# Factors Influencing Online Purchase Intention among Students in SEGI University

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**Abstract:** *In recent years, some college students, represented by Generation Y (millennial generation) and Generation Z, have become important shopping groups due to their high computer literacy and Internet proficiency. Even after the implementation of COVID-19 in 2020, Malaysia's e-commerce is expanding rapidly, but it faces challenges. The purpose of this study is to explore the perceived usefulness of shoppers' purchasing intention. In addition, the researcher focused on the connection between the perceived usefulness and the buyer's purchase intention. In this study, a simple random sampling technique was used. The researcher gathered substantial reactions from understudies at Malaysia's SEGi University utilizing a four-sections questions by using Google Form. Then, at this point, SPSS 26.0 and SmartsPLS were used to decompose the collected information. As per the study results, perceived usefulness and perceived ease of use impact buyers' readiness to shop on the web. Therefore, in order to further develop intensity, online retailers and advertisers should pay more attention to the usability and ease of use. Gradually, the exploration results of H1 and H2 showed that perceived usefulness and perceived ease of use have fundamentally affected the audience's ability to purchase online.*

**Keywords:** *Online purchase intention, perceived usefulness, perceived ease of use*

## 1. Introduction

### 1.1 Background of the study

Some college students, represented by Generation Y (millennial generation) and Generation Z, have emerged as important shopping groups in recent years owing to their high computer literacy and proficiency with the Internet (Aldhmour & Sarayrah, 2016)[1]. This group of young people aged 15 to 40, influenced by their parents' spending habits, is expected to mature soon. For online retailers, it is very important to understand the behavior of this market segment for implementing appropriate marketing strategy (Huseynov & Yildirim, 2016)[9].

The e-commerce market in Malaysia is famous for its rapid growth and challenges. In 2019s, the value of business-to-consumer e-commercenthe United States increased by 39%, as did that of other developing e-commerce markets. In terms of e-commerce infrastructure, Malaysia is catching up with a more mature online shopping market, including the requirements of product supply, payments, delivery and supervision ('E-commerce payments trends', 2020)[5].
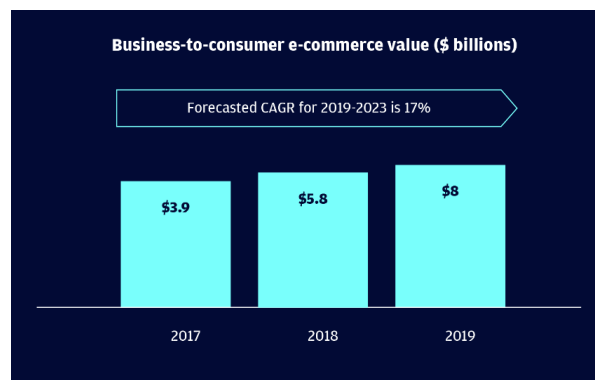


*Figure 1 Edgar, Dunn, & Company 2020*

From Figure 1 above, we can see that, after three years of rapid development, the development speed of business-to-customer (B2C) online business market in Malaysia has slowed down, but by 2023, the annual cumulative growth rate (CAGR) in Malaysia will be as high as 17%. This mirrors the financial tensions brought about by the COVID-19 pandemic in 2020 and its effect on exchange, assembling and utilization ('E-commerce payments trends', 2020)[5]. The most famous categories of network-based business projects are tourism (63%), buyer's hardware (10%) and style (9%). It is normal that the travel industry area will decrease in 2020, yet it will bounce back in the following not many years ('E-commerce payments trends', 2020)[5].

However, most researchers on students' online shopping goals do not consider their online shopping goals and the salary restrictions they usually (Aldhmour & Sarayrah, 2016[1]; Faqih, 2016[7]; Jadhav & Khanna, 2016[10]). Because customers who are eager to shop should pass a money-saving test before shopping online, and because most college students rely on their parents' education advances payment and pocket money, the question of how interested students are in shopping online arises. The goal of this review is to look into the factors that influence Semi University students' ability to buy online, such as perceived usefulness and perceived ease of use. Therefore, the purpose of this study is to evaluate the relationship between these factors, and there is no research basis. This survey is expected to make researchers realize that college students are an important part of network providers, thereby narrowing the information gap and gaining advantages.

