

Influence of perceived usefulness, perceived ease of use and brand name on online purchase intention among higher learning institutions students

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Abstract

Increasing on E-Commerce has become a popular trading method in the worldwide market. Online shopping is a growing phenomenon that has become a popular means of shopping among higher learning institutions students. However, online marketers do not understand the factors that influence the online purchase intentions among the higher learning institution students. The purpose of this study is to analyze the factors that influence the online purchase intentions among higher learning institutions students in Nilai, Negeri Sembilan, which measured three variables namely perceived usefulness, perceived ease of use, and brand name. A sample of this study included 358 respondents of higher learning institution students from Nilai, Negeri Sembilan, Malaysia. The data was analyzed using the SPSS 25 version and it was noted that the perceived usefulness, perceived ease of use and brand name has a significant influence to the online purchase intention among the higher learning institution students in Nilai, Negeri Sembilan. Therefore, this study also shows that Technology Acceptance Model has a positive effect to influence the higher learning institution students online purchase intention.

Keywords: *Consumer behaviour; Online purchase intention; Technology acceptance model*

1.0 INTRODUCTION

Consumer purchase through an online platform is growing rapidly in the global market. This will become the new trend in global business and online marketers have to pay more attention to know why consumers will shift from traditional purchase behaviour to online purchase. Internet World had shown that the number of internet users keeps increasing from year 1995 to 2020 which is from 16 million populations to 4,833 million populations in the world [46]. In Malaysia, there were 26.69 internet users out of 32.52 million populations in year 2020 [38]. Moreover, when the internet users increase it will directly influence more consumers to purchase through the E-Commerce platforms. The global E-Commerce sales had increased from \$3.5 trillion in year 2019 to 3.9 trillion in year 2020, which also shows that the trend for consumer's online purchase had increased [25].

E-commerce has become the popular activity for consumers nowadays due to the advancement in technology. E-commerce is the buying and selling activities through an online platform, and there are 6 types of E-commerce such as Business-to-Consumers (B2C), Business-to-Business (B2B),

Consumer-to-Consumer (C2C), Consumer-to-Business (C2B), Business-to-Administration (B2A) and Consumer-to-Administration (C2A) [13]. B2C E-commerce sales increased from 1.54 trillion US dollar in year 2015 to 3.53 trillion in year 2019, which shows that the trend for global E-commerce sales will increase in the future as E-commerce has become popular among consumers [17]. Due to the Covid-19 pandemic, most of the brick-and-mortar retailers have shifted to online platforms due to the government policy, which was set to prevent spreading of the virus, and these influenced consumers to depend on E-commerce to purchase goods and services [15].

The reason that influenced consumers to shift to online purchase is because of convenience of comparing the price for the goods and services, the ability to shop 24 hours compared to the physical shop that only operated during operation hours, availability of products, saving time compared to shopping at a physical store and as some products prices are lower than the physical store [6]. Ouellette (2020) stated that Generation Z will become the main consumer to purchase using an online platform in the future and Generation Z will be the higher learning institutions students in the future as well. Therefore, marketers need to have more understanding on their purchase behavior in order to create relevant marketing strategies to attract them in the future [34]. Hence, this research will examine the factors that influence online purchase intention among the higher learning institution students in Nilai, Negeri Sembilan.

2.0 PROBLEM STATEMENT

Due to Covid-19 pandemic across the world, many countries implement the movement control order policy to control or contain the spread of Covid-19 virus and this is the same situation in Malaysia [5]. This policy had influenced more consumers to purchase using an online platform, which also influenced the E-commerce sales to increase [7]. As more consumers have intentions to shift to online purchases, online marketers lacked the knowledge to attract these consumers due to lack of understanding of their online purchase behaviour. Therefore, this research would provide better understanding for online marketers to know the factors that influence higher learning education students online purchase intention.

Ouellette (2020) mentioned that, Generation Z will be the main consumers to purchase through online platforms in the future markets, and most of Generation Z include the higher learning education students nowadays [34]. Due to different needs from different consumers, online marketers lack the understanding on the higher learning education students and this research will help the online marketers to focus on what factors would influence their online purchase intention.

