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CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1. Introduction

This chapter presents the findings of the survey. It begins with the general description on the profile of the respondents, followed by the respondent's online shopping pattern. Then, the results of validity and reliability test were presented. Next, test of hypotheses was conducted and the supported hypotheses were identified. Lastly, the relation between independent variables and dependent variables was discussed based on the result of multiple regressions analysis.

4.2. Result of sampling

Questionnaires were distributed in the form of survey to colleagues, friends and relatives throughout Malaysia. A pre screening was conducted whereby the questionnaire was only given to those who have experience in visiting Blogs. This is to ensure respondent have adequate knowledge on the subject of this study prior to answering the survey questions. The entire sampling was completed in nine days.

A total of 120 survey invitation emails were distributed to colleagues and friends of friends. In this email it was clearly stated the objective of this study and the pre screen requirements. A total of 270 printed questionnaires were also distributed physically to family, colleagues and friends through face to face meet up and though post. Prior to posting, the respondent was called to pre screen requirements and then only questionnaires were posted. The questionnaires that were posted were then followed up through phone in order to meet the deadlines.

As a result, 300 responses were collected. This yields a response rate of 76.9 per cent which is reasonably good. However, thirteen responses were excluded from this study due to incomplete questions answered. Thus, only 287 questionnaires or 73.6 per cent of the total number of questionnaires distributed were completed and taken into consideration. This number of sample collected is reasonably sufficient for the purpose of this study. The summary of sampling is as per table 4.1 below:

Table 4.1: Details of sampling result

Sampling Method	Number of questionnaires distributed	Number of questionnaires collected	Number of questionnaires collected (percentage)	Total respondent subject to analysis
1. Via emails	120	74	61.67	72
2. Via physical distribution	270	226	83.70	215
	390	300	76.92	287

4.3. Respondent's profile

The respondents profile was constructed and the detail descriptions are analysed in this section. Completed profiles of the respondents are depicted in Table 4.2.

Female respondent outnumbered male respondent with 81.0 percent and 19.0 percent, respectively. The respondents are approximately equally divided between single group (50.6%) and married group (48.0%) while the balance comes from divorces, widowed or separated (1.5%). Majority of the respondents come from 18-27 years (51.3%) age group and 28-37 years (37.5%) and there is no respondent that falls in the age group of 18 years and below.

Looking at the current job position, most respondents come from management level (48.3%) with job title such as director, general manager, manager or executive. Whereas, the income level of the respondents shows most of their income falls in the range of RM1,000 to RM2,999 with 46.1 percent followed by RM3,000 to RM4,999 income range (23.8%). Since the majority of respondent (72.1%) level of current income falls under RM 5,000, this indicates that majority of the respondent comes from medium monthly income level. The findings are graphically shown in Figure 4.1 to Figure 4.4.

Table 4.2: Demographic profile on the respondents (*N* = 269)

		Frequency, *n*	Percentage, %
Gender	Male	51	19.0
	Female	218	81.0
	Total	269	100.0
Marital Status	Single	136	50.6
	Married	129	48.0
	Divorced/Separated/ Widowed	4	1.5
	Total	269	100.0
Age	18-27 years	138	51.3
	28-37 years	101	37.5
	38-47 years	24	8.9
	Above 48 years	6	2.2
	Total	269	100.0
Current Job Position	Management	130	48.3
	Non Management	40	14.9
	Skilled Professional	37	13.8
	Student	42	15.6
	Unemployed/Housewife	7	2.6
	Others	13	4.8
	Total	269	100.0
Current Income Level	RM1,000 and below	48	17.8
	RM1,001 - RM2,999	124	46.1
	RM3,000 - RM4,999	64	23.8
	RM5,000 - RM6,999	20	7.4
	Above RM7,000	13	4.8
	Total	269	100.0

