CHAPTER 5

DISCUSSION AND CONCLUSION

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CHAPTER 5

DISCUSSION AND CONCLUSION

5.1   Introduction

This final chapter will provide the conclusion for this research. It will discuss in further details on the findings obtain from previous chapter. Then, the summary of the major findings, marketing implications, limitation of the study and suggestion for future research will be outlined. Lastly, the chapter ends with concluding remarks about the study.

5.2   Discussion of Results

5.2.1   Normality Test

According to the findings obtained from the analysis conducted, there are few outliers in the sample data. These outliers were then removed resulting in a positive approach for both statistical and graphical outcome. Hence, the overall result of normality test confirmed that the sample used in this study is normally distributed. This result means that the sample is well defined and convenience sampling method used for this study is appropriate. Therefore, the homoscedasticity of the sample is ensured and the findings of this study can be generalized to the real population.

5.2.2   Descriptive Analysis

The descriptive analysis conducted in this study reveals that the mean score for majority of the items are more than 3.0 (refer to table 4.7). Responses for the items are based on five points likert-type scale ranging from "1" which means "Strongly Disagree" to "5" for "Strongly Agree". Thus, the findings mean that majority of the respondent are in agreement with the proposed item. Therefore, the items have significant impact on customers' attitude and intention to adopt Blogs Purchase.

The mean for all computed variables exceed 3.0 values (refer to table 4.8), which

indicates that in general, respondents agreed that all the proposed variables do influence their attitude and intention to adopt Blogs Purchase. In comparing the impact of the variables, "Website Features" have the highest mean scores followed by "Opinion Leadership", "Utilitarian Orientation" and "Trust". "Hedonic Orientation" has the lowest mean scores compared to other independent variables.

The findings reveals that customers place an importance on the website features such as ease of navigation, well structured Blogs, fast content downloads, interactive features, and visually pleasing Blogs. In addition, it is more appealing for customers to adopt Blogs purchase if it is being recommended or supported by an opinion leader.

Utilitarian characteristics such as convenience, easy to use, less time consuming and fulfilment of needs also being considered as important by customers when considering for Blogs purchase. Another important factor for adoption of Blogs purchase is perceived trust in the activity and in the owner of the Blogs.

Customers' put less emphasize on hedonic orientation characteristic upon adopting Blogs purchase. However, since the mean score of computed items for hedonic orientation still exceed three, thus it still indicate that this factor still influence customer's attitudes towards Blogs purchase. All these results are consistent with previous literature findings as described in chapter two and chapter three.

The dependent variable which is "attitudes towards online shopping through Blogs" and "intention to Blogs purchase" has a high computed means of 3.16 and 3.26 respectively. This indicates that customer's attitudes towards Blogs purchase are positive and they have the intention to adopt Blogs Purchase. In summary, based on the result of

computed means for all five variables, the proposed factors, namely website features, utilitarian orientation, hedonic orientation, trust and opinion leadership affect customers' attitudes towards online shopping through Blogs. Consequently, customers' attitudes in turn have an influence on customers' intention to adopt Blogs purchase.

5.2.3   Validity and Reliability Test

The validity and reliability of this study were investigated using factor analysis and Cronbach's alpha coefficient test, respectively. The result reveals that the five factors for independent variables are valid and are measuring the intended objectives in this study. The same outcome also applies to the dependent variables, which are attitude and intention towards Blogs purchase, with KMO value of 0.936, far exceeding the minimum required value of 0.60 (Kaiser, 1970).

Overall, the Cronbach's alpha of the IVs and DVs in this study are high, with their values exceeds 0.70. Hence, the instrument used in this study is considered reliable and consistent and it proves that even with the adaptation and further modification of the instruments from previous study, it still measures the concept of the current study.

5.2.4   Pearson's Correlation Coefficient

As shown in table 4.17, the result of correlation indicates that all independent variables (IV_{1-6}, DV_1) have positive and medium to strong correlations with the dependent variable (DV_1, DV_2) at a highly significant level, $p < 0.1$. Hence, there is a significant relationship between each independent variable and dependent variable in this study.

5.2.5   Multiple Regression

Based on the findings on multiple regression as detailed out in chapter 4, the following equations are derived:

For factors that Influence Customer's Attitudes towards Online Purchase through Blogs

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

Where;

DV_1 = Attitudes toward Online Shopping through Blogs

IV_3 = Utilitarian Orientation

IV_2 = Hedonic Orientation

IV_5 = Trust

Out of five predictors proposed to determine attitudes toward online shopping through Blogs, only three is significant. Utilitarian orientation has the utmost contribution towards customers' attitude for Blogs purchase due to its highest coefficient value. This is followed by hedonic orientation and then trust. The remaining predictor, namely, opinion leadership and website features, are insignificant predictors of customers' attitudes towards online purchase through Blogs.