3.0 LITERATURE REVIEW

3.1 Consumers Online Purchase Intention

Purchase intention will occur prior of the purchasing process and it refer to the willingness of the customers to purchase the goods or services [40]. Therefore, online purchase intention is the willingness of the consumers to purchase the good or services through online platforms. Due to technology advancement, more activities are conducted using an online platform, especially purchasing activities, therefore an online purchase intention has become more important for the online marketers to understand. Other than that, an online consumer purchase intention can also

help the marketers to determine what are the factors that influence consumer purchase using an online platform. According to the research from Irshad & Ahmad (2019), the internet has become common and is used in daily life, therefore an online purchase intention has become more important for the online marketer to understand the consumer’s motivation to purchase the goods and services in the online platform or the E-commerce platform [22]. According to the previous research, Ha, & Stoel (2009) mention that the perceived ease-of-use and perceived usefulness is the main factors that influence the consumers online purchase intention [19].

3.2 Online Shopping Platform

According to Oxera (2015) an online platform can be defined as a small website that allows people to browse from local website and connect worldwide, therefore an online shopping platform stands for a website that allows consumers to purchase through the website [4]. It doesn’t matter if it is a local or global firm. Statista (2019) mentioned that, online shopping platform sales has increased from year 2014 to 2019 from 1.33 trillion US dollars to 3.53 trillion US dollar [17]. Therefore, this statement shows that E-commerce has become a huge trend in the global business environment. According to Axis (2018), the main reason that influence consumers to choose online shopping platform is convenience [43]. Online shopping platforms will become a common phenomenon in the global business market environment and this is because of the technology advancement and innovation in the world [16].

3.3 Consumer Behaviour

Consumer behaviour is the process to explain how the consumers are involved in the seeking, choosing, using, evaluating and disposing activities for the products or services that they purchase to satisfy their needs and wants [3]. Therefore, social media has the power to influence consumer behaviour in the post behaviour stage [31]. Consumer purchase decision model is the model that fully explains the consumer behaviour process from intention to purchase until post consumption evaluation. The five stages in the consumers purchase decision model are problem recognition, information search, alternative evaluation, purchase decision and post-purchase behaviour [14]. All of these stages explain the consumer purchase behavior from prior purchase to post purchase. Thus, due to the growth of the internet, consumers are able to shop using an online shopping platform and consumer behavior has become more important for the firm or the marketers to identify consumer online purchase intention [26].

3.4 Technology Acceptance Model

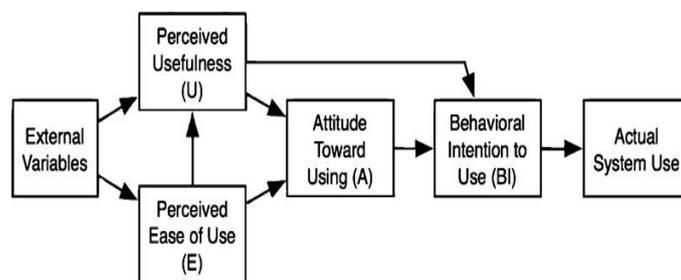


Figure 1: Technology Acceptance Model

Technology acceptance model is the model commonly used to explain the consumers online purchase behaviour and the researcher will also use to explain the technology acceptance behaviour [29], [9]. TAM is the model that was developed by Davis (1989), to explain the new technology acceptance behaviour for the users [9]. TAM also used when the user feels the technology is easy to use and is useful. They will continue to use the technology. Thus, TAM also can be used to predict the consumer purchase intention through the online platform which is also using a technology device to access it. There are five main variables in TAM, which are perceived usefulness, perceived ease of use, actual usage, behavioural intention to use and attitude towards using.

According to Ajibade (2018), there are some limitations from the TAM model, such as TAM concerns with the variable that pertain to the users' behaviour such as behavioural intention (BI), therefore TAM also evaluates behavioural intention (BI) by the subjective norm as the interpersonal influence [2]. There is also other prior research that had adopted TAM as the model to determine the consumer online purchase behaviour and found that perceived usefulness and perceived ease of use significant influence to the online consumers purchase intention [2], [39].

3.5 Brand Name

Brand name can be considering as trade name, and is applied by the organization to particular products or services [35]. According to Ward & Lee (2000), brand name is the substitute for the products or service information, when the consumer has an intent to purchase [44]. Brand name not only can attract new customers but also can make the current customer feel comfortable when they intent to purchase. Therefore, there are also benefits of having a strong brand name for the business firm, which can create customer recognition, brand equity and customer's loyalty with the brand [48]. According to Haslinda & Amran (2015), brand name is important for a business firm to create the customer's intention to purchase, therefore each of the website names can be considered as the brand name that attracts the customers to purchase through their online platforms [20]. Brand name also plays an important role to consumers when they lack knowledge about the products and it also helps them to reduce assessing products quality and risk for purchase [11].

