pay more to enjoy the promoted product. Additionally, in the study of Kinney, Ridgway, and Monroe (2012) mentioned that price has negative relationship with consumers' purchase intention which means the lower the products price the higher the consumers' purchase intention. Hence, the following hypothesis is proposed:

> **H_3: Price has a negative influence on the consumers' online purchase intention of travel products.**

2.1.4 Website design quality

Website quality comprises of various dimensions and website design quality is considered to be one of them. Website design quality is a success factor of online retailing. The design is essential because it is not only connects the consumers and companies together but also critical in predicting whether the consumers willing to continuously use the website (Kim, Shaw, & Schneider, 2003). Previous study indicated the components of website design quality consist of visual design, informational content design, and navigation design (Ganguly et al., 2010). These

multiple dimensions can be measured using an instrument known as e-TailQ (Tan, Ariff, Zakuan, Sulaiman, & Saman, 2016).

Visual design focused on the aesthetic attractive appearance and the emotional appeal of the website. It is believe as an important key element that represents the brand image of the company which affected consumers' first impression toward them. Cebi (2013) empirically highlighted there are multiple criterions should be pay attention during the website design included proper colour, language and graphic, pictures–text balance, proper use of multimedia, layout, typography, style consistency, colour consistency and organisation. Graphic like picture and dynamic media such as film, animation and sound are always important elements needed to transform the website become more interesting, usable, visual appeal and professional. Besides that, colour design on the website usually is a very subjective matter and not all the people perceived colour in the same way because of their own opinion and interest. So, colour can induce different reaction and emotions among different people. More importantly, complementation and vibrancy of the colour helps to drive mood, attention and decision-making of the website visitor (Kenny, 2009). In the finding of the Wu et al. (2014) affirmed that bright and vibrant colours for example yellow and green can evade the pleasant environment of the website, indirectly triggered consumers' desire to purchase online. The overall criteria from Cebi (2013) boost the website attractiveness and captures the attention of potential consumers to the website at the same time increase their online purchase intention. As a matter of fact, attractive visual stimulation has always associated with overall enjoyment. For this reason, people be likely to put more time and effort to visit a pleasant website than a less pleasant website (Nakarada-kordic & Lobb, 2005).

The most essential element of a high quality website is the content. Content consists of information, features, and services that offered in the website and identified as an alternative interaction method between consumer and retailer (Cyr & Trevor-smith, 2004). Information content design refers to what and how the information being arranged in the website (Ganguly et al., 2010). Both commercial (background of the company and product information) and non-commercial information (geographical location) on the website should be well-

written, true, clear, informative, relevant and up-to-date (Huizingh, 2000). After all, this information needs to organise into proper manner in term of priority, amount and goal which can be emphasised via colour, picture and font size. When the adequate information contents are being well organised, information will lead the consumers effortlessly toward their goal which eventually bring pleasant experience to them. As a result, it is influencing consumers' intention to purchase from the online store as well as retaining their loyalty toward the particular website store (Mithas, Ramasubbu, Krishnan, & Fornell, 2006; Ranganathan & Ganapathy, 2002; Supphellen & Nysveen, 2001).

Navigation refers to navigation bars - a user interface that used to search for the specific information such as word, picture or video; single hyperlinks – graphic, icon or text that direct individuals from one web page to another web page upon clicking and image maps – collection of hypertext links grouped together in a graphic, icon or text (Kim, Chung, & Lee, 2011). Navigation design on the website focuses on enhancement of browsing speed and usage which reduce consumers' browsing effort but increase the search functionality effectiveness. Website design quality has evidence from previous researches described the online purchase intention was positively affected by website design quality (Cyr, 2008; Haesun & Stoel, 2005; Tan et al., 2016; Tan, Ariff, Zakuan, & Sulaiman, 2016). When consumers perceived high satisfaction on the website design quality, they might have higher intention to continuously purchase item online (Tan et al., 2016; Tan et al., 2016). Hence, the following hypothesis is proposed:

> **H_4: Website design quality has a positive influence on the consumers' online purchase intention of travel products.**

2.1.5 Trust

Trust is a widely use multi-dimensional construct that plays a vital role in determining consumer behaviour. In the last few decades, the concept of trust has been study across different contexts such as social psychology, sociology, economics, and marketing (El-Ansary & Roushdy, 2013). There are various

definitions of trust from different researchers. Trust in fact is the tendency of an individual's willingness to belief on another party's behaviour even without protection of second party (Mayer, Davis, & Schoorman, 1995; Pandey & Srivastava, 2016). As stated by Kim, Ferrin, & Rao (2008) in their past study, trust in e-commerce can be explained as the consumers' subjective belief on the vendor who will fulfil and complete the transactional responsibility (Ponte, Carvajal-Trujillo, & Escobar-Rodríguez, 2015). Besides that, Rousseau et al. described trust in 1998 as "a psychological position encompasses the intention to accept sensitivity based upon positive expectations of the intentions of the buyer or buyer's behaviour" (Mohmed, Azizan, & Jali, 2013). Alternatively, trust also occurs when the second party believe the first party's behaviour which is honest and will not take advantage of its vulnerabilities in any situation in the meantime have confident to rely on them during the exchange process (Moorman, Deshpandé, & Zaltman, 1993; Pavlou, 2003; El-Ansary & Roushdy, 2013).

Trust is essential for many businesses interactions especially when modern technology such as internet and e-commerce has become so entrenched in the idea of modern society. It has been proven to have high significance in reducing the possible risk that may be encountered by online consumers. Usually, online shopping is characterised with uncertainty, virtual identity, high risk of being cheat and lack of control, security and privacy that will seriously impact the consumers' participation in the e-commerce vendor (Suwunniponth, 2014). Uncertainty created by people or artefact usually present in most of the economic and social interactions (Blau, 1964; Leeraphong & Mardjo, 2013). During online purchase transaction, consumers tend to easily expose themselves to loss (identity theft and financial fraud) when their private information like contact number, bank account, and email/home address being misused by the website providers. They may share the information to public by selling them to others people and eventually threaten the safety of the consumers.

As a matter of fact, online transaction that built upon the new technologies provides person-to-website interaction rather than person-to-person communication. Due to the minimal physical contact with vendor, most of the consumers were questioning on the reliability of the retailer during the pre and

post-sale service, merchant authentication and non-repudiation of defective product (Kim, & Bensabat, 2003; Leeraphong & Mardjo, 2013). In response to these insincere and undesired behaviour that might arise from the complexity and diversity of online transaction, trust was indicated as an important construct in determining online customers' purchase intention because it helps consumers to reduce uncertainty environment as well as build confidence and favourable feelings towards the online vendor (Blau, 1964; Leeraphong & Mardjo, 2013).

A large stream of literature studies have established evidence of trust as a vital stimulator that facilitate successful exchange process between consumers and retailers (Pavlou, 2003). Researchers from the studies of Jarvenpaa and Tractinsky, Reichheld and Schefter and Rose et al. cited in Iqbal et al. (2012) and Ivan Wen (2009) have noted that absence of trust has become the major barrier that abstain the people from engaging in e-commerce. It is reasonable to argue that trust can increase the willingness of the consumers to purchase online when they believe the retailer will not pursue unethical activity such as unfair pricing, violations of privacy, conveying inaccurate information, unauthorized tracking of transactions, and unauthorized use of credit card and purchase information (Pavlou, 2003). According to the Heijden et al. and Delafrooz et al., trust plays a critical role in affecting the online purchase intention (Meskaran, Ismail, & Shanmugam, 2013). Other than that, numerous studies have also pointed out that trust has direct significant relationship with online buying decision (Balasubramanian, Konana, & Meron, 2003; Gefen & Straub, 2004; Kwek et al., 2011; Yoon, 2002). When the consumers have higher level of trust toward the online retailer, they will more likely to have higher online purchase intention (Thamizhvanan & Xavier, 2013). Thus, the first hypothesis proposed is:

> **H_5: Trust has a positive influence on the consumers' online purchase intention of travel products.**

2.1.6 Perceived Risk

Perceived risk is one of the psychological processes encountered by the consumers during the purchasing of merchandise online (Singh, 2015). It has been integrated in most of the purchase decision making either online or offline (Cox, 1967). Perceived risk has been identified as potential negative or uncertainty outcome faced by the consumer before or during the purchase process of a product or service. Also, it has be defined as "the consumer's subjective expectation of suffering a loss in pursuit of a desired outcome". Baur (1960) was the first researcher to propose the theory of perceived risk that determined unexpected and uncertain consequences that can't be foreseen. Unexpected outcome and uncertainty are associated with the individual's purchase action and some of them unlikely to be pleasant.

The theory of perceived risk reported by Cox (1967) which was derived from the concept of Baur (1960) has clearly viewed that consumers' perception and level of risks could be the influential factors of consumer behaviour during the process by which the consumers are making an important decision. When engaging in an online transaction process, consumers rather to evade undesirable outcome that out of their expectation than maximizing value, because the consumers always carry an optimistic attitude toward the outcome from their purchase experience. To certain extent, they might overlook the risks that confront them, which will then react to it in a positive manner. Under these circumstances, perceived risk theory delivers a comprehensive clarification regarding the consumer behaviour, so that able to give a more in depth understanding in the approaches on perceiving risk as well as prevention of negative consequences when purchase products/services (Kim, Kim, & Leong, 2005).

According to Mitchell (1998), perceived risk has been conceptualised as a multi-dimensional construct. The authors of previous studies have categorised perceived risk into maximum six recognised dimensions. Kim et al., (2008) found three dimensions of perceived risk which specifically important in online context, are financial risk, product risk and information risk (security and privacy risk). Other than that, Park, Kyung, and John (2010) identified two major types of perceived

risk which is behavioural risk (time risk, and psychological risks) and environmental risk (financial risks and security risks). Moreover, the five major categories of risk that crucial for the intention to purchase online, namely functional risk, financial risk, psychological risk, social risk, and physical risk (Jacoby & Kaplan, 1972; Laforet, 2007; Shimp & Bearden, 1982). Meanwhile, the study of Roselius (1971) has introduced time risk as one of the risk that associated with online shopping.

Tan (1999) and Zhou et al. (2007) argued that brick and click store perceived a greater risk than brick and mortar store due to their business nature with no face to face interaction between consumer and retailer (Kim et al., 2005; Rizwan, Umair, Bilal, MueenAkhtar, & Bhatti, 2014). Security risk and privacy risk are two main form of risks naturally present in the online environment (Kwek et al., 2011). When considering the existence of risks, consumers' willingness to adopt of this new market environment is limited despite the attractiveness and benefits of the e-commerce. Privacy risk can be identified as the "potential loss of control over personal information" and security risk described as the threat of a security arises from the improper protection of personal and financial information submitted during online transaction (Putro & Haryanto, 2015; Wright, 2016). In 2001, the finding of Salisbury et al. reported that security and privacy issues involve the expose and abuse of credit card information (Kim et al., 2005). Over the time, the risks will reduce consumers' confidence over e-commerce which eventually influences the trustworthiness, willingness and loyalty of consumer to purchase online.

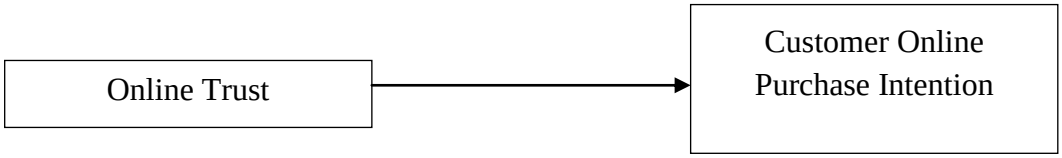
Perceived risk considered as primary obstacle to the future growth of online shopping (Putro & Haryanto, 2015). This construct has a direct association with purchase intention that usually appear to be the indicator of the actual buying decision (Kim et al., 2005; Mitchell, Davies, Moutinho, & Vassos, 1999). Numerous studies have demonstrated negative relationship between perceived risk and purchase intention (Gefen, 2002; Kim et al., 2005; Mitchell et al., 1999; Sweeney, Soutar, & Johnson, 1999; Thorelli, Lim, & Ye, 1988; Dai, Forsythe, & Kwon, 2014). Liang and Huang (1998) insisted that the nature and the degree of risk perceived by the consumers determine their intention to shop online.

Consumer will less likely to purchase online when there is high degree of risk. Therefore, the hypothesis developed is:

H_6: Perceived risk has a negative influence on the consumers' online purchase intention of travel products.

2.2 Review of Relevant Theoretical Models

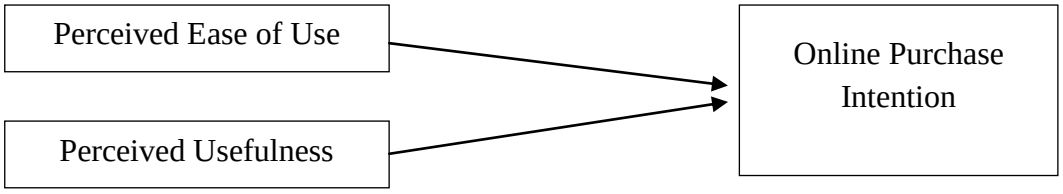
Figure 2.1: Theoretical Models 1



Note. From Kwek, C. L., Lau, T. C., & Tan, H. P. (2010). The Effects of Shopping Orientations, Online Trust and Prior Online Purchase Experience toward Customers' Online Purchase Intention. *International Business Research*, *3*(3), 63–76.

Figure 2.1 is a theoretical framework developed by Kwek, Lau and Tan (2010). This model illustrates the relationship between an independent variables and a dependent variable. The independent variables are online trust whereas the dependent variable is customer online purchase intention. The result of this study determined positive relationship between online trust and customers' online purchase intention.

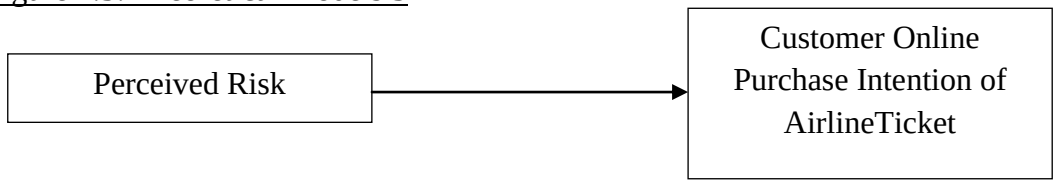
Figure 2.2: Theoretical Models 2



Note. From Cheng, B., & Yee, S. W. (2014). Factors Influencing Consumers' Online Purchase Intention : A Study among University Students in Malaysia. *International Journal of Liberal Arts and Social Science*, *2*(8), 121-133.