### 1.2 Problemo statement

The reason for this study is to pay attention to the relationship between these factors and see what they mean to the buyers' purchase purpose on the online commercial websites in Malaysia. Past researchers have discovered that despite the fact that cost is the main factor for customers, there are different components that influence their buying expectations, like apparent convenience and usability. In addition, few researchers have explored shoppers' purchase expectations on websites, especially in Malaysia.

### 1.3 Research questions

The following are the recommended research questions.

Will perceived usefulness affect consumers' willingness to purchase online?

Will perceived ease-of-use affect consumers' willingness to purchase online?

### 1.4 Research objectives

In order to better understand these problems, the following research objectives are put forward.

To investigate the relationship between perceived usefulness and consumer 'purchase intention.

To investigate the relationship between perceived ease of use related to consumer 'purchase intention.

### 1.5 Significance of the research

This review proposes two variables to assess the problems that might affect Malaysian buyers' enthusiasm for online purchases on Malaysian buying websites. Perceived usefulness and perceived ease of use were the influencing factors. Moreover, this researcher additionally gives significant data and experiences to ventures and scientists to more readily comprehend the web-based buy plan of action. Organizations wishing to enter the Internet-based access market can start from this article. They can aim at potential areas that they may ignore. Nevertheless, they can use these findings as assistants for further developing business processes.

### 1.6 Definition of terms

Online Purchase Intention (OPI): Consumers' willingness to participate in an online transaction is called their willingness to buy online. Thoughtful measures may be more effective than behavioral measures in grasping customers' ideas, because when considering buying, customers may purchase because of constraints rather than preferences (Yang & Mao, 2014)[17].

Perceived Usefulness (PU): According to Davis (1989)[4], the characteristic of PU is that "individuals'

acceptance of a specific framework would help them express themselves". By making use of the fascinating progress in the Technology Acceptance Model (TAM) system, the PU is regarded as a direct indicator to achieve behavior goals.

Perceived Ease of Use (PEOU): PEOU is characterized as "how many people accept that using a particular framework is free." This will affect the individuals' expectations of currency transactions on the website (Davis, 1989)[4]. In addition, Koufaris & Hampton-Sosa (2004)[12] described PEOU as an abstract feeling of customers' efforts to learn and use specific websites.

## 2. Literature Review

This section reviews the writing of this review and the relevant hypothetical models. In this way, it will be developed by the above-mentioned exploration objectives and problems. In the final section, the researcher makes assumptions about each component and attempts to study the relationship between each component and online shopping objectives.

### 2.1 Online Purchase Intention (OPI)

Creativity refers to the range of customers who plan to buy a product or company. The term "online purchase target" implies that buyers are eager to purchase labor and products through the Internet-based phase (Liat & Wuan, 2014)[13]. Some surveys have found that there is a close relationship between personality and object tendency, which can predict customers' future behavior according to their behavior. One of the reasons why buyers favor online shopping is that it saves time, is more helpful, and is easier to use.

The inspiration for a person to design an activity or behavior consciously is called expectation. Rafsandjani (2018)[16] described the purchase expectation as reflecting the buyer's psychological state of buying a specific brand inside a specific period. Customers' willingness to participate in Internet transactions is described as their ability to shop online. Internet exchanging is a cycle that includes the recovery of data, the transmission of data, and the acquisition of an item. Khairunnisa, S. Hafidhuddin, D. and Tanjung, H. (2018)[11] characterized buy goal as the conduct of buyers who are keen on buying an item or service.

Finally, this study describes the purchase goal as the inspiration and goal of the subjects who intentionally design or think about the assumption, desires and possibilities of purchase. Exchanging interest, reference interest, inclination interest and investigation premium would all be able to be utilized to decide to buy aim. Exchanging interests is a tendency of buyers to buy goods. The tendency to assign items to others is called an opinion.