According to several prior research, a brand name is one of the variables used to determine the consumer online purchase intention and is a significant influence to the consumer's online purchase intention [20], [18], [32], [30]. Through all of these prior researches, the following hypotheses is developed:

H1: There is a positive effect of brand name to influence higher learning institutions students online purchase intention.

3.6 Perceived Usefulness

According to Davis (1989,1993) perceived usefulness can be defined as the degree to identify individual beliefs and by using technology it can help to enhance job performance in one organizational context, but it can also be defined as the degree to identify individual beliefs that using technology can help to enhance shopping performance through an online shopping platform [9], [10]. Perceived usefulness can be defined as when application is effective to perform. It will influence the consumer to believe the application is useful [21]. Therefore, the advantage of purchasing from an online shopping platform compared to the traditional store involves the perceived usefulness of the online shopping platform. The helpful services from the online shopping platform can influence consumers purchase decision on the products or services. This also considered as perceived usefulness. According to Wong (2018), consumers basically will use

the online platform to review the recommendation and comments from the post purchase consumers, and this is called user-generated products information and this information will help to support the consumer purchase decision, and this also is considered as the perceived usefulness from the online shopping platform [45].

There are several prior researches which show that perceived usefulness is used to determine the online purchase intention, and the result had a shown that perceived usefulness had significant influence to the consumer online purchase intention [20], [23], [12], [33]. From all of these prior researches, the following hypotheses is developed:

H2: There is a positive effect of perceived usefulness to influence higher learning institutions students online purchase intention.

3.7 Perceived Ease of Use

According to Davis (1989), perceived ease of use is the degree the person believes that using a particular system such as the new technology will be free of effort [9]. Perceived ease of use also had been used to measure how it influences the people behaviour intention when they are involved in the financial transaction through the online platform [47]. Consumers purchase intention will also increase due to the products searching process and checkout process efficiency in the online shopping platform, and it will also directly improve perceived ease of use for the consumers. According to Selamat, Jaffar, & Ong (2009), consumers prefer to choose the simple system online shopping platform to purchase products or services [37]. Thus, consumers also prefer to use the technology that is easy to use and also the technology that requires less effort to learn, therefore this statement supports the perceived ease of use which is affected and influences consumers to choose the online platform to purchase [42].

There is several prior researches that shows that the perceived ease of use is used to determine the online purchase intention, and the result had shown that the perceived ease of use had significant influence to the consumer online purchase intention [36], [24], [8], [23]. From all of these prior researches, the following hypotheses is developed:

H3: There is a positive effect of perceive ease of use to influence higher learning institutions students online purchase intention.

4.0 Conceptual Framework and Hypotheses Development

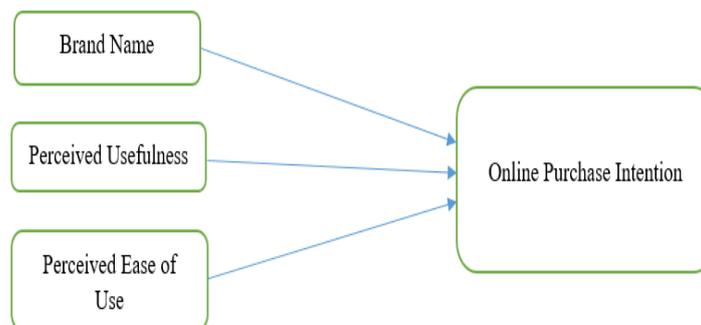


Fig. 2. Conceptual Framework

Based on the conceptual framework in Fig. 2, the hypotheses are developed as below to meet the research objective:

H1: There is a positive effect of brand name to influence higher learning institutions students online purchase intention.

H2: There is a positive effect of perceived usefulness to influence higher learning institutions students online purchase intention

H3: There is a positive effect of perceive ease of use to influence higher learning institutions students online purchase intention.

5.0 RESEARCH METHODOLOGY

This research is conducted with a quantitative method. The survey approach applied to this research used an online questionnaire to collect data from the respondents. Therefore, this research expected to collect 379 questionnaires from the respondent according to the total population of higher learning institution students in Nilai which is 13,417 [28]. However, only 358 questionnaires were collected from the respondents. There are four sections in the questionnaire (A, B, C and D).

Section A collected the past online purchase experience from the respondents. Section B collected the demographic data from the respondents by asking their gender, age, race, marital status, education level, occupation, personal monthly income and university. Section C collected information from the three independent variables namely (1) brand name (2) perceived usefulness and (3) perceived ease of use, which determine how these factors affected the respondents. Lastly, Section D focused on the information for the dependent variables to determine the respondents online purchase intention through online shopping platform. A 5-point Likert scale was used in Section C and D which provided the range from 1-strongly disagree, 2-disagree, 3-neutral, 4-agree and 5-strongly agree.