Figure 2.2 is a theoretical framework developed by Cheng and Yee (2014). This model illustrates the relationship between two independent variables and a dependent variable. The independent variables are perceived usefulness and perceived ease of use. The dependent variable is consumers' online purchase intention. The hypothesis of this study was shown to have positive relationship between perceived usefulness and perceived ease of use with consumers' online purchase intention.

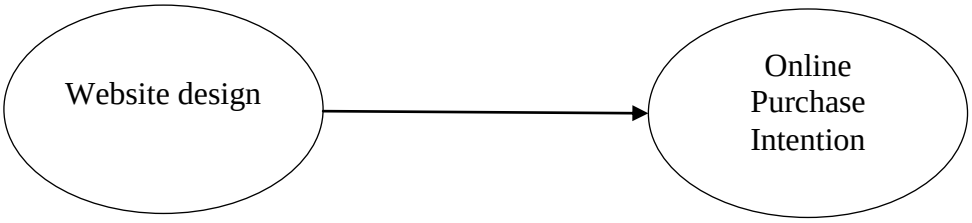
Figure 2.3: Theoretical Models 3



Note. From Kim, L. H., Kim, D. J., & Leong, J. K. (2005). The Effect of Perceived Risk on Purchase Intention in Purchasing Airline Tickets Online. *Journal of Hospitality & Leisure Marketing*, *13*(2), 37–41.

Figure 2.3 is a theoretical framework developed by Kim et al. (2005). This model illustrates the relationship between an independent variables and a dependent variable. The independent variable is perceived risk (performance, financial, time, psychological, security, and social risks) and the dependent variable is customers' online purchase intention of airline ticket. The result of the study found that perceived risk has significant impact on consumers' online purchase intention.

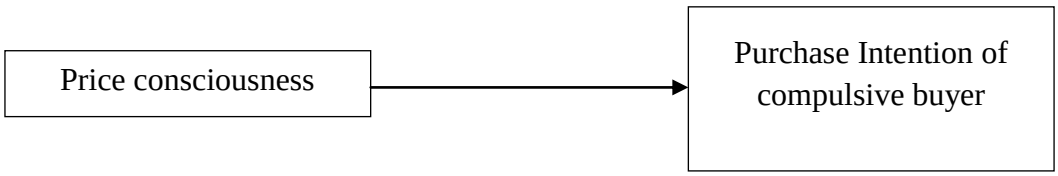
Figure 2.4: Theoretical Models 4



Note. From Tan, S. L., Ariff, M. S., Zakuan, N., & Sulaiman, Z. (2016). Purchase Intention of Malaysia's Young Consumers Assessing Website Quality Affecting Online Purchase Intention of Malaysia's Young Consumers. *American Scientific Publishers*, *8*(10), 836–840.

Figure 2.4 is a theoretical framework developed by Tan et al. (2016). This model illustrates the relationship between an independent variables and a dependent variable. The independent variable is website design while the dependent variable is customers' online purchase intention. The finding of this study indicated the positive relationship between website designs with customers' online purchase intention.

Figure 2.5: Theoretical Models 5

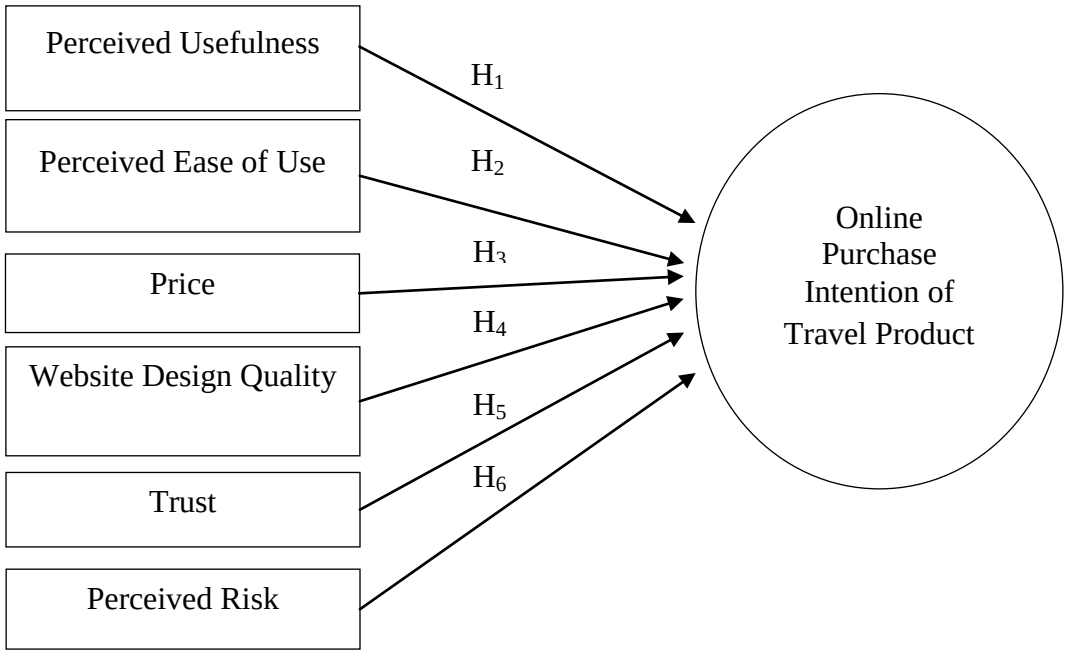


Note. From Kinney, M. K., Ridgway, N. M., & Monroe, K. B. (2012). The Role of Price in the Behavior and Purchase Decisions of Compulsive Buyers. *Journal of Retailing*, *88*(1), 63–71.

Figure 2.5 represent a theoretical framework developed by Kinney, Ridgway, and Monroe (2012). This model illustrates the relationship between an independent variables and a dependent variable. The independent variable is price consciousness while the dependent variable is purchase intention of compulsive buyer. The finding of this study indicated the negative relationship between price consciousness with compulsive buyers' purchase intention. In other words, the lower the product or service price the higher the consumers' purchase intention.

2.3 Proposed Conceptual Framework

Figure 2.6: Proposed Frameworks



Source: Developed for the research

The proposed framework in this study (Figure 2.6) was created after reviewed and modified the pre-existing theoretical model from past researches. It contains a collection of interrelated concept that guiding the entire process of the research study. Figure 2.6 illustrates the relationship between six independent variables and a dependent variable. Independent variables of this research consist of trust, perceived usefulness, perceived ease of use, price, website design quality, and perceived risk whereas the dependent variable refers to the online purchase intention of travel products. The purpose of this study is to identify the relationship of independent variables with dependent variable.

CHAPTER 3

METHODOLOGY

3.0 Introduction

Methodology section provides insight for the reader to better understand which methods will be use in conducting this research, how the data being collect, sorting and evaluate and how the objectives as well as research questions being achieved. This chapter will be divided into multiple subsections: research design, primary and secondary data collection methods, sampling design, research instrument, constructs measurement, data processing and data analysis.

3.1 Research Design

Research design is refer to the "overall plan for connecting the conceptual research problems to the pertinent (and achievable) empirical research" (Mashau & Mutshaeni, 2013). It consists of specific procedures such as data collection and data analysis that facilitate the process in investigating and solving of various marketing research problems, in order to generate maximum information more efficiently with minimal spending of effort, time and money (Mashau & Mutshaeni, 2013). Researcher of this study is allowed to adopt a research design as blueprint for the collection, measurement and analysis of data which then use to measure the six independent variables (trust, perceived usefulness, perceived ease of use, price, website design quality, and perceived risk), to explore the main

influence of each individual variable as well as their association with the dependent variable (online purchase intention of travel products).

Quantitative research is the technique that is adopted in this study. In fact, there are three research project design available, either exploratory, descriptive, explanatory or a combination of these (Saunders, Lewis, & Thornhill, 2012). Descriptive research is used as the design of this research and the details is going to further discussed in subsequent sections.

3.1.1 Quantitative Research

Zikmund, Babin, Carr and Griffin (2013) have described quantitative research as "business research that address research objective through empirical assessments that involve numerical measurement and analysis approaches". Quantitative method is an approach that usually associates with positivism as it is relies on structured data collection technique involving predetermined response categories. The researchers collect quantitative data in the form of numeric, statistic and mathematic via questionnaires, structured interviews or possibly structured observation that comprise of a large amount of respondents (Saunders et al., 2012). Hence, this could help to reduce the cost and time consume in performing the research study.

The main purpose of conducting quantitative research is to determine the relationship between independent variables and dependent or outcome variable within a population. The variables can be measured numerically and analysed using a range of statistical procedures. Examining the relationships between variables allowed the researchers to focus on testing the objective derived from theories deductively (Saunders et al., 2012).

3.1.2 Descriptive Research

Descriptive research are those studies which are concerned about the characteristic of phenomena that include people, event and environment regarding the data needed in this study before data collection process (Saunders et al., 2012). It is a design that free from experimental artificial construct. The information collected is concerning about the current status of phenomena with no attempt to change the environment (Nebeker et al., 2015). At the same time, it provides answer on who, what, when, where and how of the research question (Verónica Rosendo Ríos, 2013). Hence, the researcher in this case adopts the descriptive research design to investigate the antecedents of online travel purchase intention among Malaysian youth consumers.

3.2 Data Collection Method

Data collection represents the fundamental of the research as well as critical step that collect, classify, and categorize the historical or current facts, figures, enumerations and other useful information on the variable of interest (Sridhar, 2010). There are various techniques for instance distributing questionnaire, face-to-face interview, survey and direct observation can be employed by researches to collect data. The data collected enable to answer the major issues and mere assumptions of the study meanwhile evaluate the outcomes. Data has been categorized into two groups which are primary data and secondary data. Primary data are those afresh data that collected first hand by the researcher in response to the research problems whereas secondary data refers to information has already been published in books, newspapers, magazines, journals, online portals etc.

3.2.1 Primary Data

Referred to the empirical studies of Kothari (2004) and Malhotra (2010), the primary data can be described as the fresh, new and first hand original data

collected by the researchers for the purpose to specifically solve the research problem. In other words, primary data are those raw information obtain directly from the research sample whereby do not undergo any format, structure and code. Although the primary data is costly and time consuming, however, the researchers normally choose primary data over secondary data because they are real time data, relatively more accurate, specific and relevant regarding the research topic (Shodhganga, 2011).

Basically, primary data can be gathered via variety of approaches, they are direct observation method, interview method, through questionnaires, surveys method and through schedules (Saunders et al., 2012). The major technique used by present researcher to obtain first hand data is to conduct survey by using online questionnaires. The objective of the survey is to acquire information from the potential consumers (respondents) regarding the factors that will affect their purchase intention toward travel products. Following the literature of Fricker & Schonlau (2002), the key strength of online based survey for the researcher is relatively faster, cheaper, better (wide geographical coverage) and easier (convenience) as compare with conventional modes.

3.2.2 Secondary Data

Secondary data means historical data that already assembled by third party for some another purposes apart from the research purposes such as official statistic, company report, administrative record, account document, newspaper, magazine and book. Over the past decade, the secondary data increase in ease of access with the rapidly development of Internet. There are variety of secondary sources available in the electronic form for the researchers to retrieve through website, disc, database and search engine (Hox & Boeije, 2005). Reviewing the secondary data allow the researcher to gain insight as well as investigate regarding what already exist and what remain to be learned from the study that previously conducted in the specified area of interest (Johnston, 2014).

Secondary data collection seems to be more suitable for the researcher with limited time and expanses. This is due to the advantages of utilizing secondary data for example tremendous time saving because the data is instant available since they were published and collected in the earlier study and relatively low cost. Most of the secondary data that used as the basis to create literature review and theoretical framework are generally acquired from the search engine like Google and online database such as Scopus, Science Direct, ProQuest, EBSCOhost and JSTOR etc. During the research conduct, secondary data not only shaping their scope and direction but also offer suitable and relevant information to resolve the questions being investigated in addition to address objectives (Saunders et al., 2012).

3.3 Sampling Design

Sampling describes a series of procedures in selecting a subset of individuals that fairly represent the population as a whole with similar characteristic. It permits the researchers to draw an inference about a population based on a sample (Zikmund, 2003). Sample is essential but there is impractical for the researchers to gather, analyse and interpret every potential information of research questions and objectives due to time constraint, cost constraint and often access. In the meantime, sample has proven to have higher accuracy than a census (Saunders et al., 2012). Sampling design is the framework that serves as the fundamental of choosing survey sample. It allowed the researcher to define the target population, sampling location, sampling frame, sampling elements, sampling size and sampling techniques.

3.3.1 Target Population

Population also known as universal is a specific and complete group which included people, events or things that conform to a set of specification and comprises information for the purpose to generalise the study findings. In addition,

carefully defined target population is essential to ensure a proper and correct sources of data collection (Zikmund, Babin, Carr, & Griffin, 2009). The target population of present study is focused on youth consumers who age between 18-40, residing in Malaysia and has experienced on purchasing item especially travel products through online store (Nore, 2015). Although National Youth Development Policy of Malaysia defined youth as people aged between 15 and 40, however, according to Lenhart (2013), parent consent is always required in surveying youth under the age of 18 and this increase the research budget. Thus, this study will only conduct survey on youth age between 18- 40. Additionally, there are no restrictions on particular online store and consumers' gender and ethnic.

3.3.2 Sampling Frame and Sampling Location

A group or cluster of items/materials which represent the target population is called sampling frame meanwhile the place where the target population can be found is known as sampling location (Zikmund et al., 2009). In this study, the target respondents are 300 youth consumers that buy from online shopping and they are all from Malaysia without specifically belong to any company or state within Malaysia.

3.3.3 Sampling Element

Sampling element is a single unit or case that chosen from a population. The sample elements involved in this study are Malaysian youth consumers who are above 18 years old and able to respond the questionnaire independently which can make their own purchasing decision and have prior online shopping experience. This can improve the accuracy of respond from the participants.

3.3.4 Sampling Technique

There are two different categories of sampling methods, that is probability sampling and non-probability sampling (Saunders et al., 2012). Popular probability designs including simple random sampling, stratified random sampling, cluster sampling, systematic random sampling, cluster sampling and multi-stage sampling, there are equal and known opportunity for every respondent being selected from the population to participate the survey. As for non-probability sampling design, consist of convenience sampling, judgmental sampling, quota sampling and snowball sampling, every respondent have unknown probability for being chosen from the population to participate the survey (Saunders et al., 2012).

Both judgmental sampling and quota sampling will be adopted by current researcher to test the association between dependent variable and the independent variables. Under judgement sampling, a group of respondents are selected deliberately by the researcher according to their own judgment regarding the sample characteristics that suitable for this study (Zikmund et al., 2009). Such technique is considered as cheap and effective where it allowed the researchers to obtain a representative sample from whole population within a shorter time frame. As for quota sampling, is to ensure the assembled respondents from entire population fulfil the quota criteria which means the sample chosen are assumed to proportionally represent the whole population being studied with respect to known characteristics, traits or focused phenomenon. This type of method is relatively convenience and cheap (Kothari, 2004).