### 2.2 Perceived Usefulness (PU)

The convenience of visibility is the most important factors in predicting the goal of online purchase behavior. The apparent helpfulness of online stores is to a great extent impacted by framework or specialized components, for example, progressed web crawlers, individual shopping baskets, multi-language, item channel (brand and cost) and rewards or mileage point reclamation administrations. This makes specialist co-ops draw in new clients, yet additionally continue to exist clients.

Besides information technology functions, the Internet business stage also provides some basic project data, such as value, weight, and cost. Item helps customers make decisions, and at this point, it encourages them to choose to buy online instead of offline (Lim, Osman, & Salahuddin, 2016)[15]. The overall benefits brought by the obvious value of the website are comfort, cost savings, efficiency improvement and increased data openness. As a result, most customers prefer interacting with a website that can assist them in purchasing a help item (Cheng & Yee, 2014)[3]. At the same time, if the apparent value of a website does not exist, it might affect the buyer's tendency and hypothesis.

### 2.3 Perceived Ease of Use (PEOU)

The Technology Acceptance Model (TAM) is a fundamental and strong hypothetical system that has been perceived in a wide range of data innovation fields and is widely used to give a solid foundation to purchasers' internet-based practices. As Davis (1989)[4] pointed out, the perceived usefulness and perceived are two important parts of professional recognition. Davis (1989)[4] characterizes apparent

convenience as "how much an individual thinks that utilizing a particular framework doesn't have to buckle down", while saw handiness is "how much an individual thinks that utilizing a particular framework would further develop his work execution". Likewise, saw convenience demonstrates how simple new advancements will be to comprehend and use to assist purchasers with finishing their jobs.

Shoppers' endeavors to settle on buying choices have been debilitated by the Internet. Finally, the new computerized environment supports more skilled acquisition process. Generally speaking, the visible usability is always linked to the "ease of use" in the online business stages. Most websites are not difficult to use because the data is basic, moderate and can be accessed quickly. They are not difficult to control the network, study, have basic website work and have simple similarities and routes (Al-Jawhari, Khan, Al Kalbani, & Al Khansouri, 2018)[2].

### 2.4 Hypotheses development

Acceptance of new technology will be reflected in consumers' willingness to buy new products, which can be seen clearly in customer-centered countermeasures. As a result, consumers' online purchase intention is closely related to their expected perceived usefulness and perceived ease of use. As a result, the following assumptions can be made.

H1: Perceived usefulness has a significant impact on the online purchase intention.

H2: Perceived ease of use has a significant on online purchase intention.

### 2.5 Chapter combing

In this part, the factors of dependence and autonomy will also be analyzed in the survey. The researcher examined dependency variables, online purchase objectives, freedom factors, visible value and availability, as well as theoretical improvements from top to bottom.

## 3. Research Methodology

This section will also study the dependent factors and research design of the survey. The researcher considered the dependent variable, online purchase intention and independent variables, perceived usefulness and perceived ease of use, as well as hypothetical development.
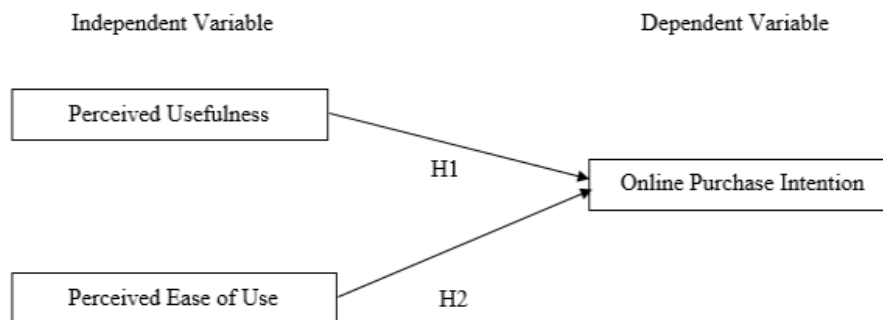
### 3.1 Research framework



*Figure 2 Research framework*

The research methodology framework for this study is shown in Figure 2. The purpose of this study is to explore the basic concepts of online purchase intention and the relationship between perceived usefulness and perceived ease of use. A Technology Acceptance Model (TAM) will be used to describe the variables in the analysis.