Figure 4.1: Respondent's Gender Distribution

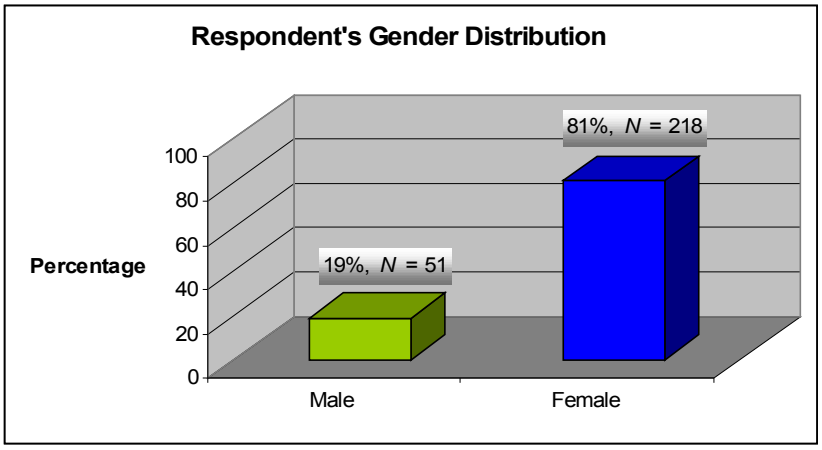


Figure 4.2: Respondent's Age Distribution

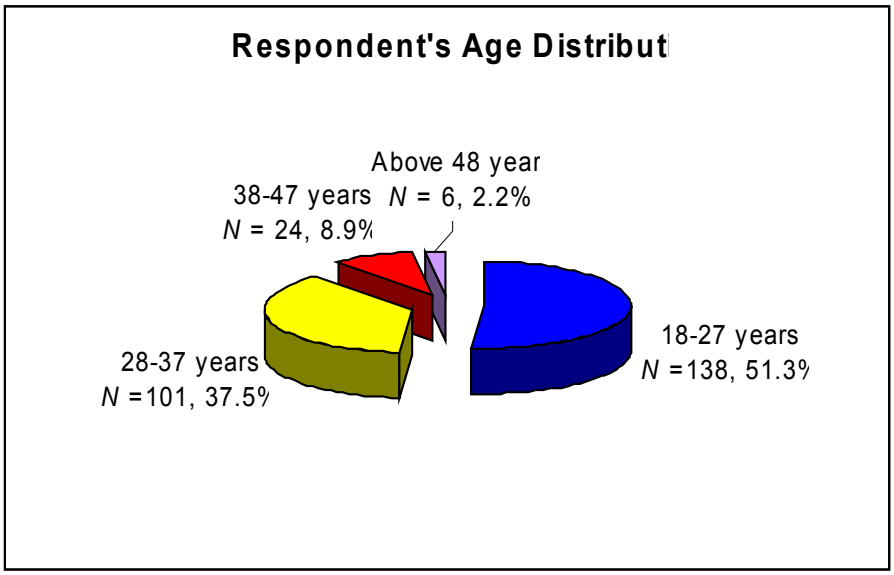


Figure 4.3: Respondent's Job Position

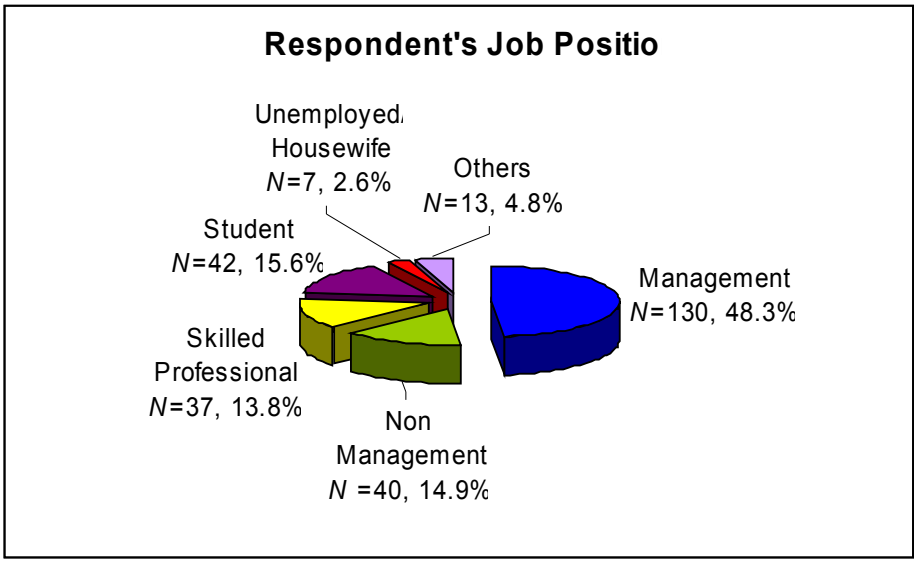
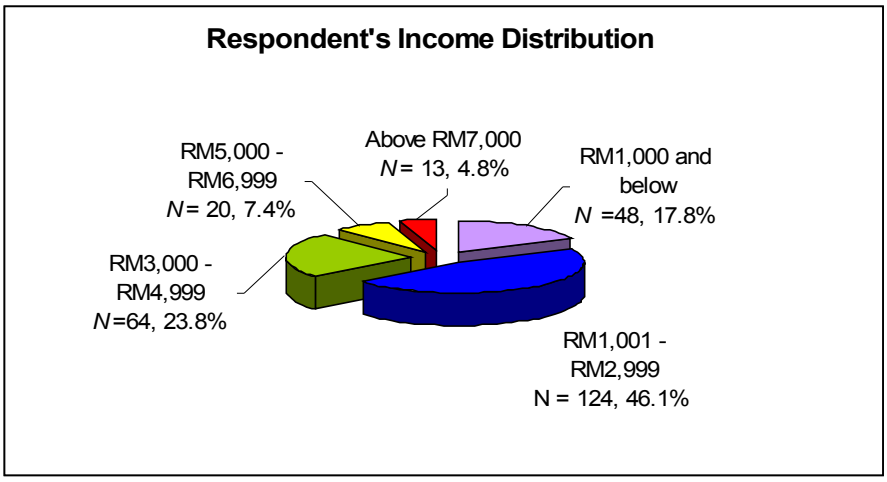


Figure 4.4: Respondent's Income Distribution



4.4. **Respondent's Online Shopping Pattern**

This section examines the online pattern of the respondents. The following habits will be examined; the average time respondents spent online, the most frequently visited websites when respondents goes online, the product that they have purchased online and lastly whether the respondent have purchase anything through Blogs.

Majority of the respondent were online on a daily basis (72.5%) or at least 4-5 times

weekly (11.1%). The most frequently visited websites are on news / entertainment (23.9%) followed by online forum/ virtual communities (21.3%) and Blogs (19.1%). As majority of the respondent went online daily, they have the opportunity for online purchase. For respondent's that have purchased online, the products that they have purchased online includes airline tickets (29.5%), travel packages / accommodation (21.9%) and clothing / accessory/ shoes (18.6%).

The result also indicates that majority of the respondent have experienced in Blogs purchase where 65.8 percent have actually made a purchase through Blogs. The complete online patterns of the respondents are shown in table 4.3 and graphically illustrated in Figure 4.5 to Figure 4.7.

Table 4.3: Respondent's online shopping pattern (*N* = 269)

		Frequency, *n*	Percentage, %
Respondent's Online Frequency	Daily	196	72.9
	4-5 times weekly	32	11.9
	2-3 times weekly	16	5.9
	Once a weekly	5	1.9
	Once every two weeks	3	1.1
	A few times a month	17	6.3
	Total	269	100.0
Respondent's Frequently Visited Websites	New/ Entertainment	186	23.9
	Blogs	149	19.1
	Online Forum/ Virtual Communities	166	21.3
	Auction Websites	37	4.7
	Shopping Websites	110	14.1
	Search Engines	120	15.4
	Others	11	1.4

		Frequency, *n*	Percentage, %
Products that Respondents have	Food/ Beverages	36	6.3
	Clothing/ Accessory/ Shoes	106	18.6

Purchased Online	Computer/ Electronics/ Software	56	9.8
	Book/ DVD/ CD	60	10.5
	Online Tickets	168	29.5
	Travel Package/ Hotel Accomodation	125	21.9
	Others	19	3.3
Respondent's Blog Purchase Experience	Yes	177	65.8
	No	92	34.2
	Total	269	100.0