3.3.5 Sampling Size

Sample size is the number of units or observation that selected from the population being studied (Zikmund, 2003). It is an essential element in a statistic concept of a research study as a proper sample size can influence the significance of the finding in term of calculation, evaluation and judgment. It has been suggested by Roscoe (1975) that the most appropriate sample size for most behavioural research based on an analysis of acceptable confidence level is

between 30 and 500. Comrey and Lee (1992) believed that 300 respondents are optimum size to reflect the size of the entire population. Whilst, Hair et al. (2010) indicated 200 sample sizes are sufficient for any acceptable statistical data analysis. Thus, the sample size of 300 respondents is expected in this study to lower the likely error in generalising to the population and increase the accuracy of result. This sample happens to be just enough to achieve the objectives yet do not cause any resources or time waste in the meantime also can enhance the accuracy of the result (Kothari, 2004).

3.4 Research Instrument

Research instrument is data collection devices that designed to retrieve specific information from the target participants needed for the particular topic of interest. Depend on the nature of the research, there are various type of instruments can be applied in research for example, interview, questionnaire, focus group discussion and direct observation etc. Questionnaire is a commonly used method in the descriptive and explanatory research and therefore it has been adopted in this study as research instrument for the purpose to obtain precise data to answer research questions and achieve research objectives (Saunders et al., 2012). Questionnaire consists of a range of questions relating to the research topic that developed either in printed or electronic form and then will be sent to the target respondents with a request to answer the question in the predetermined order (Kothari, 2004). As for this study, the survey questionnaires will be shared through online using social media such as Facebook, WhatApps and E-mail etc. to respondents who fulfil the sample characteristics. In fact, online questionnaire will be more convenience, cheaper, more efficient, no interviewer bias and no geographical barrier when compare to the other research instruments. So, the researchers would able to gather adequate amount of data that needed for the analysis under limited time and limited cost.

3.4.1 Questionnaire Design

The questionnaires were created with both open and close-ended questions. Open-ended questions give chance to the respondents to answer the questions in their own way whereas the close-ended question offered specific limited options (multiple choices) for the respondents to answer. In the prepared questionnaire, most of the questions are closed-ended questions but only one open-ended question because close questions are easier to be analysed and interpreted by Statistical Package of Social Science (SPSS) where they contained fix number or value which can be transform into statistical form (Reja, Manfreda, & Hlebec, 2003).

The questionnaire used English as the predominant language and separated into four sections, namely Section A, B, C and D (see Appendix A). Section A consists of general information of respondents in relation to their online purchase experiences and behaviour. For section B, it is asking the demographic profile of respondents including gender, age, personal monthly income, marital status, occupation and educational level. Section C was designed to extract the information in relation to the independent variables including perceived usefulness, perceived ease of use, price, website design quality, trust and perceived risk. The items in each construct are 5, 5, 6, 8, 7, 7 respectively, given a total 38 items. Finally, section D contains questions associated with measurement of the dependent variable.

According to Zikmund et al. (2009), a good questionnaire is depend on the layout, format, wording, sequence and phrasing of the question. Apart from that, researchers strongly believed that the accuracy of the online survey can be enhancing when the questionnaire used is simple, understandable, unbiased and unambiguous. Otherwise, the respondents might be demotivated to answer the questionnaire when it is too lengthy and difficult to understand. Consequently, the researchers have higher chance of receiving biased answers.

3.4.2 Pilot Test

Pilot testing is the preliminary studies conduct prior the full scale of survey operation. This test verified the feasibility of an approach that later on will be conducted in larger scale (Leon, Davis, & Kraemer, 2012). Basically, pilot test can be considered as the small trial run for the questionnaire, enabling a group of people to make comment and suggestion on the grammar mistake, typing error, wording, complexity and layout etc. of the questions. Then, the researchers will able to assess content validity and reliability as well as the representativeness and suitability of the question once the amendment done. Consequently, the data collected will enable the researchers to obtain desired outcome (Saunders et al., 2012).

Based on study of Lackey and Wingate (1998), 10% of the sample size is considered to be acceptable to enrol pilot test. Whilst, Baker (1994) suggested 10% to 20 % of the target respondents is sufficient to carry out a pilot test. Hence, self-completed questionnaires in the electronic form were randomly distributed to 30 respondents to pre-test research instrument of this study.

All 30 questionnaires were collected within one week and there is no mistake identified by the respondents, hence no rectification is necessary. Thereafter, the data are used to test for the internal consistency reliability, Cronbach‘s Alpha. The results are tabulated in Table 3.1 and all the components shows to have Cronbach’s Alpha greater than 0.7 which indicated that the items from the scales have reasonable internal consistency reliability.

Table 3.1: Cronbach's Alpha for Pilot Test

Construct	Variables	Cronbach's Alpha	Items
Perceived Usefulness	Independent Variables	0.731	5
Perceived Ease of Use		0.845	5
Price		0.826	6
Website Design Quality		0.836	8
Trust		0.825	7
Perceived Risk		0.710	7
Online Purchase Intention	Dependent Variables	0.926	5

Source: Developed for the research.

3.5 Construct Measurement

3.5.1 Measurement of Scale

The level of measurement refers to the bonding among the numerical values or magnitude that is assigned to the characteristics for a variable (William, 2006). Appropriate scale of measurement selected for a study is very important for subsequent data interpretation, categorization and analysis from the variable. In 1964, the study proposed by Stevens (1964) claimed the four commonly used measurement scales are nominal, ordinal, interval and ratio. Three of them (nominal, ordinal and interval) were used to measure the constructs in current research.

In the questionnaire, nominal scale and ordinal scale both apply in section A and B which consists of general information and demographic profile of the respondents respectively. Nominal scale refers to the values that do not have any magnitude but only use to classification and identification. It is used for variable

such as gender, marital status, educational level and occupation etc. As for ranking scale, it is also known as ordinal scale that arranges the data in ordered for instance, age and personal monthly income etc. Interval scales namely 5-point Likert scale will be applied in a list of questions within section C and D in order to record the responses related to predictor variables and response variable from each participant. Five-Likert scale provide five responses alternative ranging from one extreme to another, such as “Strongly Disagree” to “Strongly Agree” (Zikmund et al., 2009). It is shown as Table 3.2 below.

Table 3.2: 5-point Likert scale

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

3.5.2 Origin of Construct

Questions in section A and section B of the questionnaire were self-developed by the researcher while the measurement items of constructs in section C and section D were adopted and modified from different past literature researches. Each construct and sample measurement item is shown as tables below:

Table 3.3: Perceived Usefulness Construct and Sample Measurement Items

Construct	Sample Measurement Item	Sources
Perceived Usefulness (PU) (5 Items)	The content or information on the travel website is useful for buying the products or services that it sells or markets.	Chen and Barnes (2007)
	The online information on the travel website facilitates decision-making processes.	
	Travel website is easy and functional for purchasing online.	
	Travel website can enhance my shopping effectiveness.	
	Travel website makes shopping less time consuming.	Lim and Ting (2014)

Table 3.4: Perceived Ease of Use Construct and Sample Measurement Items

Construct	Sample Measurement Item	Sources
Perceived Ease of Use (PEOU) (5 Items)	Travel website is easy to learn.	Lim and Ting (2014)
	Travel website is easy to use.	
	Travel website does not require a lot of mental effort.	
	Travel website transactions are hassle free.	
	Travel website is easy to navigate.	

Table 3.5: Price Construct and Sample Measurement Items

Construct	Sample Measurement Item	Sources
Price (P) (6 Items)	I think price is my first consideration when I am going to buy travel product.	Phan & Mai (2016)
	I compare prices of many travel products before buying a product.	
	I tend to buy the lowest-priced travel product that will fit my needs.	Pi, Liao, Liu, and Lee (2011)
	I look for the more discount product available when buying a product.	
	I am sensitive to differences in prices of travel product.	
	I am willing to make an extra effort to find a low price for travel product.	

Table 3.6: Website Design Quality Construct and Sample Measurement Items

Construct	Sample Measurement Item	Sources
Website Design Quality (WD) (8 Items)	I like the look and feel of the travel website.	Montoya-Weiss and Grewal (2003)
	Travel website is an attractive website.	
	I like the graphics on the travel website.	
	It is easy to find what I am looking for on the travel website.	
	Travel website provides a clear directory of products and services.	
	Travel website offers a logical layout that is easy to follow.	
	Information on the travel website is accurate.	
	Information on the travel website is up-to-date.	

Table 3.7: Trust Construct and Sample Measurement Items

Construct	Sample Measurement Item	Sources
Trust (T) (7 Items)	Travel website is trustworthy and honest.	Chen and Barnes (2007)
	Travel website is reliable.	
	The information on the travel website is plentiful and of sufficient quality.	
	This web site wants to keep promises and obligations.	
	The infrastructure of the travel website is dependable.	
	The web site offers secure personal privacy.	
	The performance of this web site meets my expectations	

Table 3.8: Perceived Risk Construct and Sample Measurement Items

Construct	Sample Measurement Item	Sources
Perceived Risk (PR) (7 Items)	This travel website will protect my private information.	Masoud (2013)
	I might not receive the product ordered online.	
	I might not get what I ordered through online shopping.	
	It is hard to judge the quality of product over Internet.	
	I can’t touch and examine the actual product.	
	It is risky to purchase products by the mere sight of ads and images.	Kim, Lee, and Ki (2004)
	It is difficult to get a refund or obtain customer service with online-purchased products.	

Table 3.9: Online Purchase Intention Construct and Sample Measurement Items

Construct	Sample Measurement Item	Sources
Online Purchase Intention (OPI) (5 Items)	I like to purchase travel products online.	Singh (2015)
	I will recommend others to purchase travel product online.	
	I will purchase travel products through internet in the near future.	
	I intend to continue purchase travel products online.	Lim and Ting (2014)
	I intend to increase the using of travel website.	

Source: Developed for the research.

3.6 Data Processing

Date processing is the phase whereby the quantitative data assembly from the respondents will undergo a series of procedures to convert into information content which can be easily understood and control by the researcher. The processing steps in this study are concerned with the questionnaire checking plus editing, coding, transcription and cleaning of research data. As result, reliability, validity and quality of the findings can be improved significantly.

3.6.1 Questionnaire Checking

Researchers typically start the processing of data with questionnaire checking. Questionnaire checking involves the revise of the questions relevance and appropriateness as well as the quality of interviewing or completion of questionnaire. When the questionnaires are prepared, there is necessary for the researchers to conduct pilot testing for quality enhancement via question evaluation and error determination. The researcher needs to make sure there are no common errors like leading question, double-barrier question and confusing question, in order to ensure the respondents have ability to understand and

complete the questionnaires properly. Based on the answers filled by the respondents, the researchers can attempt to detect the weakness of the questionnaires and go through editing to overcome the identified issues.

3.6.2 Data Editing

Online survey often generates data that containing error and bias due to the absence of interviewer who can control the situation. For example, the respondent might leave blank on certain question, becoming missing value or the answer from respondent contradicts the earlier response. Hence, this data editing process will be carried out to review and examine the data omissions, reliability, and legibility in order to turn them become more complete, understandable, consistent and precise that ready for the subsequent steps which is coding and transfer to storage (Zikmund et al., 2009).

3.6.3 Data Coding

Coding is explained as the "process of assigning numerical scores or classifying symbols to previously edited data" (Zikmund et al., 2009). Data coded with numerical symbols allows the researchers to analyse and interpret the data more efficiently and effectively because the data is more easily to transfer to computer as well as easier to measure and compare.

Numerical symbols are often used as code for both quantitative and qualitative data. In first section of the questionnaire, the variables will carry out the coding process for example, the "yes" was coded as "1", "no" was coded as "2" and others were coded with their appropriate code. Meanwhile, all variables (gender, age, monthly income, marital status, educational level, occupation) in section B, for instance, the gender group will be assigned "1" as female and "2" as male whilst the marital status was coded single as "1", married as "2", divorced as "3", widowed as "4" and so on. For section C and D, five different rating scales are used whereby number from one to five are assigned respectively to each scale from,

for example “strongly disagree” = 1, “disagree” = 2, “neutral” = 3, “agree” = 4, and “strongly agree” = 5.

3.6.4 Data Transcription

Data transcription is the activity where the researchers can transfer the coded data from the questionnaire to SPSS (Zikmund et al., 2009).

3.6.5 Data Cleaning

Lastly, data cleaning will be carried out to identify and eliminate those data which are inconsistent, incomplete, invalid and out of range (Natarajan, Li, & Koronios, 2010). Correcting those errors not only improve the data quality but also minimise the negative impact toward the research findings. Despite the data have been edited during previous steps; however, in this stage, the mistake or missing value that overlooked will be detected by computer software, SPSS that believe to have higher reliability and accuracy.

3.7 Data Analysis

Subsequently, data analysis will be conducted to summarize and convert the accumulated data to a manageable size and meaningful information (Zikmund, 2003). It is a process which carries out to evaluate and interpret the research findings with goal of addressing the research aims and hypotheses. In this study, the data gathered will be investigated using SPSS software version 22. Several analysis procedures comprise of descriptive analysis (frequency analysis), reliability analysis, normality analysis, inferential analysis (Pearson correlation analysis and multiple linear regression analysis) (Malhotra, 2007).

3.7.1 Descriptive Analysis

Descriptive analysis has been described as "the elementary transformation of data in a way that describes the basic characteristics such as central tendency, distribution and variability" Zikmund et al., (2009) whereas Kothari (2004) indicated descriptive analysis "is largely the study of distributions of one variable". Two aspects of statistical measurements: (1) central tendency and; (2) dispersion provide descriptive information to the researchers, enable them to summarise and describe the characteristic of the sample of interest (Saunders et al., 2012). Apart from that, descriptive analysis not only simplified the data to become more understandable but also compare the current data with historical data to see the differences among them and determine how the current data contribute to the researches (Zikmund, 2003).

3.7.1.1 Frequency Analysis

Frequency analysis is a statistical approach may use table, bar chart, histogram, pictogram, polygon and pie chart to display, summarise and organise the values collected from the questionnaire (Zikmund et al., 2009). This common approach will provide an easily understandable interpretation of interested statistical information to the researchers. On the other hand, it also shows the spread of the each variable across the entire scale and present through frequency distribution (Manikandan, 2011; Saunders et al., 2012). The highest or lowest distribution together with number of occurrence of the each respondent's demographic variables and general information will be summarised, organised and presented in a table as well as reported in percentage forms. In this study, frequency analysis will be carried out to rearrange, order, and manipulate the data from Section A and Section B.