### 3.2 Research design

The examination expects to analyze, collect and decrypt information, and provide necessary data in a more powerful, skilled and orderly way (Zikmund, 2013)[18]. The review will include quantitative

inspection techniques. In this review, quantitative exploration strategies will be used instead of subjective inspection techniques, so as to have more objective respondents and include different kinds of estimates and surveys. This method allows researchers to collect and analyze data for further hypothesis testing, because its main function is to determine the relationship between dependent variables and independent variables. This research will help to determine the relationship between the independent variables (perceived usefulness and perceived ease of use) and the dependent variables (online purchase intention).

### 3.3 Population and sampling

The word "population", also known as the standard individuals, refers to a set of specific and complete individuals, occasions or things that follow a series of standards and contain data to summarize the examination findings. Similarly, in order to ensure correct and accurate information classification, it is necessary to have a clear target population characteristic (Zikmund, 2013)[18]. At present, the research targets young consumers aged 18 to 40 who buy goods from online stores. Therefore, this study will only investigate the students aged 18 to 40 who were studying at SEGi University. In addition, there are no restrictions on the type of online shop or the gender and race of the customers. In this study, 40 students from SEGi University who are shopping online will be selected by random sampling.

### 3.4 Instrumentation

The surveys of this review will be made utilizing Google Forms and dispersed online to the respondents who meet the example rules through web-based media stages (like Facebook, WhatsApp and email, and so on). Indeed, contrasted with other examination apparatuses, an internet based survey is more helpful, less expensive and more productive, on the grounds that it kills questioner's bias and geological deterrents. Accordingly, scientists would have the option to gather adequate information for the examination in a more limited time and at a lower cost.

### 3.5 Data analysis

In order to analyze the structural relationship between data and the conceptual framework of the test scheme, the 26th edition of Statistical Package for Social Sciences (SPSS) and the Partial Least Squares (PLS) were used in this study. In this study, the partial least squares method was chosen because it is suitable for small sample size and a uniform residual distribution. The recommended two-stage analysis program, i.e. measurement model and structural model, was used to test and interpret the data collected in this research. Before evaluating the measurement model, its purpose is to verify the structure model of hypothesis testing. The measurement model demonstrates how to express the structure using the measured variables. On the other hand, the structural model describes the relationship among structures.

### 3.6 Chapter combing

This section introduces the design method from the beginning, and then continues to introduce the strategies and steps of information classification and inspection. This paper also introduces information classification technology and exploration methods. Then, in the field of information processing, we have mastered the essence of results and the techniques to reduce error. An expressive survey also helps to show the information qualities of the respondents. Using partial least squares technique to verify information, the relationship between system and design is tested. Therefore, the evaluation model, just like the design of the model, conducts a comprehensive test by evaluating the reliability and adequacy of enterprises. In contrast, basic model was used to evaluate the relationship between the exploration model and possible design.

## 4. Results

This part describes in more detail the consequences of information classification. The scientists used SPSS 26.0 and SmartPLS to investigate the information collected from the objective interviewees.

### 4.1 Respondent demographic profile

According to Table 1, the population data of the respondents show that males (47.5%) slightly less than females (52.5%). It can be seen from Table 1 that among the target respondents, there are nearly half

of the respondents which was 18 respondents (45.0%) whose age between 31 and 35 years old. There were 9 (22.5%) and 8 (20.0%) respondents in 18 to 25 and 26 to 30 age groups, respectively. The least age group falls on 36 to 40 years old which is only 5 respondents (12.5%). More than half of the respondents their income falls on <RM1,500 which consists of 18 respondents (45.0%). 11 respondents (21.5%), 7 respondents (17.5%) and 4 respondents (10.0%) have the income source of RM1,500 to RM3,000, RM3,001 to RM5,000 and RM5,000 and above, which indicated that the respondents of the current study have ability to purchase or buy.