6.0 DATA ANALYSIS AND RESULT

6.1. General Information and Respondents Online Purchase Experienced

The total questionnaires collected from the higher learning institution students from Nilai is 358. 80.73% (N=289) who have online purchase experience and there are 19.27% (N=69) respondents who didn't have any experience in online purchase. Thus, 95.81% (N=343) respondents were willing to purchase through online shopping platforms in the future, but there are 4.19% (N=15) respondents who will not purchase through online shopping platforms in the future.

Next, there are 19.27% (N=69) respondents who never purchase through online shopping platform which is the same as the figure for the respondent who didn't have the experience to purchase through online shopping platform. Hence, there are 33.24% (N=119) respondents who often purchase through online platform. 23.46% (N=84) respondents quite often purchase through

online platform and lastly there are 24.02% (N=86) respondents who very often purchase through online shopping platform. Furthermore, for the question asked about the duration involve in the online purchase during past six-months, 22.91% (N=82) respondents never purchased through online platform in the past six months. Therefore 44.93% (N=168) respondents purchased 11-20 times in the past six months, 0.56% (N=2) respondents purchased through online within 3-5 times, 23.18% (N=83) respondents purchased within 6-10 times and 6.42% (N=23) respondents purchased within 21 times or more in the past six months.

Next according to the question where will the respondents choose to purchase the products and services, there are 67.3% (N=241) respondents who choose to purchase at Shopee platform, 15.1% (N=54) respondents choose Lazada, 7.5% (N=27) respondents choose Lelong, 6.7 (N=24) respondents choose Mudah, 2.5% (N=9) respondents choose PrestoMall and 0.8% (N=3) respondents choose Zalora. Lastly, the last question indicated what are the factors that influence respondents to choose online purchase platform and the results show that there are 38.8% (N=139) respondents who choose because of promotion, 26% (N=93) respondents choose because of lower price, 13.7% (N=49) respondents choose because of the brand name, 10.6% (N=38) respondents choose influence by family, friend, colleagues and others. There are also 10.9% (N=39) respondents who choose because of others reasons such as because it is convenient, flexible, etc.

6.2. Demographic Background and Respondents

The sample collected 358 higher learning institution students from Nilai and the results show that there are 49.7% (N=178) are Male and 50.3% (N=180) are Female. For the age, 1.4% (N=5) are 17years old and below, 65.1% (N=233) are 18-24 years old, 25.4% (N=91) are 25-29 years old, 7.5% (N=27) are 30-34 years old and 0.6% (N=2) are 35-39 years old. Next, for the race the results shown that 30.7% (N=110) are Malay, 49.2% (N=176) are Chinese and 20.1% (N=72) are Indian. Moreover, for the marital status, it showed that 99.7% (N=357) respondents are single and only 0.3% (N=1) respondents married. For the education level, there are 65.9% (N=236) respondents in the undergraduate degree level, 22.9% (N=82) respondents are in the diploma level and 11.2% (N=40) respondents are in the postgraduate degree level. Moreover, for the occupation 96.6% (N=346) are full time students, 2.2% (N=8) are part time students working in the private sector and 1.1% (N=4) respondents were also part time students who have their own business. Next, for the monthly income, there are 88.5% (N=317) respondents who earn less than RM 1,500 income, 8.1% (N=29) respondents were from RM1,500 to RM2,000, 1.7 % (N=6) respondents earned from RM 2,001-RM2,500, and RM2,501 and above, respectively. Lastly, there are 27.1% (N=97) respondents from Nilai University, 23.7 (N=85) respondents from INTI International University, 5.9% (N=21) from KPJ Healthcare University College, 6.4% (N=23) from Murni International College, 8.9% (N=32) from USIM, 22.1% (N=79) from Manipal International University and 5.9% (N=21) from Global Institute of Studies.

6.3. Reliability and Normality analysis

SPSS version 25 was used to analyse the reliability and normality analysis in this research. Reliability test is the statistical process to analyze repeatability, consistency and validity in the questionnaire measurement [41]. Cronbach's Alpha is used in this research to analyse the reliability analysis. There are three independent variables and one dependent variable involved in the Cronbach's Alpha analysis to test the reliability test.

According to Fig. 3, all the variables had more than 0.7 value which means that all the variables are considered to have reliability.