3.7.2 Reliability Analysis

Reliability analysis is one that determines the degree of consistency, validity and repeatability of the measurement in the questionnaire after repeated testing conduct. Results are believed to have reliability if the data is free from measurements error and also if the participants give consistent score over the questions. Internal consistency reliability is one of the three common methods to determine reliability (Saunders et al., 2012). It can be assessed when two or more items are viewed as measuring of the underlying construct because it's main function is to measure the homogeneity of the items under the same construct (Leech, Barrett, & Morgan, 2011).

Cronbach Alpha is a most frequently used assessment tool developed by Lee Cronbach in 1951 to measure the internal consistency reliability through determining of the positive correlation among the items. The resulting α coefficient can be expressed from 0 (no reliability) to 1 (complete reliability) (Saunders et al., 2012). Principally, if the items in the construct are interrelated, the α coefficient value will increased and this mean the internal consistency result will increased too. However, Leech et al. (2011) have revealed if α coefficient is too high, somehow indicated there are redundant questions asking the similar things about the same construct.

As illustrated in Table 3.10, the minimum acceptable α coefficient value for Cronbach‘s Alpha usually is 0.7 or higher. Lower than 0.6 means the internal consistency is poor.

Table 3.10: Rule of Thumb of Cronbach's Alpha Coefficient Value

Alpha (α) coefficient value	**Strength of Association**
0.8 to < 0.9	Very Good
0.7 to < 0.8	Good
0.6 to < 0.7	Moderate
Below 0.6	Poor

Note. From Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2009). *Business Research Methods* (8th ed.). USA, Ohio: South-Western Cengage Learning.

3.7.3 Normality

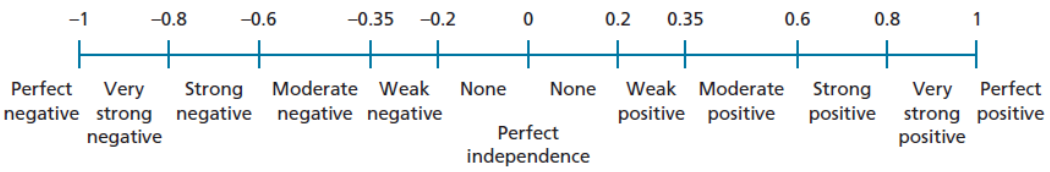
Many of the inferential statistical procedures for instances, multiple regression analysis or Pearson's correlation coefficient require the checking of normality assumption. This normality assumption indicates that the numerical data set in the sample are drawn from normally distributed populations. In other word means that the data values collected for each quantitative variables form a symmetrical bell-shape curve by grouping around the variable's mean (Saunders et al., 2012). When this assumption is violated, inference has no longer been reliable or valid. Graphical and numerical methods are two approaches use to explore the assumption of normality. Graphical method includes stem and leaf plot, histogram and boxplot etc. usually provide a visual assessment to the distribution of the random variables. As for numerical method a.k.a. normality tests namely, skewness and kurtosis are supplementary to the graphical method (Coakes, 2013). For this research paper, skewness and kurtosis will be conducted to test the normality. Skewness (balance of distribution) and kurtosis (peakedness and flatness of distribution) describe the shape of any distribution (Hair, Black, Babin, & Anderson, 2010). The acceptable range value of the skewness is ±3 and the range value of kurtosis is ±10 (Kline, 2005).

3.7.4 Inferential Analysis

3.7.4.1 Pearson's Correlation Coefficient

Pearson's correlation coefficient is a statistical test that quantifies the strength and direction of a linear relationship between two variables X and Y of interest (Ratner, 2009). In this study, the variables of interest include perceived usefulness, perceived ease of use, price, website design quality, trust, perceived risk and online purchase intention of travel products. The Pearson's correlation coefficient denoted by *r* has coefficient value for continuous (interval level) data range from +1 to1. When *r*= +1 is said to have perfect positive correlation (perfect straight line with positive slope) whereas the *r*= -1 imply that there is a perfect negative correlation (perfect straight line with negative slope). As for the other values that within +1 and -1, they represent weaker positive and negative correlations. In addition, there are perfectly independent among the variables are determined if the coefficient value shows to be approximately zero (Saunders et al., 2012). Hair, Money, Samouel and Page (2007) mentioned the increase in the coefficient value means there is a greater association between two variables. At the same time, the scatter of points will be closer when plotted to make into a straight line. The rule of thumb of correlation coefficient is shown at Figure 3.1.

Figure 3.1: Values of the correlation coefficient



Note. From Saunders, M., Lewis, P., & Thornhill, A. (2012). *Research methods for business students* (6th ed.). United Kingdom, England: Pearson Education Limited.

3.7.4.2 Multiple Regressions Analysis

Multiple regression analysis attempts to explain the association between two or more explanatory variables and a response variable. Researchers can predict the variability of a single interval scale dependent variable (Y) based on its covariance with all the independent variables (X) by matching a linear equation to the data (Kothari, 2004; Zikmund, 2003). The multiple regression equation that adopted to evaluate the relative impact of the six explanatory variables (perceived usefulness, perceived ease of use, price, website design quality, trust and perceived risk) on the response variable (online purchase intention) is as following (Alexopoulos, 2010):

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_n X_n$$

Y = Response variable

X = Explanatory variables(s)

β_0= Regression Constants Value (Y intercept)

β = Beta Regression Coefficient Value (Slope)

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.0 Introduction

Chapter four provide analysis and finding on the research data which collected from online questionnaire created in Google form. The data collected from the respondents will be used to answer several research questions of this study. Basically, there are four sections in the questionnaire: descriptive analysis, reliability analysis, normality analysis and inferential analysis. SPSS is the statistical tool used to analyse the data collected meanwhile tables and charts were presented for easy understanding and interpretation.

4.1 Response Rate

Researcher has distributed three hundreds set of questionnaires to eligible participants who age between 18 - 40 years old via online. There were only 276 set of questionnaire (92%) collected from the respondents. Table 4.1 summarised the rate of return of questionnaires.

Table 4.1: Rate of Return of Questionnaires

Questionnaires Distributed	300
Total Response	276
Total Response Rate (%)	92

Source: Developed for the research

4.2 Descriptive Analysis

In this section, descriptive analysis determined the basic features of data and summarised the data set in term of frequency distribution and percentage distribution of 276 respondents' general information and demographic profile together with simple charts and tables.

4.2.1 General Information

Table 4.2: Summarized of Respondents' General Information

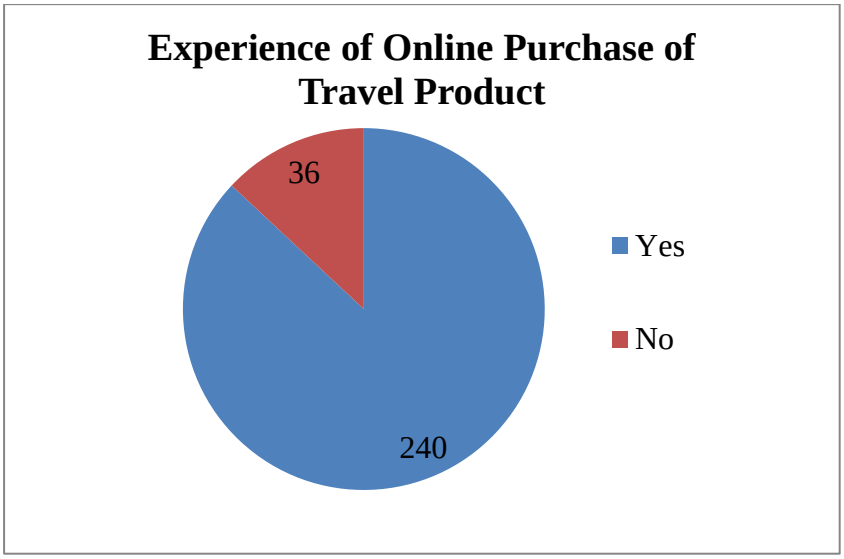
General Information	Categories	Frequency	Percentage (%)
Experience of Online Purchase of Travel Products	Yes	240	87
	No	36	13
Intention to Purchase Travel Products Online in Future	Yes	25	69.4
	No	11	30.6
Duration of Online Purchase	Less than 3 Months	43	17.9
	3 - 7 Months	45	18.8
	8 - 12 Months	44	18.3

General Information	Categories	Frequency	Percentage (%)
	2 - 3 Years	54	22.5
	4 - 5 Years	22	9.2
	More than 5 Years	32	13.3
Internet Access	At home	147	61.3
	At work	21	8.8
	At school	14	5.8
	Anywhere via mobile	58	24.2
Travel Products That Purchased Online	Flight Ticket	170	70.8
	Accommodation	163	67.9
	Car Rental	77	32.1
	Travel Accessories	103	42.9
Frequency of Purchase Online During Last 12 Months	1 - 2 times	135	56.3
	3 - 4 times	69	28.7
	5 - 6 times	19	7.9
	7 times and above	17	7.1

Source: Developed for the research

4.2.1.1 Experience of Online Purchase of Travel Product

Figure 4.1: Pie Chart on Respondents' Online Purchase Experience of Travel Product

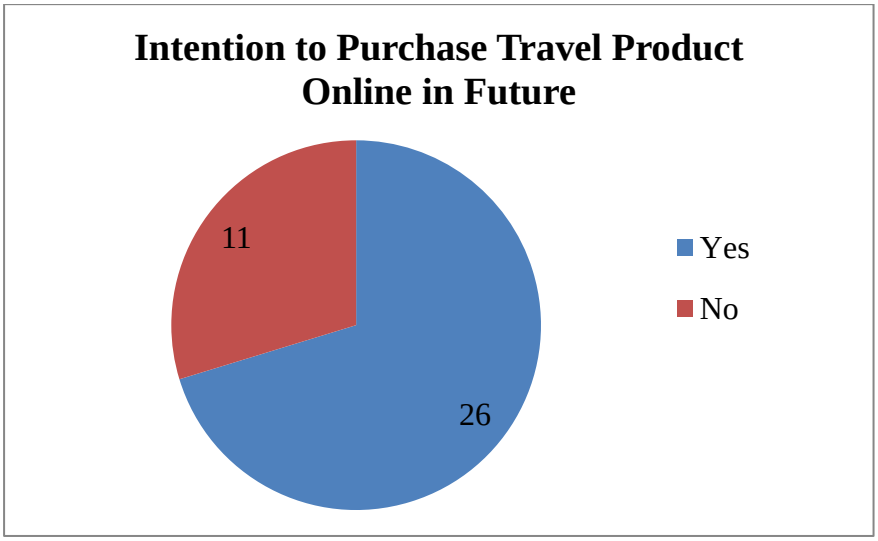


Source: Developed for the research

According to Table 4.2 and Figure 4.1, most of the respondents have experience to purchase travel products online, which consist of 240 respondents (87%); while there were only 36 respondents (13%) have no experience to purchase travel products online.

4.2.1.2 Intention to Purchase Travel Product Online in Future

Figure 4.2: Pie Chart on Respondents' Intention to Purchase Travel Product Online in Future

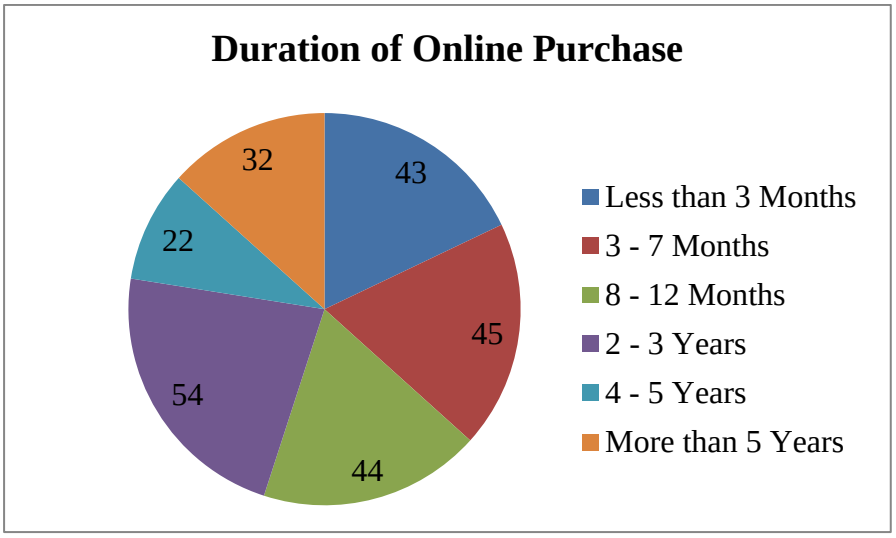


Source: Developed for the research

Respondents who answered "No" in QA1 will be instructed to answer this question. As presented in both Table 4.2 and Figure 4.2, there were a total 36 respondents who had answered this question in which 25 respondents (69.4%) have intention to purchase travel products online in future and 11 respondents (30.6%) have no intention to purchase travel products online in future.

4.2.1.3 Duration of Online Purchase

Figure 4.3: Pie Chart on the Duration of Online Purchase

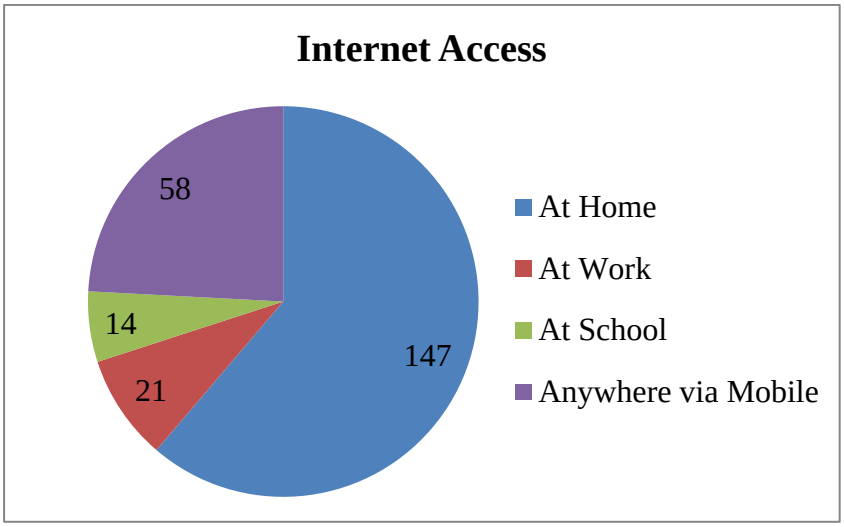


Source: Developed for the research

Only the respondents who answered "Yes" in QA1 will be instructed to answer this question. Hence, there were a total of 240 participants responded to this question. As Table 4.2 and Figure 4.3 shows, majority of the respondents (54 respondents; 22.5%) who participated in the survey have purchase online for the duration of 2-3 years. Then, followed by 45 respondents (18.8%), 44 respondents (18.3%) and 43 respondents who have used online shopping for 3- 7 months, less than 3 months and 8- 12 months respectively. Moreover, there were 32 respondents (13.3%) used online shopping for more than 5 years and eventually only 22 respondents have used online shopping for 4-5 years.