Figure 4.5: Respondent's Frequently Visited Websites

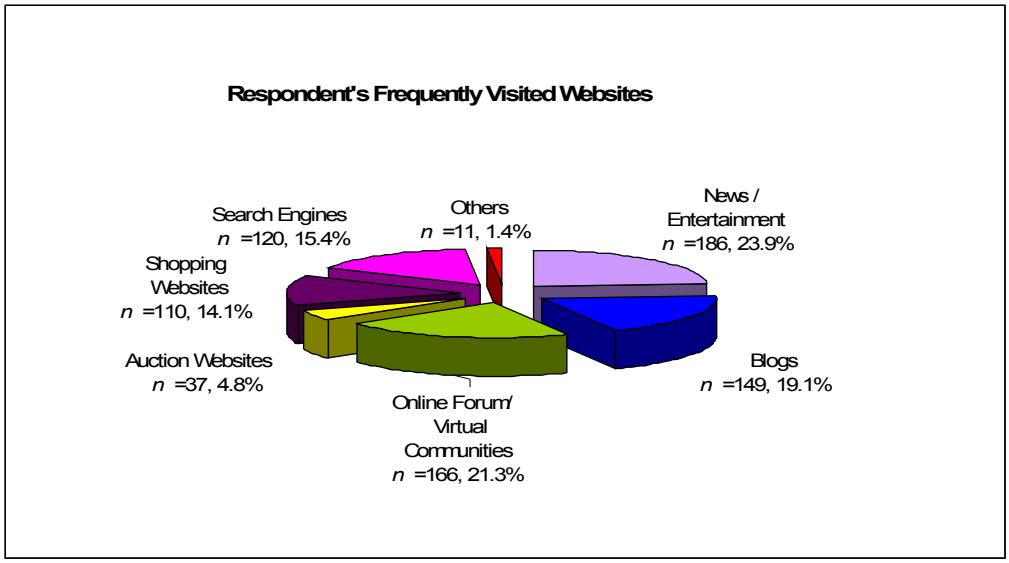


Figure 4.6: Products that Respondent's have Purchased Online

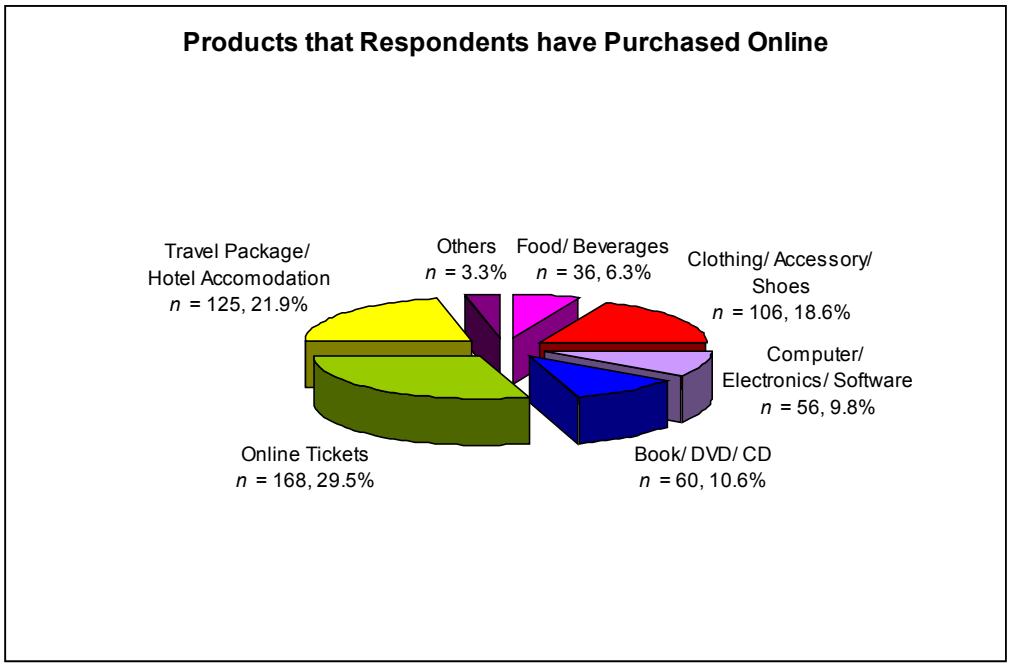
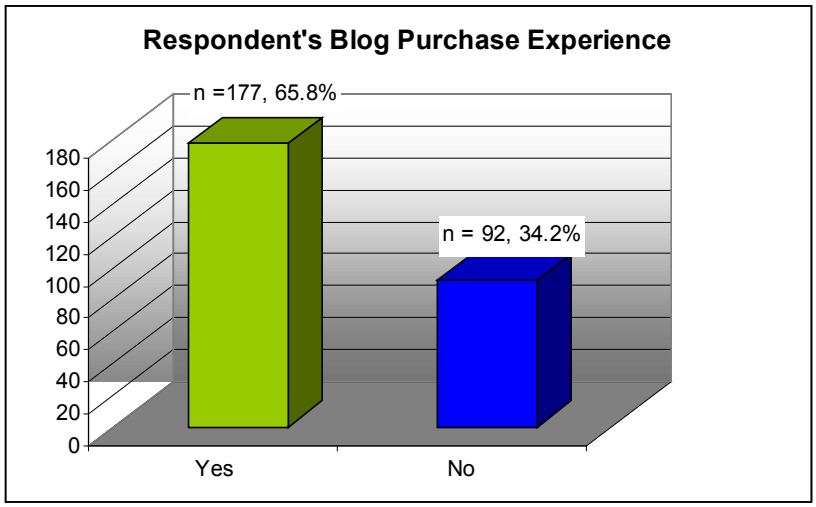


Figure 4.7: Respondent's Blog Purchase Experience



4.5. Normality Test

A normal distribution is defined as the frequency distribution for a set of variable data, usually represented by a bell-shaped curve symmetrical about the mean. In this study, upon normality test conducted on the data, eighteen respondents were identified as outliers thus removed in data sequence. This reduced the number of total sample size from *N* = 287 to *N* = 269. The normalized findings are shown in the below sub chapters.