Dependent Variable	Cronbach Alpha	Item
Online Purchase Intention	.840	3
Independent Variables	Cronbach Alpha	Item
Brand Name	.713	6
Perceived Usefulness	.797	7
Perceived Ease-of-Use	.918	9

Fig. 3. Cronbach’s Alpha Reliability Analysis

Next, kurtosis and skewness were used in this research to determine the normality test to identify the normal distribution for the questionnaires. According to Kline (2005), it is considered as normally distributed for the skewness value was within +/- 3 and the kurtosis value was within +/- 10 [27]. Next, Fig. 4 states all the variables are considered normal distributed due to skewness value was between -1.243 and -0.289, and kurtosis value was between -0.381 and 0.198.

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
BN	358	2.83	5.00	4.1318	.43494	-.289	.129	-.381	.257
PU	358	2.71	5.00	4.1488	.44257	-.335	.129	.077	.257
PEOU	358	3.22	5.00	4.2123	.52093	-.375	.129	-.311	.257
OPI	358	3.00	5.00	4.3464	.66326	-1.243	.129	.198	.257
Valid N (listwise)	358								

Fig. 4. Normality Analysis

6.4. Hypotheses Testing

SPSS version 25 was used to analyse the Hypotheses testing in this research. Pearson’s Correlation Coefficient and Multiple Regression Analysis was tested in this research to test the hypotheses for the independent variables and dependent variable.

According to Fig. 5, brand name (BN), perceived usefulness (PU) and perceived ease-of-use (PEOU) has positive correlation with online purchase intention (OPI) which is the value at positive 0.161, 0.123 and 0.104. Next, the P value also found that there is a significant relationship between all the independent variables to the dependent variable, which is BN (0.002), PU (0.020) and PEOU (0.050). when the P value is less than 0.01 for BN and 0.05 for PU and PEOU, it is considering as significant to the consumer online purchase intention.

Correlations

		BN	PU	PEOU	OPI
BN	Pearson Correlation	1	.038	-.090	.161**
	Sig. (2-tailed)		.476	.090	.002
	N	358	358	358	358
PU	Pearson Correlation	.038	1	.072	.123*
	Sig. (2-tailed)	.476		.172	.020
	N	358	358	358	358
PEOU	Pearson Correlation	-.090	.072	1	.104
	Sig. (2-tailed)	.090	.172		.050
	N	358	358	358	358
OPI	Pearson Correlation	.161**	.123*	.104	1
	Sig. (2-tailed)	.002	.020	.050	
	N	358	358	358	358

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

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

Fig. 5. Pearson’s Correlation Coefficient

Looking at the Multiple Regression analysis at Fig. 6, the positive correlation coefficient between the dependent variable and independent variables has the value at 0.228

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.228 ^a	.052	.044	.64856	.052	6.455	3	354	.000	2.300

a. Predictors: (Constant), PEOU, PU, BN

b. Dependent Variable: OPI

Fig. 6. Multiple Regression (Model Summary)

Next, by doing the Multiple Regression analysis this research also conducted the ANOVA test. According to Fig. 7 the F value is 6.455 and with the significant $p = 0.000$ which is lesser than 0.05, this means that the model from this research is significant, which is Brand Name, Perceived Usefulness and Perceived Ease of Use has significant variation to the Online Purchase Intention.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.145	3	2.715	6.455	.000 ^b
	Residual	148.905	354	.421		
	Total	157.050	357			

a. Dependent Variable: OPI

b. Predictors: (Constant), PEOU, PU, BN

Fig 7. Multiple Regression (ANOVA)

Next, Fig. 8 shows the Multiple Regression for the Coefficients. According to the B value all the variables had positive value which is 0.255 (BN), 0.163 (PU) and 0.141 (PEOU). The B value indicated that the value from the independent variables will influence the dependent variable. Therefore, by the P value also shows that all the variables are significant to the online purchase intention, as all the values less than 0.05 significant level.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.022	.534		3.789	.000	.972	3.072
	BN	.255	.079	.167	3.212	.001	.099	.411
	PU	.163	.078	.109	2.098	.037	.010	.316
	PEOU	.141	.066	.111	2.125	.034	.011	.272

a. Dependent Variable: OPI

Fig. 8: Multiple Regression (Coefficients)

7.0 CONCLUSION

The findings, brand name, perceived usefulness and perceived ease of use have a significant influence on Nilai higher learning institution students' online purchase intention. The result also shows that the higher learning institutions' students are more intent to purchase product from famous branded products from the online shopping platform, and also from the useful and simple process online shopping platform such as useful product information provided or the simple checkout process from the online shopping platform.

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