4.2.1.4 Internet Access

Figure 4.4: Pie Chart on the Type of Internet Access Used by Respondents

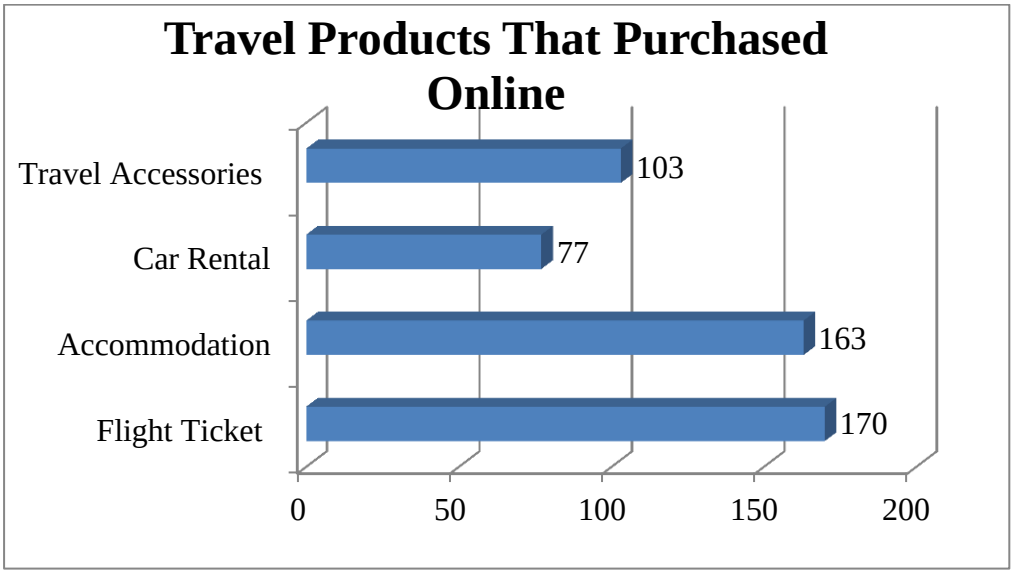


Source: Developed for the research

Only the respondents who answered "Yes" in QA1 will be instructed to answer this question. Hence, there were a total of 240 participants responded to this question. As shown in both Table 4.2 and Figure 4.4, it was found that most of the respondents which consisted of 147 respondents (61.3%) prefer to access their internet at home. While, there were 58 respondents (24.2%) access their internet anywhere via mobile. Eventually, only 21 respondents (8.8%) access their internet at work and 14 respondents (5.8%) access their internet at school.

4.2.1.5 Travel Products That Purchased Online

Figure 4.5: Bar Chart on Travel Products That Purchased Online by Respondents

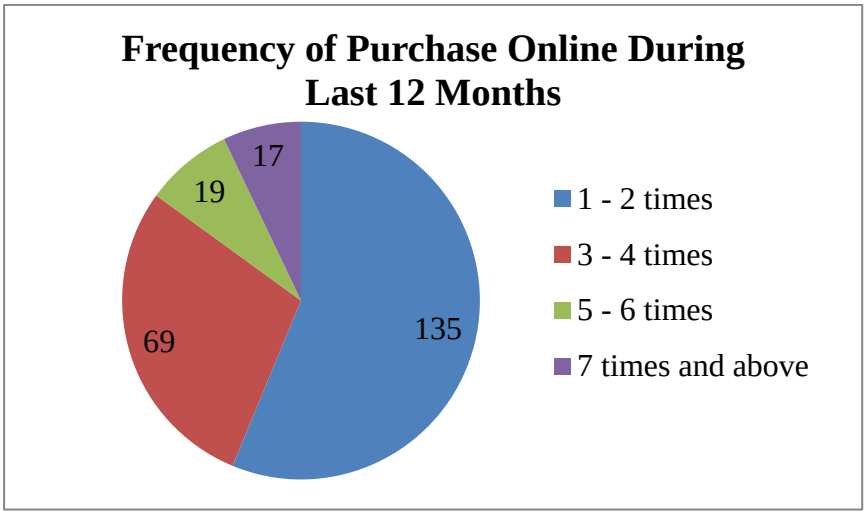


Source: Developed for the research

Only the respondents who answered "Yes" in QA1 will be instructed to answer this question. Hence, there were a total of 240 participants responded to this question and they were allowed to select more than 1 options. Based on the Table 4.2 and Figure 4.5, it shows that flight ticket is the most general travel product that youth respondents (170 respondents; 70.8%) have been purchased online and then followed by online reservation of accommodation by 163 or 67.9% of respondents. Furthermore, travel accessories are the third most commonly online purchased travel product, which consist of 103 or 42.9% respondents. Other travel products which respondents often buy online include car rental, has only ordered by 77 respondents (32.1%).

4.2.1.6 Frequency of Purchase Online During Last 12 Months

Figure 4.6: Pie Chart on Frequency of Purchase Online During Last 12 Months



Source: Developed for the research

Only the respondents who answered "Yes" in QA1 will be instructed to answer this question. Hence, there were a total of 240 participants responded to this question. Table 4.2 and Figure 4.6 demonstrated that 56.3 % respondents (135 respondents) have purchased product online for about 1- 2 times during the past 12 months. Subsequently, there were 28.7% respondents (69 respondents) purchased online for about 3- 4 times during the past 12 months. Meanwhile, only a small portions of respondents have used internet to purchase product for about 5- 6 times (19 respondents; 7.9%) or 7 times and above (17 respondents; 7.1%).

4.2.2 Respondents' Demographic Profile

Table 4.3: Summarized of Respondents' Demographic Profile

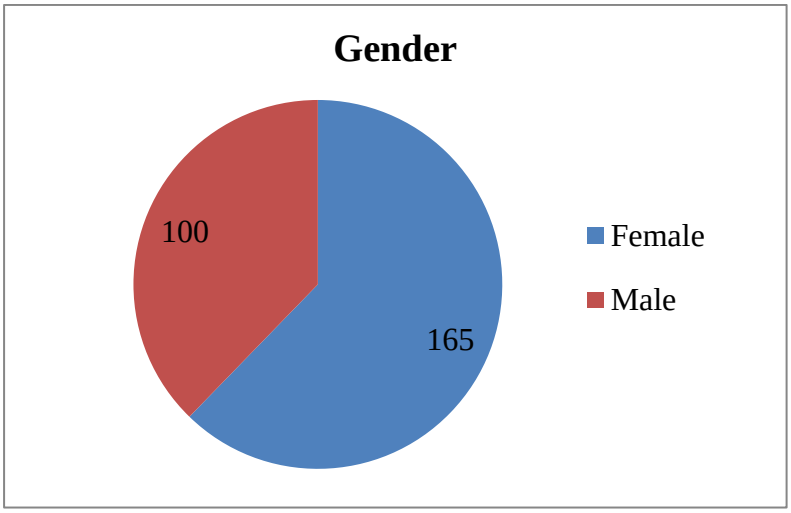
Demographic Factors	Categories	Frequency	Percentage (%)
Gender	Female	165	62.3
	Male	100	37.7
Age	Below 18 years old	0	0
	18 - 22 years old	83	31.3
	23 - 27 years old	98	37
	28 - 32 years old	53	20
	33 - 37 years old	21	7.9
	38 - 40 years old	10	3.8
	Above 40 years old	0	0
Marital Status	Single	221	83.4
	Married	41	15.5
	Divorced	3	1.1
	Widowed	0	0
Education Level	UPSR	2	0.8
	PT3/PMR/SPM/O Level	29	10.9
	STPM/ A Level	27	10.2
	Diploma	45	17
	Undergraduate	125	47.2
	Postgraduate	18	6.8
	Professional Certificates	19	7.2
Occupation	Unemployed	10	3.8
	Student	85	32.1
	Freelancer	18	6.8
	Protective Services	2	0.8
	Healthcare Support	18	6.8
	Sale and Related Occupation	18	6.8
	Engineering and Related Technical	19	7.2
	Legal Support	7	2.6

Demographic Factors	Categories	Frequency	Percentage (%)
	Business and Financial Operation	16	6
	Management	9	3.4
	Office and Administrative	27	10.2
	Education and Training	9	3.4
	Computer/Information Technology	12	4.5
	Farming, Fishing and Forestry	2	0.8
	Art and Design	10	3.8
	Community and Social Services	0	0
	Personal Care and Service	3	1.1
Personal Monthly Income Level	RM 1000 and below	91	34.3
	RM 1001 – RM 2000	14	5.3
	RM 2001 – RM 3000	41	15.5
	RM 3001 – RM 4000	51	19.2
	RM 4001 – RM 5000	24	9.1
	Above RM 5000	44	16.6

Source: Developed for the research

4.2.2.1 Gender

Figure 4.7: Pie Chart on Respondents' Gender

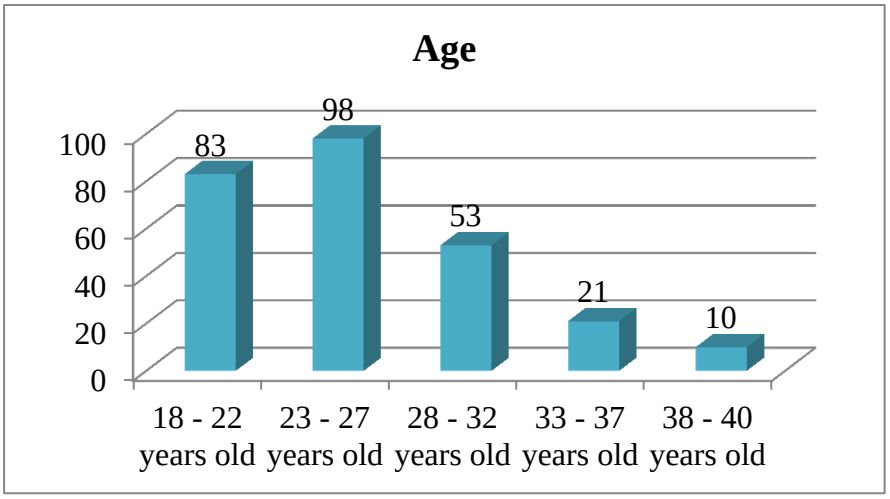


Source: Developed for the research

Based on the Table 4.3 and Figure 4.7, majority of the respondents participated in the survey were female, which comprised of 165 respondents (62.3%) while male constituted 100 respondents which represent 37.7% of entire sample size.

4.2.2.2 Age

Figure 4.8: Bar Chart on Respondents' Age

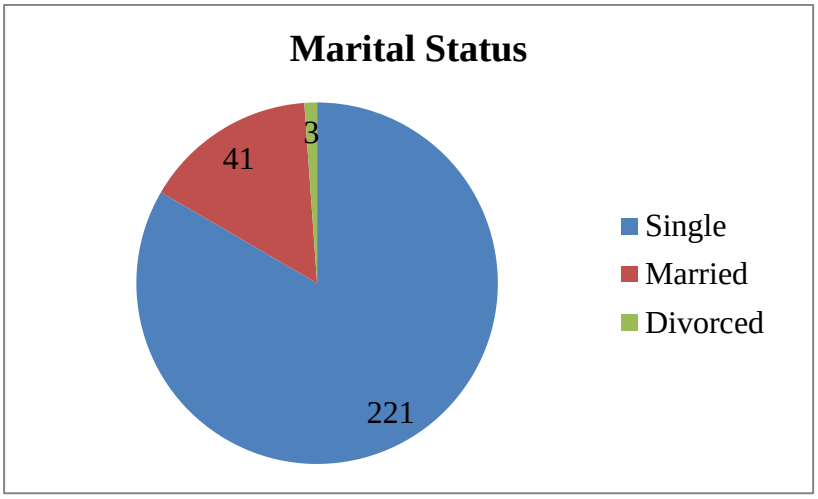


Source: Developed for the research

As presented in Table 4.3 and Figure 4.8, the respondents who age range between 23 - 27 years old, which constituted of 98 respondents (37%) represent the major age category in this research study. Followed by the respondents who aged between 18 - 22 years old (83 respondents; 31.3%) and 28 - 32 years old (53 respondents; 20%). Lastly, there were only 21 respondents (7.9%) aged between 33 - 37 years old and 10 respondents aged between 38 - 40 years old (3.8%).

4.2.2.3 Marital Status

Figure 4.9: Pie Chart on Respondents' Marital Status

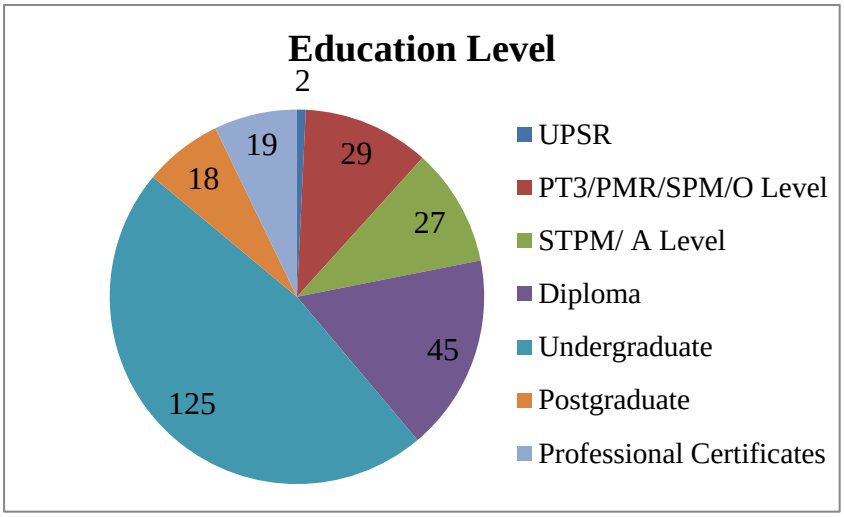


Source: Developed for the research

According to Table 4.3 and Figure 4.9, it can be found that respondents who were single (221 respondents; 83.4%) accounted the highest proportion among 265 respondents. As for married respondents, they made up to 15.5% (41 respondents) of the entire sample collected. Only 1.1% of respondents (3 respondents) that participated in this survey have experienced termination of marriage.