*Table 1 Demographic Profile of the Respondents*

| Background | Categories | Frequency | Percentage (%) |
|---|---|---|---|
| Gender | Male | 19 | 47.5 |
| | Female | 21 | 52.5 |
| Age | 18 to 25 | 9 | 22.5 |
| | 26 to 30 | 8 | 20.0 |
| | 31 to 35 | 18 | 45.0 |
| | 36 to 40 | 5 | 12.5 |
| Race | Malay | 8 | 20.0 |
| | Chinese | 28 | 70.0 |
| | Indian | 4 | 10.0 |
| | Other | 0 | 0.0 |
| Monthly Income | Less than RM1,500 | 18 | 45.0 |
| | RM1,500 to RM3,000 | 11 | 27.5 |
| | RM3,001 to RM5,000 | 7 | 17.5 |
| | RM5,000 and above | 4 | 10.0 |

### 4.2 Normality test

In addition to the graphic evaluation of normality, the normality test was also tested through SPSS. Because the sample size of the targeted respondents was less than 50, the researcher chose the Shapiro-Wilk test as the best option for testing data normality. Based on the Table 2, it illustrated the results from two normality tests which are Kolmogorov-Smirnov and Shapiro-Wilk. The researcher interpreted the data was normal as the significance level of Shapiro-Wilk was greater than 0.05. The significance level of perceived usefulness was 0.08, while perceived ease of use was 0.09.

*Table 2 Normality Test*

| | Kolmogorov-Smirnov[a] | | | Shapiro-Wilk | | |
|---|---|---|---|---|---|---|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| Perceived Usefulness | .179 | 40 | .005 | .892 | 40 | .008 |
| Perceived Ease of Use | .160 | 40 | .012 | .922 | 40 | .009 |

. a. Lilliefors Significance Correction

### 4.3 Validity test

The degree of positive correlation between one metric and other metrics of the same structure is called convergence validity. The convergence validity test determines whether scale items in the model converge on a single structure (Fornell & Larcker, 1981). There are two conditions to determine the validity of the scale convergence. Firstly, the external load of all indicators must be greater than 0.7, which is very high. Secondly, for each structure, the average variance extracted (AVE) must be greater than 0.5. Table 3 showed the validity test results. According to the table, the average variance extracted (AVE) is 0.577 for online purchase intention, 0.629 for perceived usefulness, and 0.709 for perceived

ease0of use.

*Table 2 Validity Test*

| Constructs | Items | Average Variance Extracted (AVE) |
|---|---|---|
| Online Purchase Intention | OPI | 0.577 |
| Perceived Usefulness | PU | 0.629 |
| Perceived Ease of Use | PEOU | 0.709 |

### 4.4 Reliability test

Cronbach is a measure of reliability, which is calculated by using the observed internal correlation of exponential variables. Cronbach's alpha reliability coefficient rises as test item inter-correlations rise; It's usually between 0 and 1 (Liew, 2015). Cronbach's alpha results are shown in Table 4. The reliability test results ranged from 0.8 to 0.9, which is considered very good and acceptable reliability.

*Table 3 Cronbach's alpha*

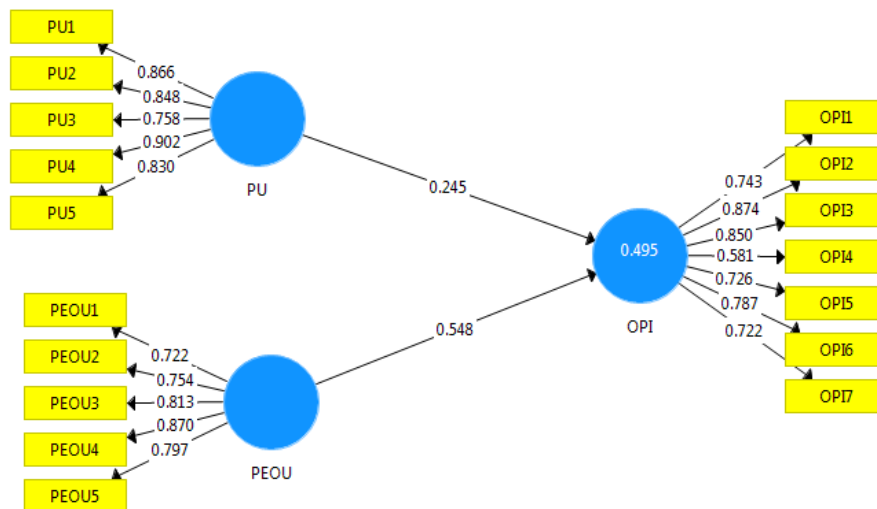| Constructs | Items | Value |
|---|---|---|
| Online Purchase Intention | OPI | 0.876 |
| Perceived Usefulness | PU | 0.853 |
| Perceived Ease of Use | PEOU | 0.900 |