4.5.1. Boxplot

Boxplot is an efficient method for displaying a five number data summary where it graphically display a variable's location and spread at a glance (Turkey,1977). The potential outliers were identified through boxplot and potential outliers were eliminated. The boxplot findings on outliers are shown in Appendix II.

4.5.2. Skewness and Kurtosis

The normality of the data in this study was concluded from the result of Skewness and Kurtosis test. All the values that fall between the range of +2 to -2 are considered as normal range for Skewness and Kurtosis test (Sekaran, 2002). Based on this interpretation, the normality of the sample data is acceptable. The details of the analysis are depicted in table 4.4 and 4.5.

Table 4.4: Statistical normality test for demographic data from the sample (*N*=269)

	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Age	2	5	2.62	.741	1.072	.149	.775	.296
Education	1	4	2.87	.648	-.699	.149	1.284	.296
Job Position	1	6	2.24	1.485	.963	.149	-.101	.296
Income	1	5	2.35	1.014	.806	.149	.431	.296

Table 4.5: Statistical normality test for scale data from the sample (*N*=269)

	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Attitudes toward Blogs purchase	1.00	5.00	3.1643	.81014	-.436	.149	.252	.296
Utilitarian Orientation	1.00	5.00	3.2931	.70199	-.656	.149	.328	.296
Hedonic Orientation	1.00	4.83	3.0613	.78058	-.266	.149	-.238	.296
Opinion Leadership	1.00	5.00	3.5472	.77153	-.619	.149	.208	.296
Trust	1.00	5.00	3.2454	.63471	-.413	.149	.471	.296
Website Features	1.00	5.00	3.9058	.73557	-1.002	.149	1.362	.296
Intention to Blogs Purchase	1.00	5.00	3.2602	.76932	-.464	.149	.339	.296

4.5.3. Summary of normality test

Outliers were identified and removed upon conducting normality test on the samples using boxplot test. Afterwards, the Skewness and Kurtosis test confirmed that all the samples are normally distributed. The results of normality test are summarized in Table 4.6.

Table 4.6: Summary of normality test of the sample (*N*= 269)

Test	Result	Outcome
Boxplot	Outliers were identified	Outliers were removed
Skewness and Kurtosis	All data are within acceptable range	Confirm normality

The overall results of normality test indicates that the samples are normal distributed. Thus, the sample is acceptable and can be considered as normally distributed and randomly collected from the population. It is important to determine the normality of the samples to ensure homogeneity of variance.

4.6. Descriptive analysis

The summary of means for all 29 items according to each variable is shown in table 4.7 below. Majority of the items have a mean score exceeding 3.0, thus this indicates that majority of the respondents agreed with the statement associated with the variables and hence, they considers the item is important in influencing their attitudes and intention to adopt Blogs purchase.

Table 4.7: Summary of means according to variable items (*N* = 269)

Variable		Importance	
		Mean	Std. Deviation
Utilitarian Orientation (IV_1)			
UTI1	Shopping through Blogs is convenient for me	3.26	.902
UTI2	I can buy what I really need through Blogs	3.06	.985
UTI3	While browsing through Blogs, I can find the items I am looking for	3.36	.902
UTI4	Shopping through Blogs would make my shopping less time consuming	3.45	.935
UTI5	I can accomplish my shopping goal through Blogs	3.01	.883
UTI6	Blogs improve my online product searching task	3.48	.853
UTI7	Online purchase through Blogs is easy	3.44	.864
Hedonic Orientation (IV_2)			
HED1	I love browsing Blogs	3.44	1.004
HED2	I feel good when I purchase items through Blogs	3.02	.895
HED3	While purchasing items through Blogs, I feel excitement of shopping	2.99	.928
HED4	Online shopping through Blogs is fun	3.20	.930
HED5	When doing online shopping through Blogs, I feel a sense of adventure compares to traditional shopping	2.87	1.002
HED6	Online shopping through Blogs is one of my favorite leisure activities	2.85	1.072

Variable		Importance	
		Mean	Std. Deviation
Opinion Leadership (IV_3)			

OPI1	I seek out the advice of people regarding which Blogs has the best offer	3.32	1.005
OPI2	I like to seek information before making a purchase through Blogs	3.68	.964
OPI3	Other people's review / opinion supported my impression of Blogs shopping	3.55	.895
OPI4	Other people's review / opinion makes it easier for me to make purchase decision through Blogs	3.57	.877
OPI5	I like to seek advice from people before making a purchase through Blogs	3.62	.871
Trust (IV_4)			
TR1	Blog owners are likely to be honest in dealing with buyers.	3.23	.893
TR2	In case of problem, Blog owners are likely to put effort to help their buyers.	3.34	.838
TR3	The decision to make online purchase through Blogs involves minimum amount of risk	2.74	.978
TR4	Products shown in Blogs produces the results which the Blog owners claims it does	3.11	.821
TR5	Blogs purchase terms and conditions are important to me	3.81	.925
Website Features (IV_5)			
WEB1	Blogs design facilitate information searching	3.66	.811
WEB2	I like to visit Blogs that are well structured	3.98	.846
WEB3	I prefer Blogs which are easy to navigate	4.00	.840
WEB4	I prefer Blogs that have interactive features	3.89	.868
WEB5	I like visiting Blogs that are visually pleasing	3.91	.875
WEB6	I prefer Blogs with fast web content downloads	3.99	.868
Attitudes towards Blogs Purchase (DV_1)			
ATT1	Purchasing through Blogs is beneficial to me	3.27	.920
ATT2	Purchasing through Blogs is enjoyable	3.37	.903
ATT3	Purchasing through Blogs is a wise action	3.13	.843
ATT4	Online shopping through Blogs is favorable to me	3.07	.982
ATT5	I like to purchase items through Blogs	2.98	.983

Variable		Importance	
		Mean	Std. Deviation
Intention towards Blogs Purchase (DV_2)			
INT1	I would make an online purchase through Blogs	3.29	.917

INT2	I am likely to provide the information needed by Blogs owners to complete my online purchase transaction	3.35	.900
INT3	I would consider purchasing through Blogs as my first choice when doing online shopping	2.95	.972
INT4	I would browse Blogs to find items that I need to buy	3.44	.927
INT5	I plan to browse Blogs for products in the near future	3.37	.887
INT6	I have seriously thought of purchasing a product through Blogs	3.17	.953