4.2.2.4 Education Level

Figure 4.10: Pie Chart on Respondents' Education Level

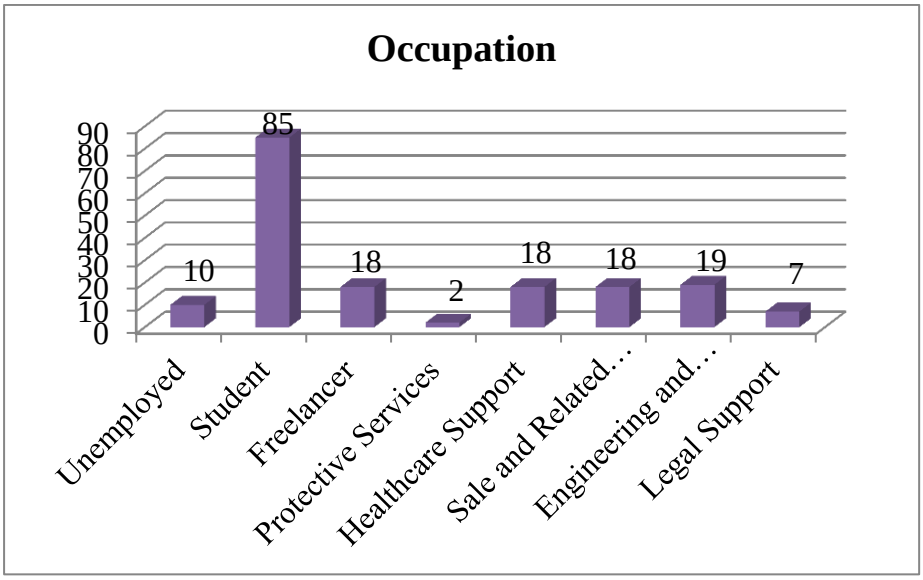


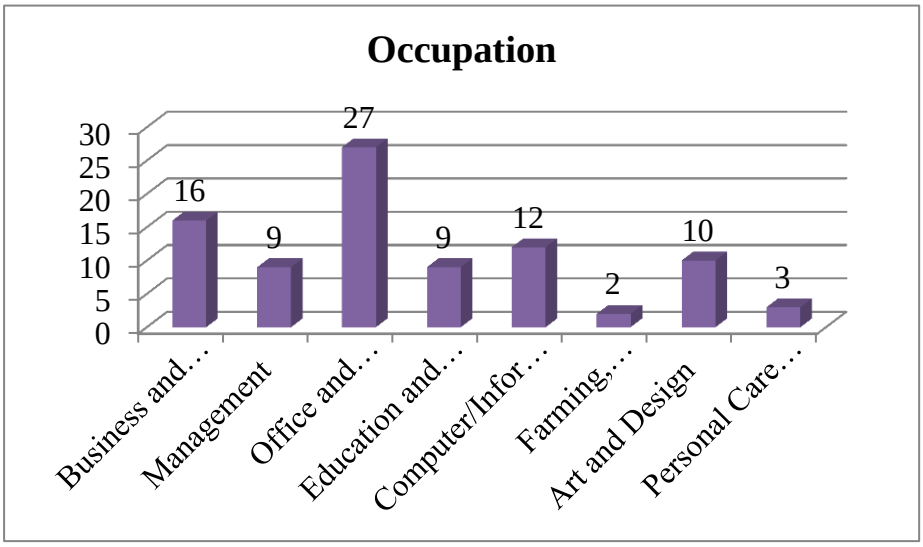
Source: Developed for the research

As can be seen in Table 4.3 and Figure 4.10, majority of the respondents (125 respondents; 47.2%) who took part in the survey have completed their undergraduate. Followed by 45 diploma holder (17%), 29 respondents with qualification of PT3/PMR/SPM/O Level (10.9%) and 27 respondents with qualification of STPM/ A Level (10.2%). Other education qualifications possessed by respondents include professional certificates (19 respondents; 7.2%), postgraduate (18 respondents; 6.8%) and UPSR (2 respondents; 0.8%).

4.2.2.5 Occupation

Figure 4.11: Bar Chart on Respondents' Occupation





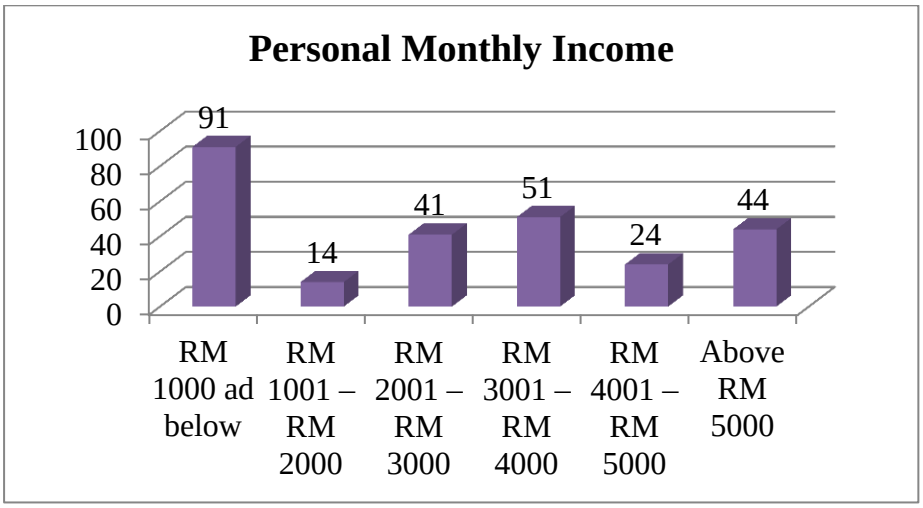
Source: Developed for the research

From Table 4.3 and Figure 4.11, the result revealed that 32.1% (85 respondents) of respondents are student in which represent the largest proportion among all the respondents. Then, 10.2% (27 respondents) of respondents are work in office and administrative while 7.2% (19 respondents) are work in engineering and related technical field. Freelancer, healthcare support as well as sale and related occupation each made up of 6.8% (18 respondents) respectively. In the meantime,

respondents who are involve in business and financial operation, computer/information technology, unemployment, art and design management as well as education and training, in which constituting 6% (16 respondents), 4.5% (12 respondents), 3.8% (10 respondents) and 3.8% (10 respondents) respectively. In addition, respondents who are involve in management as well as education and training each comprised of 3.4% (9 respondents). Finally, there were 2.6 % (7 respondents) of respondents work in legal support, 1.1 % of respondents (3 respondents) work in personal care and service and 0.8% (2 respondents) work in protective services and farming, fishing and forestry respectively.

4.2.2.6 Personal Monthly Income

Figure 4.12: Bar Chart on Respondents' Personal Monthly Income



Source: Developed for the research

Table 4.3 and Figure 4.12 shown that most of the respondents were earn below RM 1000 monthly which comprised of 91 respondents (34.3%) and 41 respondents (19.2%) of respondents have monthly income between RM 3001 – RM 4000. Then, it is followed by respondents that earn above RM 5000, which consist of 44 respondents (16.6%). Moreover, there were 41 respondents (15.5%) with a monthly salary between RM 2001 – RM 3000 and 24 respondents (9.1%) with a monthly salary between RM 4001 – RM 5000. Finally, only a small portion

of respondents (14 respondents; 5.3%) have monthly income between RM 1001 – RM 2000.

4.3 Reliability Test

This section focused on measuring the internal consistency of the data values collected from 265 respondents by applying the Cronbach's alpha test to the individual scales. The result of the reliability test will be summarised in a table and discussed as following.

Table 4.4: Reliability Test of Actual Survey

Construct	Variables	Cronbach's Alpha	Items
Perceived Usefulness	Independent Variables	0.823	5
Perceived Ease of Use		0.851	5
Price		0.866	6
Website Design Quality		0.893	8
Trust		0.901	7
Perceived Risk		0.701	7
Online Purchase Intention	Dependent Variables	0.924	5

Source: Developed for the research

Based on Table 4.4, the result of Cronbach's alpha coefficient are ranges from 0.701 to 0.901. Online purchase intention and trust has the highest Cronbach's alpha which is 0.924 and 0.901 respectively. As this demonstrated that these constructs have more items in the measurement than what is really essential for an internal reliable measure of the concept. Then, followed by website design quality, price, perceived ease of use and perceived usefulness that shows to have Cronbach's alpha coefficient of 0.893, 0.866, 0.851 and 0.823 correspondingly.

While, the Cronbach's alpha coefficient of perceived risk is the lowest among the others, which comprised 0.701. All the alpha coefficient values possessed an acceptable internal consistency accuracy (≥0.70) in the meantime all constructs have good strength of association (0.7 to < 0.8) (Leech et al., 2011; William G. Zikmund et al., 2009). Therefore, all statements used in this research considered to be reliable.

4.4 Normality Test

In this segment, normality test (skewness and kurtosis) will be conducted to assess whether the data set collected from 265 respondents are normally distributed. This assumption need to be fulfilled for further analysis of Multiple Regression Analysis and Pearson's correlation coefficient analysis in next section.

Table 4.5: Normality Test

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
m_PU	265	3.7487	.86625	-.955	.150	.781	.298
m_PEOU	265	3.6566	.87886	-.744	.150	.013	.298
m_P	265	3.8270	.86064	-.696	.150	-.241	.298
m_WD	265	3.6670	.82066	-.814	.150	.402	.298
m_Trust	265	3.6776	.82659	-1.034	.150	.415	.298
m_PR	265	2.1197	.58612	.684	.150	.036	.298
m_OPI	265	3.7185	1.01354	-.899	.150	.132	.298

Source: Developed for the research

As shown in Table 4.5, almost all the variables include perceived usefulness (-0.955), perceived ease of use (-0.744), price (-0.696), website design quality (-0.814), trust (-1.034) and online purchase intention (-0.899) are negatively (left) skewed except the perceived risk (0.684) which is positively (right) skewed.

When the distribution skewed to the left represent that the mean is less than mode; in contrary, right skewed indicate mean is greater than mode. As for the kurtosis, negative value found in price (-0.241) indicate platykurtic distribution which has lighter tails and flatter peak than the normal distribution whereas positive value found in perceived usefulness (0.781), perceived ease of use (0.013), website design quality (0.402), trust (0.415), perceived risk (0.036) and online purchase intention (0.132) indicate leptokurtic distribution which has fatter tails and shaper peak than the normal distribution. All the variables were considered to be normally distributed as their skewness values falls between ±3 and kurtosis values are range between ±10 (Kline, 2005).

4.5 Inferential Analysis

Under this section, after the collected data values have fulfilled the assumption of normality test, Pearson's correlation coefficient and multiple regression analysis will be carried out to examine the strength of the association between two variable as well as the relationship between the whole set of predictors and dependent variable respectively. Eventually, these analyses will be illustrated in table and discussed as below.

4.5.1 Pearson's Correlation Coefficient

Table 4.6: Pearson's Correlation Coefficient

		Perceived Usefulness	Perceived Ease of Use	Price	Website Design Quality	Trust	Perceived Risk	Online Purchase Intention
Perceived Usefulness	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	265						
Perceived Ease of Use	Pearson Correlation	.584**	1					
	Sig. (2-tailed)	.000						
	N	265	265					
Price	Pearson Correlation	.472**	.448**	1				
	Sig. (2-tailed)	.000	.000					
	N	265	265	265				
Website Design Quality	Pearson Correlation	.573**	.509**	.418**	1			
	Sig. (2-tailed)	.000	.000	.000				
	N	265	265	265	265			
Trust	Pearson Correlation	.473**	.523**	.364**	.620**	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	265	265	265	265	265		
Perceived Risk	Pearson Correlation	-.368**	-.311**	-.187**	-.346**	-.485**	1	
	Sig. (2-tailed)	.000	.000	.002	.000	.000		
	N	265	265	265	265	265	265	
Online Purchase Intention	Pearson Correlation	.568**	.517**	.410**	.539**	.654**	-.402**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	265	265	265	265	265	265	265

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

Source: Developed for the research

Based upon the results of Pearson's correlation coefficient analysis, all variables were significantly affecting the dependent variable at p-value less than 0.05. By referring to the strength of association standard presented in Table 3.1, the empirical results from Table 4.6 revealed that there is a strong positive relationship between online purchase intentions with trust (0.654) among the others. Meanwhile, this finding further shows that online purchase intention is

related moderate positively with price (0.410), perceived ease of use (0.517), website design quality (0.539) and perceived usefulness (0.568) whereas is related moderate negatively with perceived risk (-0.402). In this study, positive correlation coefficient variables means both variables tend to increase together whereas negative correlation coefficient signify one variable tend to increase as the other decrease.

4.5.2 Multiple Regression Analysis

Table 4.7: Multiple Regression (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.727[a]	.529	.518	.70372	.529	48.271	6	258	.000	1.848

a. Predictors: (Constant), Perceived Risk, Price, Website Design Quality , Perceived Ease of Use, Perceived Usefulness , Trust

b. Dependent Variable: Online Purchase Intention

Source: Developed for the research

The Model Summary table (Table 4.7) provided information about the ability of the regression model to explain the overall variance of dependent variable as well as the strength and direction of each predictor variables. Adjusted R^2 of this linear regression model is 0.518 explained that 51.8% of variation in the online purchase intention can be predicted from the six different predictor variables, i.e. perceived risk, price, website design quality, perceived ease of use, perceived usefulness, and trust. However, remaining 48.2% of the variance in online purchase intention might only be able to explain by other variables which do not mention in this model. Durbin-Watson refers to a test used to measure of autocorrelation between errors from the multiple linear regression model. Table 4.7 shows the value of Durbin-Watson is acceptable in 1.848 as it is within the statistic range in between 0 to 4 and this value indicates the residuals are positively correlated (Chen, 2016).

Table 4.8: Multiple Regression (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	143.431	6	23.905	48.271	.000[b]
	Residual	127.768	258	.495		
	Total	271.199	264			

a. Dependent Variable: Online Purchase Intention

b. Predictors: (Constant), Perceived Risk, Price, Website Design Quality , Perceived Ease of Use, Perceived Usefulness , Trust

Source: Developed for the research

Both Table 4.7 and Table 4.8 display that F=48.271 are significant at the level of 0.05 in which the p-value of the finding is 0.000, less than 0.05. Thus, this model has explained a significant amount of the variance in online purchase intention using the combination of perceived risk, price, website design quality, perceived ease of use, perceived usefulness and trust.