### 4.5 Measurement model



*Figure 3  Results of Measurement Model*

### 4.6 Structural model

The structural equation model used in this study has been tested on the assumed relationship among various structures, as shown in Figure 3 and Figure 4, and found to be reliable and effective. The critical values of the two-tailed test were 1.65 (significance level = 0.10), 0 1.96 (significance level = 0.05)0 and 2.57 0(significance level = 0.01). The significance level depends on the research purpose and field. The significance level of 10 is commonly used in exploratory research (Fornell & Larcker, 1981). H1 and H2 hypotheses were both supported. The $R^2$ coefficient was 0.495. Among the factors affecting online purchase intention, it accounts for 49.5%. The coefficient of $R^2$ was 0.495. It explains 49.5% of the factors affecting online purchase intention.
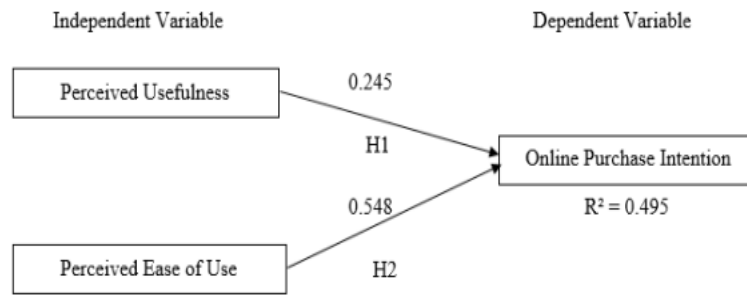
*Figure 4 Results of Structural Model*

### 4.7 Current results discussions

This section gave a definite examination and clarification for the proposed model's quantitative investigation. The descriptive investigation is over. The degree of total factor load exceeding 0.50. Incomplete least squares model for estimating model evaluation. In addition, the firm quality test of internal consistency was completed. All Cronbach unwavering quality and composite dependability esteems are more noteworthy than 0.70, demonstrating that all scales are reliable. Comprehensive results show that the normal energy of each design exceeds the appropriate value of 0.50. The results show that compared with the change of markers, the potential factors can better clarify this problem. Following an assessment of viability, the Fornell-Lacker adequacy standard is utilized. The outcomes exhibited the viability of this model. After establishing reliability and legitimacy, the basic condition model is evaluated and tested. The test results are expected to be beneficial to H1 and H2.

### 4.8 Chapter combing

Based on the hypothesis test results from this chapter, the researchers reviewed the main findings.

## 5. Summary and Conclusion

This part summed up the study's consequences of the past section. First of all, this part examined the main results of this review. Through the analysis of the main results, all research problems have been solved, and the achievement or disappointment of each exploration goal have not yet been determined. Then, the researcher examined the significance of the review. In addition, researchers and enterprises can take advantage of all parts of future research. Finally, this part will make a summary at the end of this paper.

### 5.1 Summary

The purpose of this study is to identify the factors that influence the purchasing objectives of the substitute students of SEGi University. Two hypothesis were proposed in this review, and both were affirmed.

The main theory shows that when the perceived usefulness (PU) ws $\sigma = 0.191$, $p = 0.05$, the apparent convenience will fundamentally affect the buyers' purchase expectation based on the internet. Authors found that when they found their own purchase feasibility, it basically affected buyers' purchase expectations. Different studies, like Cheng and Yee (2014)[3], have reasoned that further developing the utilization level of clients can keep up with the impact of web based shopping in Malaysia. In addition, Yin (2015)[14] found that polyurethane affects buyers' purchase purpose based on Internet. This means that when customers accept that a website is useful and helpful, they will definitely participate in online shopping practice.