Scale used:1=Strongly disagree,2=Disagree,3=Neutral,4=Agree,5=Strongly Agree

Table 4.8: Summary of means for computed items according to variables (N = 269)

	Importance	
	Mean	Std. Deviation
Attitudes toward Blogs purchase	3.16	0.81
Utilitarian Orientation	3.29	0.70
Hedonic Orientation	3.06	0.78
Opinion Leadership	3.55	0.77
Trust	3.25	0.63
Website Features	3.91	0.74
Intention to Blogs Purchase	3.26	0.77

4.7. Validity Test

The validity test is used to determine that the questions in the questionnaires are tapping the right concept and not something else (Sekaran, 2003). According to Coakes et al. (2009) there are several assumptions and practical considerations underlying the application of validity rest. The two main assumptions would be the sample size and the strength of the items in the sample. The authors stated that a minimum of five subjects per variable is required for factor analysis with a minimum acceptable sample size of 100. However, sample sizes of more than 200 are preferable. The sample size of this study is 269 which exceed the minimum number required; therefore this sample is acceptable for factor analysis. Thus, the factor analysis is carried out to confirm on validate the appropriateness of the measurable items used in this study.

The strength of the inter-correlation among the items is the second factor to be considered. According to Tabachnick and Fidell (2007), a correlation coefficient with loading level greater than 0.3 is considered acceptable for analysis. An examination of the correlation matrix reveals that a considerable number of correlations exceed 0.3; hence the matrix is suitable for factoring. The detail correlation matrix is shown in Appendix II.

Another two statistical test are carried out in order to determine the factorability of the matrix as a whole; these tests are the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity. If KMO measure of sampling is greater than 0.6, and Bartlett's test of sphericity is large and significant ($p < .005$), then factorability is assumed (Coakes, 2009). In this section, two factor analyses are carried out separately for independent variables and dependant variables.

4.7.1. Independent Variables

Table 4.9 shows the result of (KMO) and Bartlett's test for all five independent variables. The KMO result is 0.93 which is greater than 0.60 and the Bartletts sphericity is statistically significant ($P < 0.00$). This supports the factorability of correlation matrix.

Table 4.9: KMO and Bartlett's test for independent variables

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.930
Bartlett's Test of Sphericity	Approx. Chi-Square	5798.971
	df	406
	Sig.	.000

In the principle component analysis (PCA), a total of twenty nine items listed under independent variable were subjected to analysis. The result disclosed five components with eigenvalues of more than one, explaining 41.6%, 12.9%, 5.4%, 5.0% and 4.1% of the variance, respectively, as shown in table 4.10. This is graphically illustrated in scree plot reveals a break after the fifth component (Refer to Appendix II). Consequently, five components are accepted as appropriate factors in this study.

Table 4.10: **Total variance explained for independent variables**

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.067	41.609	41.609	12.067	41.609	41.609
2	3.751	12.936	54.545	3.751	12.936	54.545
3	1.580	5.449	59.994	1.580	5.449	59.994
4	1.451	5.002	64.996	1.451	5.002	64.996
5	1.194	4.118	69.114	1.194	4.118	69.114
6	.793	2.736	71.850			
7	.745	2.569	74.419			

Table 4.11: Rotated component matrix for independent variables

	Component				
	1	2	3	4	5

WEB3	I prefer Blogs which are easy to navigate	.896				
WEB2	I like to visit Blogs that are well structured	.892				
WEB4	I prefer Blogs that have interactive features	.865				
WEB6	I prefer Blogs with fast web content downloads	.850				
WEB5	I like visiting Blogs that are visually pleasing	.834				
WEB1	Blogs design facilitate information searching	.533				
TR5	Blogs purchase terms and conditions are important to me	.575				
HED6	Online shopping through Blogs is one of my favorite leisure activities		.773			
HED3	While purchasing items through Blogs, I feel excitement of shopping		.725			
HED5	When doing online shopping through Blogs, I feel a sense of adventure compares to traditional shopping		.696			
HED2	I feel good when I purchase items through Blogs		.691			
HED4	Online shopping through Blogs is fun		.685			
HED1	I love browsing Blogs		.536			
UTI2	I can buy what I really need through Blogs			.772		
UTI4	Shopping through Blogs would make my shopping less time consuming			.746		
UTI5	I can accomplish my shopping goal through Blogs			.732		
UTI3	While browsing through Blogs, I can find the items I am looking for			.721		
UTI6	Blogs improve my online product searching task			.644		
UTI1	Shopping through Blogs is convenient for me			.566		
UTI7	Online purchase through Blogs is easy			.465		
OPI5	I like to seek advice from people before making a purchase through Blogs				.771	
OPI3	Other people's review / opinion supported my impression of Blogs shopping				.750	
OPI4	Other people's review / opinion makes it easier for me to make purchase decision through Blogs				.719	
OPI2	I like to seek information before making a purchase through Blogs				.659	
OPI1	I seek out the advice of people regarding which Blogs has the best offer				.555	

		Component				
		1	2	3	4	5
TR2	In case of problem, Blog owners are likely to put effort to help their buyers.					.820

TR1	Blog owners are likely to be honest in dealing with buyers.	.804
TR4	Products shown in Blogs produces the results which the Blog owners claims it does	.621
TR3	The decision to make online purchase through Blogs involves minimum amount of risk	.599

Complete rotation component matrixes for independent variables are shown in Table 4.11. Only items with factor loading value exceeding 0.3 were considered. Some of the items have dual loadings on more than one factor, however, only the one with the highest loading was taken into consideration. Based on the result, there are five identified factors as follows:

Component	Factor
1	Website Features
2	Hedonic Orientation
3	Utilitarian Orientation
4	Opinion Leadership
5	Trust

Factor one contains six items, they are “I prefer Blogs which are easy to navigate”, “I like to visit Blogs that are well structured”, “I prefer Blogs that have interactive features”, “I prefer Blogs with fast web content downloads”, “I like visiting Blogs that are visually pleasing”, “Blogs design facilitate information searching” and “Blogs purchase terms and conditions are important to me”. All the proposed five items are categorized under the independent variable named “Website Features”. The last item which is “Blogs purchase terms and conditions are important to me” was originally grouped under “Trust” factor, however, based on the rotation component matrix result, this item was moved to “Website Features” factor.