Table 4.9: Multiple Regression (Coefficients)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.095	.396		.239	.811
	Perceived Usefulness	.276	.070	.236	3.956	.000
	Perceived Ease of Use	.099	.066	.086	1.489	.138
	Price	.092	.060	.078	1.539	.125
	Website Design Quality	.069	.075	.056	.926	.355
	Trust	.499	.075	.407	6.675	.000
	Perceived Risk	-.099	.086	-.057	-1.146	.253

a. Dependent Variable: Online Purchase Intention

Source: Developed for the research

The Coefficients table (Table 4.9) provides information to develop multiple regression equation that explains online purchase intention in term of perceived

usefulness, perceived ease of use, price, website design quality, trust and perceived risk. The equation is expressed as following:

Online purchase intention = 0.95 + 0.276 (Perceived Usefulness) + 0.099 (Perceived Ease of Use) + 0.092 (Price) + 0.069 (Website Design Quality) + 0.499 (Trust) – 0.099 (Perceived Risk)

Unstandardized coefficients (β) obtained from the regression coefficient not only tells the degree of each predictor affects the dependent variables if the effects of all other predictors are held constant but also tells the positive and negative relationship between the dependent variable with each predictor variables. Table 4.9 depicted that there is a positive effect between perceived usefulness (0.276), perceived ease of use (0.099), price (0.092), website design quality (0.069) and trust (0.499) towards the online purchase intention while there is a negative relationship between perceived risk (-0.099) towards the online purchase intention. This means that when increase in every single score in perceived usefulness, perceived ease of use, price, website design quality and trust, the score of online purchase intention will increase by in 0.276, 0.099, 0.092, 0.069 and 0.499 respectively. On the other hand, perceived risk with a value of - 0.099 indicates that every single unit increase in perceived risk will result in 0.099 decreases in online purchase intention.

By considering the influence of variables with regression coefficients, it is found that trust has greatest influences on the online purchase intention since it has the highest unstandardized coefficient value (0.499) among the six factors. That is to say trust makes the strongest unique contribution in explaining the variation of online purchase intention. Thereafter, the online purchase intention is subsequently influenced by the perceived usefulness, perceived ease of use, perceived risk, price and website design quality.

<u>Hypotheses</u>

H_1: Perceived usefulness has a positive influence on the consumers' online purchase intention of travel products.

In accordance to Table 4.9, the p-value for H_1 is 0.000 ($p<0.05$), which shows statistically significance and the relationship was supported at 95% confidence interval. Thus, reject null hypothesis (accept H_1).

H_2: Perceived ease of use has a positive influence on the consumers' online purchase intention of travel products.

In accordance to Table 4.9, the p-value for H_2 is 0.138 ($p>0.05$), which shows insignificance. The relationship between perceived ease of use and online purchase intention was not supported at 95% confidence interval. Thus, do not reject null hypothesis (reject H_2).

H_3: Price has a negative influence on the consumers' online purchase intention of travel products.

In accordance to Table 4.9, the p-value for H_3 is 0.125 ($p>0.05$), which shows insignificance. The relationship between price and online purchase intention was not supported at 95% confidence interval. Thus, do not reject null hypothesis (reject H_3).

H_4: Website design quality has a positive influence on the consumers' online purchase intention of travel products.

In accordance to Table 4.9, the p-value for H_4 is 0.355 ($p>0.05$), which shows insignificance. The relationship between website design quality and online purchase intention was not supported at 95% confidence interval. Thus, do not reject null hypothesis (reject H_4).

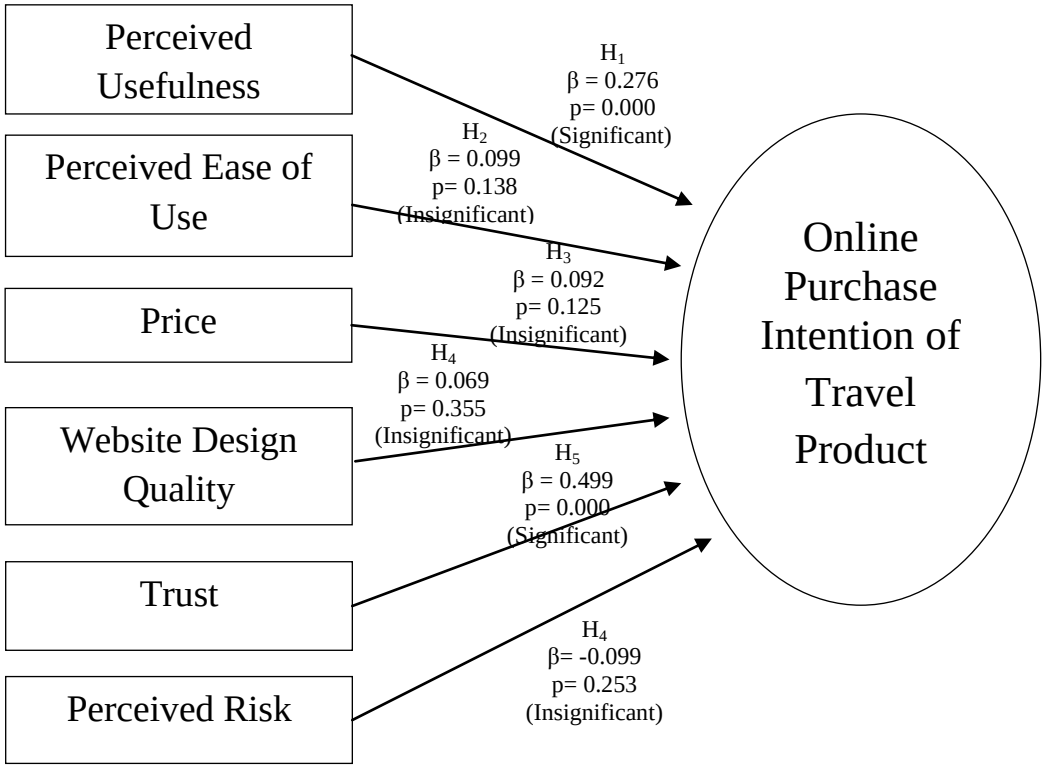
H_5: Trust has a positive influence on the consumers' online purchase intention of travel products.

In accordance to Table 4.9, the p-value for H_5 is 0.000 ($p<0.05$), which shows significance and the relationship was supported at 95% confidence interval. Thus, reject null hypothesis (accept H_5).

H_6: Perceived risk has a negative influence on the consumers' online purchase intention of travel products.

In accordance to Table 4.9, the p-value for H_4 is 0.253 ($p>0.05$), which shows insignificance. The relationship between perceived risk and online purchase intention was not supported at 95% confidence interval. Thus, do not reject null hypothesis (reject H_6).

Figure 4.13: Hypothesis Result of Conceptual Framework



Source: Developed for the research

CHAPTER 5

DISCUSSIONS AND CONCLUSIONS

5.0 Introduction

Followed by the data analysis from last chapter, this chapter will be focused on the major findings by interpreting and summarising the hypothesis of each variables in detailed. Subsequently, the implication, limitation of study together with the recommendation for future study will also be discussed. Last but not least, this chapter will end with the conclusion on the relationship among perceived usefulness, perceived ease of use, price, website design quality, trust and perceived risk with online travel purchase intention.

5.1 Discussion on Major Findings

Table 5.1: Summary of Results on the Hypotheses Testing

Hypotheses	Value Scored	Decision
H_1: Perceived usefulness has a positive influence on the consumers' online purchase intention of travel products.	$\beta = 0.276$ p-value = 0.000 < 0.05	Supported
H_2: Perceived ease of use has a positive influence on the consumers' online purchase intention of travel products.	$\beta = 0.099$ p-value = 0.138 > 0.05	Not Supported

H_3: Price has a negative influence on the consumers' online purchase intention of travel products.	β = 0.092 p-value = 0.125 >0.05	Not Supported
H_4: Website design quality has a positive influence on the consumers' online purchase intention of travel products.	β = 0.069 p-value = 0.355> 0.05	Not Supported
H_5: Trust has a positive influence on the consumers' online purchase intention of travel products.	β = 0.499 p-value = 0.000 < 0.05	Supported
H_6: Perceived risk has a negative influence on the consumers' online purchase intention of travel products.	β = -0.099 p-value = 0.253> 0.05	Not Supported

Source: Developed for the research

Hypotheses serve as an important statement that essential for the prediction of the relationship between perceived usefulness, perceived ease of use, price, website design quality, trust and perceived risk and online purchase intention of travel products. Table 5.1 concluded that both perceived usefulness and trust had a significant at the 0.05 significance influence on online purchase intention of travel products. Therefore, H_1 and H_5 were supportive. The results further show that the most influential predictor of online purchase intention is trust (β= 0.499) and then followed by perceived usefulness (β= 0.276).

5.1.1 Findings on the Hypotheses

H_1: Perceived usefulness has a positive influence on the consumers' online purchase intention of travel products.

Results from Table 5.1 state that H_1 with $\beta = 0.276$, p-value = 0.000> 0.05 denotes perceived usefulness is a significant factor in determining online purchase intention of travel products. Thus, H_1 was supported at 95% confidence interval.

Based upon the results, the hypothesis is confirms similar results obtained by the literature done by See, Khalil, and Al-Agaga, (2012) which shown that perceived usefulness is positively related to the online purchase intention among the young consumers. On the other hand, past research found that perception on the technology's usefulness increase the willingness of the consumers to purchase travel products online whereby they believe particular technology can enhance his/her performance (Abdullah, Jayaraman, Shariff, Bahari, & Nor, 2017). Kim and Song (2010) suggested that increase perceived usefulness can increase consumers' online purchase intention. Increasing perceived usefulness by providing useful information and website with easy browsing of merchandise can shift consumers' purchase intention from brick and mortar shop to online store.

The higher the usefulness consumer received online, they are more likely to have intention to purchase online. This contribute significantly to the unique features of the internet in term of easiness and functional. Therefore, the travel company or related stakeholder can put more effort in creating website in a beneficial and well-looking way so it can maximise their profit.

H_2: Perceived ease of use has a positive influence on the consumers' online purchase intention of travel products.

Referring to the results of coefficient regression (Table 5.1), we can see that perceived ease of use have no significant effect on consumers' online purchase intention, since the P-value (p= 0.138) is greater than 0.05. Hence, H_2 was rejected at 95% confidence interval.

Current test results contradict with prior literatures that supported positive and significant relationship between perceived ease of use and online purchase intention (Abdullah et al., 2017; See et al., 2012). Yet, it is consistent with previous study from Cheng and Yee (2014) mentioned that perceived ease of use

is insignificant in explaining the online purchase intention. Most of the consumers like to use innovative technologies which are less complex and informative meanwhile can improve their shopping experience. However, this only proved that perceived ease of use in the technology can increase consumers intention to visit website in searching for product information but not the intention to purchase the actual product (Gefen & Straub, 2000).

Moreover, the results also imply that youth consumers nowadays may perceived high benefit of internet shopping as they are well adapt to the continued development of the e-commerce platform. Since the majority of youth respondents in current study are undergraduate which mean they have completed or going to complete their tertiary education. At this point, youth consumers whose possess higher level of education usually indicates that they are capable of learning and manipulating skills needed for travel websites easier and faster without language barrier and cognitive barrier etc. Therefore, lack of perceived ease of use less likely to impact the intention of youth consumers to purchase travel products online.

H_3: Price has a negative influence on the consumers' online purchase intention of travel products.

Based on the test results obtained from multiple regression analysis (Table 5.1), consumers' purchase intention toward travel products cannot be predicted by price as the t statistic (β= 0.092; p= 0.125) is found to be insignificant at 0.05 levels. Thus, H_3 was rejected at 95% confidence interval.

The results of this study are somewhat in conflict with Kinney, Ridgway, and Monroe (2012), Chen, Monroe, and Lou, (1998), Lin, Lee, Lin, and Lin, (2009) which suggested that consumers tend to buy less when they need to pay more. One possible explanation for the context of current study is that the online shoppers and traditional shoppers are different in their shopping behaviour. Online shoppers are more concern towards needs as they care less about the price if the product fulfil their requirement, whereas traditional shoppers are price concern as they have higher price conscious and obtaining a low price for the chosen product

is more important than anything (Donthu & Garcia, 1999; Park, Kim, Funches, & Foxx, 2012). At this point, the price will not influence purchase intention of the online shoppers.

According to Kotler and Keller (2009), they explained that many consumers take price as the indicator of quality. Similarly, the study of Etgar and Malhotra cited at Phan and Mai (2016) reported that consumers believed price plays a positive role towards product quality whereby high price product gives higher quality and conversely the low price product gives lower quality. Hence, in this context, youth consumers' intention to purchase online does not interfere by the high price of the travel products as they willing to pay more in return for high quality products.

H_4: Website design quality has a positive influence on the consumers' online purchase intention of travel products.

As can be seen in Table 5.1, H_4 was rejected at 95% confidence interval with p-value of 0.355 ($p>0.05$) and β of 0.069. This denotes that website design quality has no significant influence on consumers' online purchase intention of travel products although previous studies found that website design quality is positively associated with online purchase intention (Cyr, 2008; Tan et al., 2016).

Since website design quality is one of the dimensions of website quality. Hence, current research findings concurred with the study of Hasanov and Khalid (2015) stated that website quality do not influence online purchase intention. Another possible justification for this insignificant result most likely rests on the dissatisfaction of the consumers which arise whenever the online retailers are offering higher quality website design. Consequently, the consumers become less favourable to purchase online (Ludin & Boon, 2014; Noronh & Rao, 2017).

H_5: Trust has a positive influence on the consumers' online purchase intention of travel products.

The results (β= 0.499; p-value= 0.000 < 0.05) have revealed that trust appears to exert significant effect on the consumer's online purchase intention of travel products. Thus, H_5 was supported as the p-value is lesser than 0.05.

Current findings are aligned with the results of prior researches which demonstrated trust increase consumers' online purchase intention if their privacy information during the transaction processes being protected and uncertainty together with unreliability of the purchase procedure being eliminated. The sense of trust helps to eradicate the psychological concern of customers about the online retailers' behaviour which then boost their willingness to purchase online (Grabosky, 2001; Chui et al., 2005).

Other conceptual and empirical research carried out by Jarvenpaa, Tractinsky, and Saarinen (1999) argued that consumers tend to have different expectation toward trustworthy and believed greater consumer trust can increase consumers' intentions to purchase intentions. During online purchase transaction, consumers rarely have direct physical contact, i.e. face to face interaction with the online vendors. Essentially, consumers need to have trust toward online retailers on their ability to deliver products and services in order develop positive relationship with the online retailer. If the seller fail to evoke consumer trust will end up in reducing consumer loyalty as well as intention to purchase from particular store (Jarvenpaa, Tractinsky, & Vitale, 2000).

H_6: Perceived risk has a negative influence on the consumers' online purchase intention of travel products.

According to the findings of coefficient regression in Table 5.1, H_2 shows to have β value of -0.099 and p-value of 0.253 (p>0.05). This indicates an insignificant effect between perceived risk and consumers' online purchase intention of travel products. Thus, H_6 was not supported at 95% confidence interval.

