



**FACTORS INFLUENCING THE ADOPTION
OF ONLINE PURCHASE THROUGH BLOGS
IN MALAYSIA**

By:

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ABSTRACT

Internet users in Malaysia have grown from only fifteen percent Internet penetration over population in year 2000 to sixty-six percent penetration in year 2009. The Internet has become a means of transaction for consumers in the global market. A study by the International Data Corporation (IDC) indicates that the future forecast of online shopping in Malaysia looks bright and promising. One of the more popular online marketing channels is Blogs. This study aims to identify the adoption factors towards online purchase through Blogs in the Malaysian consumers' context.

A conceptual model integrating five determinants namely, utilitarian orientation, hedonic orientation, trust, opinion leadership and website features were proposed in this study. The employed instrument was developed based on adaptation from previous studies. The instrument was then subjected to validity and reliability test which then confirm that the instrument was appropriate for this study.

A survey was conducted to a total of 269 respondents from all over Malaysia using convenience sampling method. The findings reveal that all five proposed determinants have significant influence on attitudes towards online shopping through Blogs. The finding also indicates that attitudes will lead to intention to purchase through Blogs. The result is beneficial for marketers to understand factors influencing customer's attitudes and intention to purchase through Blogs.

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DEFINITIONS

Blogs A type of website with regular entries of commentary or descriptions of events displayed in reverse chronological order.

Blogosphere The global network of Blogs postings; a community of Blogs, Bloggers and Blog posts.

Blogger Individuals who read or write in Blogs

Blogging The activity concerning Blogs such as posting an entry, reading or commenting in Blogs

Unique Visitors Statistics describing a unit of traffic to a website