It can be seen from Table 5,as the results of the testing shows that $\sigma = 0.220$, $p$ 0.01 in PEOU, it essentially affects shoppers' purchase goals. Most of the members mature between 18 and 35 years old, accounting for 87.5% of the absolute population. These members have preferable versatility to new innovation over different members and are likewise acquainted with web - based shopping. According to the current examination results, Internet commercial websites are easier to use and more helpful. At the

same time, it is also most welcomed by the majority of people. In this manner, customers who have had web - based shopping experience might have the option to peruse the site without any problem.

*Table 5 Results of Hypothesis Testing*

| Hypothesis | Values Scored | Determination |
|---|---|---|
| H1: Perceived usefulness has a significant impact on the online purchase intention. | $\beta = 0.191$ $p < 0.01$ | Supported |
| H2: Perceived ease of use has a significant impact on online purchase intention. | $\beta = 0.220$ $p < 0.01$ | Supported |

### 5.2 Conclusion

Desire for shopping is considered to be an important part of online shopping. Moreover, the factors affecting shopping desire are diverse. We screen the factors affecting shopping desire. Based on past speculations, and the analysis of the corresponding data, this paper puts forward a reasonable model, which integrates obvious convenience, visible usability and buyers' willingness to buy online. According to the survey results, the visible convenience and availability have immediate effect on buyers's purchase target based on the Internet. From the point of view of innovation and Internet works, The establishment of website becomes important, this implies that a valuable site can expand buyers' trust and influence their web-based buying aims. Therefore, in order to further improve the strength, online retailers and advertisers should pay more attention to convenience and usability, make convenience and availability a key development factor .In any case, the after-effects of H1 and H2 focus on showing that apparent convenience and availability have an important impact on the internet-based purchase target of insufficient research.

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**Appendix1: Survey Questionnaire**

*FACTORS INFLUE NCING ONLINE PURCHASE INTENTION AMONG STUDENTS IN SEGI UNIVERSITY*

I invite you to take an active part in the research.The decision to participate in the research is entirely up to you.I promise to keep all information you provide me private,with only the study team having access to it.Thank a lot.

*Section A: Demographic profile*
  1. Gender:
      A.Male
      B.Female
  2. Age:
      A. 18 to 25
      B. 26 to 30
      C. 31 to 35
      D. 36 to 40
  3. Race:
      A. Malay
      B. Chinese
      C. Indian
      D. Others
  4. Income:
      A. Less than RM1500
      B. RM1501 to RM3000
      C. RM3001 to RM5000
      D. RM5001 and above

*Section B: Online Purchase Intention*
(I "strongly disagree", 2 "disagree", 3 "normal", 4 "agree", and 5 "strongly agree".)
1.I will strongly recommend others to use the online to purchase.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

2.I am likely to use the online to purchase in the near future.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

3.I plan to use the online to purchase in the near future I am patient and enjoy life.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

4.I expect to use the online to purchase in the next sir months.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

5.I plan to use the online to purchase again in the next six months.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

6.My general intention to use the online to purchase is very high.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

7.I will think about using the online to purchase.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

## Section C: Perceived Usefulness

(I "strongly disagree", 2 "disagree", 3 "normal", 4 "agree", and 5 "strongly agree".)

1.I think using online shopping make me save time.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

2.I think using online shopping make me a better consumer.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

3.I think using online shopping improve my efficiency as a consumer.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

4.I think online shopping are useful to me as a consumer.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

5.I think online shopping increase my effectiveness as a consumer.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

## Section D: Perceived Ease of Use

(I "strongly disagree", 2 "disagree", 3 "normal", 4 "agree", and 5 "strongly agree".)

1.I think it is easy to learn how to use online shopping.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

2.I believe that it is easy to get online shopping services to do what I want it to do.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

3.I think it is easy to remember how to use online shopping services.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

4.I think online shopping services are easy to use.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

5.I think it is easy to become skillful at using online shopping services.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

Thank you very much for your participation in this research project