Risk perceptions are considered as the most critical predictor in the study of online shopping. Despite the findings from previous researches claimed that high perceived risk is an significant antecedent to the consumer for not purchase online (Gefen, 2002; Liang & Huang, 1998; Mitchell et al., 1999). However, in present study, increase of risk perception does not reduce consumers' intention to purchase online, can probably explained as the cause of increase online shopping experience among the consumers. As can be seen from Table 4.2, most of respondents of current study have purchase online for 2-3 years and therefore considered having greater online shopping experience. With the increase of online shopping experience allowed the consumers to perceived lower risk, particularly product risk, financial risk and privacy risk if they intent to purchase non-digital products (Dai, Forsythe, & Kwon, 2014). This phenomenon indicated that the experience consumers believe to have higher online purchase intention despite the higher risk encounter during the online purchase process. It is because they are truly familiar with the whole shopping procedures at the same time having the confidence to prevent and lowering the risk.

Similarly, consumers' positive previous online purchase experience support to build a sense of trust toward the online retailers which in turn affects their risk perception toward intention to purchase in an online shopping environment. Put in another words, this prior experience creates higher degree of consumers trust over the seller and further reduces consumers concern of risk. Eventually, consumers have greater intention to purchase online (Ajzen, 1991; Chen & Barnes, 2007).

5.2 Implications on the Study

In response to the continuously growing of size and purchasing power of youth travellers in Malaysia, this research established a fundamental study to further explore the influence of perceived usefulness, perceived ease of use, price, website design quality, trust and perceived risk on Malaysian youth consumers' online purchase intention of travel products. Present findings of this study provided important insight and implication regarding the mind-set of Malaysian

youth travellers who age between 18-40 years old to the online retailers and marketing managers in travel industry of Malaysia. Regarding the youth consumers in Malaysia, the results seem to suggest that they tend to purchase travel product online if perceived usefulness and trust exist throughout the process. Online retailers and marketing managers who make decision and develop tactic plan can attempt to focus more on the perceived usefulness of the travel websites and consumers trust.

First and foremost, online retailers need to realise that travel website is the only platform that provide direct contact to the consumers. Therefore, online stores need to possess a useful website that able to increase consumers' willingness to purchase online. In consider improving perceived usefulness, online retailers should design their websites to be user friendly with simple and easy ordering and delivering process as well as sufficient details that facilitate decision making. Accordingly, online retailers should undergo continuous maintenance of websites which is necessary for the system stability, in turn affects the perceived usefulness of websites.

In fact, consumers are required to provide their personal information for example: name, bank account, phone number and home address etc. during the online transaction process. This all makes sense that consumers trust toward online retailer is critical for them to purchase online since majority of the consumers tend to shop in trustworthy online stores. In order to enhance trust among youth customers on online environments, online retailers should impress their consumer with safe transaction environment by having greater array of advance security tools and policies on the website. Moreover, online retailers may need to provide a community site for the consumers to place their service and product reviews which later can be used by the new consumers as reference before they make actual purchases. From the marketing standpoint, the marketing managers should determine their potential consumers; thereafter allocate some reasonable cost in advertisement in order to convince their users that they are honest and trustworthy online travel website.

5.3 Limitation of the Study

Similar to other studies, this research is constrained by certain limitations which can be addressed in the future study. First of all, sample size can be one of the possible limitations encountered in present study. A total of 276 Malaysian youth consumers participated in the survey may not be representative since the sample size is considered as small. Therefore, the results obtained may not be accurately reflected the online purchase intention of the entire youth population in Malaysia. Besides that, small sample increase the margin of error and sampling bias. Consequently, the interpretation and evaluation of the end results might be affected.

Second, current study was performed under time constraint. Time represent a vital element for the development of quality research. In order to achieved valid, reliable, replicable and objective results in short period of time, the sample size was reduced to the point that just enough for a research to be conducted. However, longer time frame is desirable for a more representative sample size which can offer more meaningful and accurate results.

Questionnaire with only single language is the third limitation that needs to be highlighted in this study. Malaysia as a multiracial and multicultural country, it consists of Malay, Chinese and Indian who speak different mother languages. Even though English is the second language in Malaysian education system, however, for those respondents who do not used English often, only a single language questionnaire will limit their understanding which eventually affects the response rate as well as the accuracy of the answer.

Subsequently, demographic information comprise of gender, age, marital status, educational level, occupation and personal monthly income are excluded from prediction of online purchase intention of travel products and therefore consider as one of the limitation in this study. Respondents' demographic characteristics consider having attractive impact on the likelihood to purchase online. For example, youth consumers with different gender might give different results

toward the intention to purchase online. They tend to have different perception of consuming of products, needs, experiences and purchase decision etc.

5.4 Recommendation for Future Research

Following the limitation mentioned in earlier subsection, there are several critical suggestions ought to provide beneficial guide to improve the findings for future study. Future study, of this sort, should spend more time in obtaining larger sample size. In other words means the researcher should be given a longer time frame in order to collect samples that large enough to give more reliable findings by increasing representativeness, precision and lower the margin of error.

Although the process of questionnaire preparation is very time-consuming and complex, but if the future researchers wish to remove the language barrier among the respondents, they can create multilingual questionnaire that comprise of English, Malay and Mandarin. When multiple languages come into play, it can enhance the respondents' understanding toward the questions; in turn boost up the accuracy and precision of the results.

Moreover, the future study is suggested to involve the demographic information for instances: gender, age, marital status, educational level, occupation and personal monthly income as mediator or independent variables in determining the youth consumers' online purchase intention of travel products. Demographic represents different characteristic of the Malaysian youth consumers which indicates that they will provide alternative results (more accurate and reliable) from their different perception in consuming of products, needs, experiences and purchase decision. Thus, online retailers and marketing manager swill be able to gain better insight on targeting the Malaysian youth consumers.

5.5 Conclusion

Purchase intention viewed as an important part of the online shopping context. A conceptual model based on the theoretical fundamentals from past literatures was proposed by integrating perceived usefulness, perceived ease of use, price, website design quality, trust and perceived risk with consumers' online purchase intention. The overall results revealed that both perceived usefulness and trust have direct positive and significant effect on youth consumers' online purchase intention of travel products. This suggests that useful travel website in term of technology and internet features with greater consumers' trust can shape the online purchase intention. Hence, online retailers and marketers should emphasis more on perceived usefulness and trust in order to strengthen their competitiveness. Nevertheless, the results of H_2, H_3, H_4 and H_6 imply that perceived ease of use, price, website design quality and perceived risk have no significant effect on the online purchase intention of travel products among youth in Malaysia.

Moreover, it has been identified that trust is the most influential factor toward online purchase intention of youth in Malaysia. Apparently, youth consumers prefer to purchase from trustworthy and honest travel online website where they are able to acquire reliable and quality information as well as a safe transaction environment from the online retailers. In the future, researchers may consider including demographic profile as a part of the research framework, reducing time pressure to increase representative sample size and create multilingual questionnaire that comprise of English, Malay and Mandarin. With all of the recommendations, the future researchers will be able to establish a more comprehensive model in determining the purchase intention among Malaysian youth on the travel products.

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APPENDICES

Appendix A- Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY ANDMANAGEMENT

Survey Questionnaire

Dear respondents,

I am Tee Yee Teng, student of Master of Business Administration from Universiti Tunku Abdul Rahman (UTAR). Currently, I am conducting a research project entitled "**Factors influencing Malaysian youth consumers' online purchase intention of travel products**". The main objective of this research study is to examine factors including perceived usefulness, perceived ease of use, price, website design quality, trust and perceived risk influencing the Malaysian youth consumer's purchasing intention for travel products.

You have been invited to participate in the research project by completing this brief questionnaire. Please be informed that all responses will be anonymous and the informationcollected will be kept confidential. There are neither right nor wrong answer to any of the statements. Please do not hesitate to contact me (Email: teeyeeteng94@gmail.com; Contact no.: 012-7191589) or Goh Poh Jin, my

principal supervisor (Contact no.: 016-3287212) if you have any questions or require further explanation.

Thank you for your valuable time and participation.

Yours faithfully,
Tee Yee Teng

Instructions:

1. This questionnaire consists of **FOUR** (4) sections. Please answer **ALL**questions in **ALL** sections.
2. It will only need approximately 15-20 minutes to complete the entire questionnaire.
3. The contents of this questionnaire will be kept **strictly confidential**.

Section A: General Information

Please tick (√) according to the answers in the boxes that best represents you.

QA1. Have you ever purchased travel products (Flight Ticket, Accommodation, Car Rental and Travel Accessories) online?

- ❑ Yes (If yes, please proceed to QA3)
- ❑ No (If no, please proceed to QA2)

QA2. Do you have the intention to purchase travel product online in future?

- ❑ Yes (If yes, please proceed to Section B and C)
- ❑ No (Survey is ended here, Thank you for your participation)

QA3. How long have you been using online shopping?

- ❑ Less than 3 Months
- ❑ 3 - 7 Months
- ❑ 8 - 12 Months
- ❑ 2 - 3 Years
- ❑ 4 - 5 Years
- ❑ More than 5 Years

QA4. From where did you access the internet?

- ❑ At home
- ❑ At school
- ❑ At work
- ❑ Anywhere via mobile

QA5. What kind of travel products have you purchased online? (Please select any if applicable)

- ❑ Flight Ticket
- ❑ Accommodation
- ❑ Car Rental
- ❑ Travel Accessories (Luggage, Luggage Tags, Passport Holder, Neck Pillow, Universal Travel Adapter and Travel Organiser Storage Bag)

QA6. How often do you purchase travel products online during the past 12 months?

- ❑ 1 - 2 times
- ❑ 3 - 4 times
- ❑ 5 - 6 times
- ❑ 7 times and above

Section B: Demographic Profile

Please tick (√) according to the answers in the boxes that best represents you.

QA7. Gender

- ❑ Male
- ❑ Female

QA8. Age:

- ❑ Below 18 years old
- ❑ 18 - 22 years old
- ❑ 23 - 27 years old
- ❑ 28 - 32 years old
- ❑ 33 - 37 years old
- ❑ 38 - 40 years old
- ❑ Above 40 years old

QA9. Marital Status

- ❑ Single
- ❑ Married
- ❑ Divorced
- ❑ Widowed

QA10. Education Level

- ❑ UPSR
- ❑ PT3/PMR/SPM/O Level
- ❑ STPM/A Level
- ❑ Diploma
- ❑ Undergraduate (Example: Bachelor degree)
- ❑ Postgraduate (Example: Master, PhD)
- ❑ Professional Certificates (Example: ACCA)

QA11. Occupation

- ❑ Unemployed
- ❑ Student
- ❑ Freelancer
- ❑ Protective Services
- ❑ Healthcare Support
- ❑ Sales and Related Occupation
- ❑ Engineering and Related Technical
- ❑ Legal Support
- ❑ Business and Financial Operations
- ❑ Management
- ❑ Office and Administrative
- ❑ Education and Training
- ❑ Computer / Information Technology
- ❑ Farming, Fishing, and Forestry
- ❑ Art and Design
- ❑ Community and Social Service
- ❑ Personal Care and Service
- ❑ Others (Please specify): _____

QA12. Personal Monthly Income Level

- ❑ RM 1000 and below
- ❑ RM 1001- RM 2000
- ❑ RM 2001- RM 3000
- ❑ RM 3001- RM 4000
- ❑ RM 4001- RM 5000
- ❑ Above RM 5000

Section C: Independent Variable Related Questions

Please read each statement carefully and circle the most appropriate answer that indicates how strongly you agree or disagree with the following statements, where: [1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree]

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C1	Perceived Usefulness (PU)					
PU1	The content or information on the travel website is useful for buying the products or services that it sells or markets.	1	2	3	4	5
PU2	The online information on the travel website facilitates decision-making processes.	1	2	3	4	5
PU3	Travel website is easy and functional for purchasing online.	1	2	3	4	5
PU4	Travel website can enhance my shopping effectiveness.	1	2	3	4	5
PU5	Travel website makes shopping less time consuming.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C2	Perceived Ease of Use (PEOU)					
PEOU1	Travel website is easy to learn.	1	2	3	4	5
PEOU2	Travel website is easy to use.	1	2	3	4	5
PEOU3	Travel website does not require a lot of mental effort.	1	2	3	4	5
PEOU4	Travel website transactions are hassle free.	1	2	3	4	5
PEOU5	Travel website is easy to navigate.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C3	Price (P)					
P1	I think price is my first consideration when I am going to buy travel product.	1	2	3	4	5
P2	I compare prices of many travel products before buying a product.	1	2	3	4	5
P3	I tend to buy the lowest-priced travel product that will fit my needs.	1	2	3	4	5
P4	I look for the more discount product available when buying a product.	1	2	3	4	5
P5	I am sensitive to differences in prices of travel product.	1	2	3	4	5
P6	I am willing to make an extra effort to find a low price for travel product.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C4	Website Design Quality (WD)					
WD1	I like the look and feel of the travel website.	1	2	3	4	5
WD2	Travel website is an attractive website.	1	2	3	4	5
WD3	I like the graphics on the travel website.	1	2	3	4	5
WD4	It is easy to find what I am looking for on the travel website.	1	2	3	4	5
WD5	Travel website provides a clear directory of products and services.	1	2	3	4	5
WD6	Travel website offers a logical layout that is easy to follow.	1	2	3	4	5
WD7	Information on the travel website is accurate.	1	2	3	4	5
WD8	Information on the travel website is up-to-date.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C5	Trust (T)					
T1	Travel website is trustworthy and honest.	1	2	3	4	5
T2	Travel website is reliable.	1	2	3	4	5
T3	The information on the travel website is plentiful and of sufficient quality.	1	2	3	4	5
T4	Travel website wants to keep promises and obligations.	1	2	3	4	5
T5	The infrastructure of the travel website is dependable.	1	2	3	4	5
T6	Travel website offers secure personal privacy.	1	2	3	4	5
T7	The performance of the travel website meets my expectations.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C6	Perceived Risk (PR)					
PR1	This travel website will protect my private information.	1	2	3	4	5
PR2	I might not receive the product ordered online.	1	2	3	4	5
PR3	I might not get what I ordered through online shopping.	1	2	3	4	5
PR4	It is hard to judge the quality of product over Internet.	1	2	3	4	5
PR5	I can’t touch and examine the actual product.	1	2	3	4	5
PR6	It is risky to purchase products by the mere sight of ads and images.	1	2	3	4	5
PR7	It is difficult to get a refund or obtain customer service with online-purchased products.	1	2	3	4	5

Section D: Consumers'Online Purchase Intention of Travel Products

Please read each statement carefully and circle the most appropriate answer that indicates how strongly you agree or disagree with the following statements, where: [1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree]

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
C7	Online Purchase Intention of Travel Products (OPI)					
OPI1	I like to purchase travel products online.	1	2	3	4	5
OPI2	I will recommend others to purchase travel product online.	1	2	3	4	5
OPI3	I will purchase travel products through internet in the near future.	1	2	3	4	5
OPI4	I intend to continue purchase travel products online.	1	2	3	4	5
OPI5	I intend to increase the using of travel website.	1	2	3	4	5

Thank You for Your Participation!