Factor two includes “Online shopping through Blogs is one of my favorite leisure activities”, “While purchasing items through Blogs, I feel excitement of shopping”, “When doing online shopping through Blogs, I feel a sense of adventure compares to traditional

shopping", "I feel good when I purchase items through Blogs", "Online shopping through Blogs is fun" and "I love browsing Blogs". These six items falls under the variable named "Hedonic Orientation".

There are seven items in the third factor, namely "Utilitarian Orientation". It consist of "I can buy what I really need through Blogs", "Shopping through Blogs would make my shopping less time consuming", "I can accomplish my shopping goal through Blogs", "While browsing through Blogs, I can find the items I am looking for", "Blogs improve my online product searching task", "Shopping through Blogs is convenient for me" and "Online purchase through Blogs is easy".

On the other hand, factor four comprises of five items, which are; "I like to seek advice from people before making a purchase through Blogs", "Other people's review / opinion supported my impression of Blogs shopping", "Other people's review / opinion makes it easier for me to make purchase decision through Blogs", "I like to seek information before making a purchase through Blogs" and "I seek out the advice of people regarding which Blogs has the best offer". This factor is categorized under "Opinion Leadership".

The last factor was included under "Trust" category. The four items under this category are "In case of problem, Blog owners are likely to put effort to help their buyers", "Blog owners are likely to be honest in dealing with buyers", "Products shown in Blogs produces the results which the Blog owners claims it does" and "The decision to make online purchase through Blogs involves minimum amount of risk".

Overall, the result from factor analysis for independent variable is reasonable and supports the proposed items in the questionnaire. The identified five factors accounted

for 69.1% of the total variance explained. Thus, this findings conclude an acceptable result as all the proposed items of the independent variable in the instrument are valid, which means the measurement is measuring what it is supposed to measure in this study.

4.7.2. Dependent variables

The result of KMO and Bartlett's test for dependent variable are shown in table 4.12. The Kaiser-Meyr-Olkin value is 0.936, which exceed the minimum value of 0.60 (Kaiser, 1970). On the other hand, the result of Bartlett's test of sphericity is statistically significant where $P > 0.00$. Thus, the factorability of the correlation matrix is supported.

Table 4.12: KMO and Bartlett's test for dependent variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.936
Bartlett's Test of Sphericity	Approx. Chi-Square	2284.194
	df	55
	Sig.	.000

In the principal component analysis (PCA), a total of eleven items under dependent variable where subjected to analysis. The result shows two components with eigenvalues exceeding 1.0 are accepted. This explains the variance of 63.1% and 9.8% respectively as shown in table 4.13. Furthermore, the scree plot analysis shows a clear break after the second component (Refer to Appendix II). Thus, two components are accepted as appropriate factors in this study.

Table 4.13: Total variance explained for dependent variables

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.942	63.108	63.108	6.942	63.108	63.108
2	1.074	9.767	72.876	1.074	9.767	72.876

3	.639	5.807	78.683
4	.488	4.440	83.123

Table 4.14: Rotated component matrix for dependent variables

		Component	
		1	2
ATT4	Online shopping through Blogs is favorable to me		.812
ATT1	Purchasing through Blogs is beneficial to me		.759
ATT5	I like to purchase items through Blogs		.784
ATT3	Purchasing through Blogs is a wise action		.865
ATT2	Purchasing through Blogs is enjoyable		.788
INT4	I would browse Blogs to find items that I need to buy	.765	
INT5	I plan to browse Blogs for products in the near future	.737	
INT2	I am likely to provide the information needed by Blog owners to complete my online purchase transaction	.651	
INT6	I have seriously thought of purchasing a product through Blogs	.831	
INT3	I would consider purchasing through Blogs as my first choice when doing online shopping	.817	
INT1	I would make an online purchase through Blogs	.717	

The complete rotation component matrixes for dependent variables are shown in Table 4.14. Only items with factor loading value exceeding 0.3 were considered. Some of the items have dual loadings on more than one factor, however, only the one with the highest loading was taken into consideration. Based on the result, the two identified factors are as follows:

Component	Factor
1	Attitudes Towards Online Purchase Through Blogs
2	Intention to Adopt Blogs Purchase

Factor one contains “Online shopping through Blogs is favorable to me”, “Purchasing through Blogs is beneficial to me”, “I like to purchase items through Blogs”, “Purchasing through Blogs is a wise action” and “Purchasing through Blogs is enjoyable”. All these

items are categorized into “Attitudes Towards Online Purchase through Blogs”.

The second factor is labeled as “Intention to Adopt Blogs Purchase” which includes six items, “I would browse Blogs to find items that I need to buy”, “I plan to browse Blogs for products in the near future”, “I am likely to provide the information needed by Blog owners to complete my online purchase transaction”, “I have seriously thought of purchasing a product through Blogs”, “I would consider purchasing through Blogs as my first choice when doing online shopping” and “I would make an online purchase through Blogs”.

The result from factor analysis for dependent variable is reasonable and supports the proposed items in the questionnaire with the two identified factors account for 72.9% of the total variance explained. Therefore, it can be concluded that all the proposed items of the dependent variable in the instrument are valid, thus the measurement is measuring what it is supposed to measure in this study.

In conclusion, the measurable items performed in this study reflect the validity of the instruments, as well as the defined variables. Consequently, this instrument is acceptable to measure the population as the proposed concept is aligned with the objective of this research.

4.8. Reliability Test

A reliability test is performed to ensure that the instrument measures are consistent and stable over time (Cavana et al., 2001). In other words, the reliability of a measure indicates the extent to which it is without bias (error free) and consequently ensures consistent measurement across time and across the various items in the instruments. In

this study, the reliability of the standardized scale is measured through the use of Cronbach's coefficient alpha where the higher the coefficient, the better the measuring instruments. According to Pallant (2001), Cronbach's alpha should be at least 0.70 to be considered as acceptable.

The Cronbach's alpha coefficient value for each variable in this study is shown in table 4.15. Based on the result, all variables have a coefficient value of more than 0.70. Thus, the scale of all the variables can be considered as highly reliable.

Table 4.15: Cronbach Alpha value for all variables

	Variable	Cronbach's Alpha	*N* of Items
IV_1	Website Features	.932	6
IV_2	Hedonic Orientation	.889	6
IV_3	Utilitarian Orientation	.890	7
IV_4	Opinion Leadership	.892	5
IV_5	Trust	.818	4
DV_1	Attitudes Towards Online Purchase Through Blogs	.922	5
DV_2	Intention to Adopt Blogs Purchase	.910	6

In conclusion, the findings of both validity and reliability test support the appropriateness of the instrument used throughout this study. Therefore, the outcome of the instrument is suitable for further analysis which will be inferential and differential analysis.

4.9. Test of Hypotheses Using Pearson's Correlation Coefficient

Correlation means covarying of two variables. While coefficient of correlation on the other hand means an index of the direction and magnitude of a relation. In this section, Pearson's correlation was used to explore the relationship between independent variable

(IV) and dependent variable (DV). In other words, correlation analysis is used to examine the relationship between two variables in a linear fashion (Pallant, 2001).

Pearson's correlation coefficient (r) range from +1 to -1 and the sign in front indicates whether there is a positive or negative correlation. The coefficient in absolute value represents the strength of the linear relationship between the IVs and the DV. Cohen (1988) has suggested some guidelines to determine whether the relationship of the variable is small, medium or large as shown in table 4.16.

Table 4.16: Strength of relationship between two variables

Value of Pearson's Correlation (r)	Strength of the Relationship
r = .10 to .29 or r = -.10 to -.29	Small
r = .30 to .49 or r = -.30 to -.49	Medium
r = .50 to 1.0 or r = -.50 to -1.0	Large

Table 4.17: The correlation between independent variable (IV_1 – IV_5) and dependent variable DV_1 (*N* = 269)

Independent Variable	Analysis	Attitudes toward Blogs purchase, (DV_1)	Strength of the Relationship
Website Features, IV_1	Pearson Correlation	.333	Medium
	Sig. (2-tailed)	.000	
Hedonic Orientation,IV_2	Pearson Correlation	.739	Strong
	Sig. (2-tailed)	.000	
Utilitarian Orientation, IV_3	Pearson Correlation	.751	Strong
	Sig. (2-tailed)	.000	
Opinion Leadership, IV_4	Pearson Correlation	.517	Strong
	Sig. (2-tailed)	.000	

Trust, IV_5	Pearson Correlation	.621	Strong
	Sig. (2-tailed)	.000	

Website Features, IV_1

There is a significant, medium and positive correlation between website features and attitudes towards Blogs purchase (r = 0.333, p < 0.01). This correlation shows that the more appealing website features a Blog has, the more positive customer's attitudes towards Blogs purchase. This result supports hypothesis five which stated that website features have a positive relationship with customer's attitude towards online purchase through Blogs.

Hedonic Orientation, IV_2

The second independent variable yields almost the same result as IV_1, where hedonic orientation also shows a significant, strong and positive correlation with customer's attitudes towards Blogs purchase (r = 0.739, p < 0.01). The result indicates the more customer perceive Blogs purchase have hedonic value, the more positive customer's attitudes towards Blogs purchase. This outcome supports hypothesis two which stated that hedonic shopping orientation have a positive relationship with customer's attitude towards online purchase through Blogs.

Utilitarian Orientation, IV_3

The result for correlation on IV_3 reveals a significant, strong and positive correlation between utilitarian orientation and customer's attitudes towards Blogs purchase (r = 0.751, p < 0.01). Hence, this means the more customers perceive Blogs purchase have utilitarian value, the more positive customer's attitudes towards Blogs purchase. This outcome supports the first hypothesis which stated that utilitarian shopping orientation have a positive relationship with customer's attitude towards online purchase through Blogs.

Opinion Leadership, IV_4

The correlation between opinion leadership and customer's attitudes towards Blogs purchase is significant, strong and positive with $r = 0.517$ and $p < 0.01$. This correlation implies that the more Blogs purchase being recommended by an opinion leader, the more positive customer's attitudes towards Blogs purchase. Thus, the outcome supports hypothesis three which stated that opinion leadership have a positive relationship with customer's attitude towards online purchase through Blogs.

Trust, IV_5

There is a significant, strong and positive correlation between trust and attitudes towards Blogs purchase ($r = 0.621$, $p < 0.01$). This correlation shows that the more trustworthy a Blog appears the more positive customer's attitudes towards Blogs purchase. This result supports the forth hypothesis which stated that trust have a positive relationship with customer's attitude towards online purchase through Blogs.

Given that all the first five hypotheses which relates to customer's attitudes towards Blogs purchase were supported, this lead to the final hypotheses which is between customers' attitudes toward online shopping through Blogs and customers' intention to Blogs purchase to be tested .

Table 4.11: The correlation between attitudes towards Blogs purchase and dependent variable DV_2 (N = 269)

Independent Variable	Analysis	Intention towards Blogs purchase, DV_2	Strength of the Relationship
Attitudes toward Online Shopping through Blogs	Pearson Correlation	.739	Strong
	Sig. (2-tailed)	.000	

The result for correlation between customers' attitudes toward online shopping through Blogs and customers' intention to Blogs purchase reveals a significant, strong and positive correlation ($r = 0.739$, $p < 0.01$). Hence, this means the more positive customers'

attitudes towards online shopping though Blogs, the higher the customer's intention to Blogs purchase. This outcome supports the sixth and final hypothesis of this study which stated consumers attitudes towards online purchase through Blogs have a positive relationship towards their intention to purchase through Blogs.

The summary of supported hypotheses is outline in table 4.18.

Table 4.18: Summary of hypotheses status

	Hypotheses	Status
H1	Utilitarian shopping orientations have a positive relationship with consumer attitude towards online purchase through Blogs	Supported
H2	Hedonic shopping orientations have a positive relationship with consumer attitude towards online purchase through Blogs	Supported
H3	Opinion leadership has a positive relationship with consumer attitude towards online purchase through Blogs	Supported
H4	Trust has a positive relationship with consumer attitude towards online purchase through Blogs	Supported
H5	Blogs interface has a positive relationship with consumer attitude towards online purchase through Blogs	Supported
H6	Consumers' attitudes towards online purchase through Blogs have a positive relationship towards their intention to purchase through Blogs.	Supported

4.10. Multiple analysis

Multiple regression is a method of analysing the collective and separate contributions of two or more independent variables, X_i, to the variation of a dependent variable, Y (Kerlinger and Pedhazur, 1973). In other words, multiple regression help to explain the variance of a dependent variable by estimating the contribution to this variance of two or more independent variables.

4.10.1. Factors Influencing Customer's Attitudes towards Online Purchase through Blogs

In this study, multiple regression are used to examine the relative importance of the

factors, namely, website features, utilitarian orientation, hedonic orientation, opinion leadership and trust, for making a prediction on customer's attitudes towards online shopping through Blogs.

Table 4.19: Model summary for independent variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818[a]	.669	.663	.47063

a. Predictors: (Constant), Trust, Website Features, Utilitarian Orientation, Opinion Leadership, Hedonic Orientation

b. Dependent Variable: Attitudes toward Blogs purchase

All five factors included under model one, together explained 66.9 percent of the variance (R^2) in the attitudes towards Blogs purchase. Whereas, the adjusted R^2 indicates that in the population, the five factors account for 66.3 percent of the variance in respondent's attitudes towards online purchase through Blogs.

The result in Anova (see table 4.20) model also shows that this model reaches statistical significant where Sig. = 0.00 and $p < 0.01$. This is backed up by the F-value of 106.228.

Table 4.20: ANOVA for independent variable

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.645	5	23.529	106.228	.000[a]
	Residual	58.253	263	.221		
	Total	175.897	268			

a. Predictors: (Constant), Trust, Website Features, Utilitarian Orientation, Opinion Leadership, Hedonic Orientation

b. Dependent Variable: Attitudes toward Blogs purchase

Table 4.21: Coefficients of independent variables and attitudes towards online purchase through Blogs

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.018	.184		-.097	.923
	Website Features	-.085	.049	-.077	-1.717	.087
	Hedonic Orientation	.351	.060	.339	5.885	.000
	Utilitarian Orientation	.503	.061	.436	8.269	.000
	Opinion Leadership	.003	.055	.003	.049	.961
	Trust	.238	.063	.186	3.753	.000

a. Dependent Variable: Attitudes toward Blogs purchase

Table 4.21 indicates that only three significant predictors out of five independent variables are positively related to the criterion in the regression. They are utilitarian orientation, IV_3 ($t = 8.269$, $p < 0.01$), hedonic orientation ($t = 5.885$, $p < 0.01$) and trust ($t = 3.753$, $p < 0.01$).

From table 4.21, after taking into consideration only significant variables, the following multiple regression equation is derived:

$$\mathbf{DV_1 = -0.18 + 0.503\ IV_3 + 3.51\ IV_2 + 0.238\ IV_5}$$

Where;

DV_1 = Attitudes toward Online Shopping through Blogs
IV_3 = Utilitarian Orientation
IV_2 = Hedonic Orientation
IV_5 = Trust

The result of beta coefficient can also be used to analyse the relative importance of independent variables toward predicting dependent variables. The beta value indicates that one unit increase in degree of independent variable will result in the increase of a beta unit in dependent variable. Looking at the result from table 4.21, it shows that utilitarian orientation ($\beta = 0.436$) is the most significant factor contributing to forming

attitudes towards online purchase thorough Blogs.

The second significant independent variables that influence customers' attitudes towards online shopping through Blogs is hedonic orientation with β = 0.339, followed by trust with β = 0.186.

4.10.2. **Attitudes towards Online Purchase through Blogs and Intention to Blogs Purchase**

Multiple regression are also used to observe the magnitude that attitudes towards online purchase through Blogs would have on the intention to Blogs purchase. The results of regressions are shown in table 4.22 to table 4.24.

Table 4.22: Model summary for attitudes and intention to Blogs purchase

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739[a]	.546	.545	.51913

a. Predictors: (Constant), Attitudes toward Blogs purchase

b. Dependent Variable: Intention to Blogs Purchase

The attitudes towards online purchased through Blogs explained 54.6 percent of the variance (R^2) in the intention to Blogs purchase. On the other hand, the adjusted indicates that in the population, attitudes of Blogs purchase account for 54.5 percent of the variance in respondent's intention to Blogs purchase.

Table 4.23 reveals the result for Anova which shows that this model has reaches statistical significant where Sig. = 0.00 and $p < 0.01$. This is backed up by the F-value of 321.566.

Table 4.23: ANOVA for attitudes and intention to Blogs purchase

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.662	1	86.662	321.566	.000[a]
	Residual	71.956	267	.269		
	Total	158.618	268			

a. Predictors: (Constant), Attitudes toward Blogs purchase

b. Dependent Variable: Intention to Blogs Purchase

Table 4.24: Coefficients of independent variables and attitudes towards online purchase through Blogs

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.039	.128		8.129	.000
	Attitudes toward Blogs purchase	.702	.039	.739	17.932	.000

a. Dependent Variable: Intention to Blogs Purchase

The result of coefficients as shown is table 4.24 indicate that attitudes towards Blogs purchase are positively related to the criterion in the regression, it is also significant with $t = 17.932$, $p < 0.01$. Thus, the following multiple regression equation is derived:

Intention to Blogs Purchase = 1.039 + 0.739(Attitudes towards Blogs Purchase) (DV_2)

Beta coefficient value also designates that attitudes towards online purchase through Blogs is a significant predictor of intention to Blogs purchase ($\beta = 0.739$). The relationship and implication are further discussed in chapter six of this study.

4.11. Conclusion

The result of various test conducted for this study, was discussed in this chapter. The sample collected for this study was confirmed being normally distributed based on normality test. The instruments used for this study was also confirmed to be valid and

reliable.

Besides that, three independent variables namely, utilitarian orientation, hedonic orientation and trust were identified as having significant influence on customer's attitudes towards online shopping through Blogs. Moreover, the result also shows that attitudes towards Blogs purchase will have an important impact on intention to purchase through Blogs.