For attitudes towards Online Purchase through Blogs and Intention to Blogs Purchase

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

The result concluded that intention to Blogs purchase has significant contribution in determining attitudes towards Blogs purchase.

5.3 **Conclusion of the Study**

According to the findings from inferential analysis, all independent variables are positively and significantly correlated to the dependent variable. As a conclusion, this paper will present conclusion by answering the research questions as listed in chapter

one at the beginning of this study.

Q1   Does utilitarian and hedonic shopping orientation have a positive effect on consumers' attitude towards online purchase through Blogs?

Considering all the findings, hence, to answer the first research question (Q1), utilitarian and hedonic does have a strong relationship with consumers' attitude towards online purchase through Blogs. These factors are significant and have important influence to create positive attitudes towards Blogs purchase.

Q2   Does opinion leadership have a positive influence on consumers' attitude towards online purchase through Blogs?

Q4   Do web features have a positive effect on consumers' attitude towards online purchase through Blogs?

Question two (Q2) and four (Q4) on opinion leadership and website features, respectively, can be answered together. Even though these factors have a strong and medium relationship, correspondingly, and significant correlation with attitude towards online purchase through Blogs, it does not have significant impact in predicting customers' attitude towards Blogs purchase.

Q3   Does trust have a positive effect on consumers' attitude towards online purchase through Blogs?

The third question (Q3) addressed trust as a factor influencing Blogs purchase. This factor is accepted as the result point out strong, significant correlation and impact

between trust and customer's attitudes towards online purchase through Blogs.

Q5   Do attitudes towards Blogs influence the intention to purchase through Blogs?

To answer the last questions (Q5), based on the results, attitudes towards online purchase through Blogs have a strong and significant correlation with intention for Blogs purchase. The regression analysis also dictates that attitudes will have significant impact on customers' intention to Blogs purchase.

In conclusion, this study has successful in testing all the proposed hypotheses. More importantly, all the research questions have been answered and the objectives of this study are achieved. The findings show that even though all five factors have significant relationship with attitude, only three factors have a significant impact that will contribute in forming customers' attitudes towards Blogs purchase. This study has also confirmed that customers' attitudes towards online purchase through Blogs will influence their intention to Blogs purchase. The overall result of hypotheses testing was presented in table 5.1.

Table 5.1: Overall result of hypotheses testing

	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

5.4   Implication of the Study

The study suggest that Blogs owners or company trying to venture on Blog marketing can benefit from understanding their potential customers and factor that influence their behaviour. First, the study analyzes on the factors that influence customer's attitudes towards Blogs purchase. It was found that all suggested factors have significant relationship in forming customers' attitudes towards Blogs purchase. However, some of the factors are perceived more important than the others. Hence, it is suggested that Blogs owners to concentrate on trust, utilitarian and hedonic orientation since these factors have significant impact in shaping customers attitudes towards Blogs purchase.

To capitalize on utilitarian orientation, perhaps Blogs owner can concentrate on helping customers to find the items they need in a timely manner, such as offering suggestion on complimentary product and reduces layers in check-out procedure so that the online shopping task can be completed conveniently and in less time. On Hedonic orientation, it is recommend that Blogs owners to make their Blogs appear as exiting and fun as possible. Events such as games and contest should be able to fulfil hedonic values and improve customer's attitude towards Blogs shopping.

Since trust is also an important contributor towards customer's attitudes on Blogs shopping, it is advised for Blogs owner to embed trusting values in their Blogs. Elements such as payment though established electronic vendors (e.g Paypal) and extended

warranty for loyal customers will contributes to enhancing customer's attitude towards Blogs shopping.

Secondly, the study determines that customer's attitude towards Blogs shopping have a strong relationship and significant impact on customers' intention to Blogs purchase. Thus, it is important for Blogs owners to improve customers' attitudes which will in turn lead to increase in customers' intention towards Blogs purchase. The overall implications of findings from this study are outlined in table 5.2.

Table 5.2: Overall implication of findings from the present study

Independent Variable	Dependent Variable	Relationship with dependent variable	Impact
Utilitarian Orientation	Attitudes towards online purchase through Blogs	Strong	Significant factor
Hedonic Orientation	Attitudes towards online purchase through Blogs	Strong	Significant factor
Trust	Attitudes towards online purchase through Blogs	Strong	Significant factor
Opinion Leadership	Attitudes towards online purchase through Blogs	Strong	Insignificant factor
Website Features	Attitudes towards online purchase through Blogs	Medium	Insignificant factor
Attitudes towards online purchase through Blogs	Intention to Blogs purchase	Strong	Significant factor

In addition, these finding could assist marketers to plan and improve their marketing strategy should they choose to undertake the growing possibilities of using Blogs as a marketing tool. It may also aid Blogs owners to retain customers and perhaps attracts new potential customers. Looking at the big picture, this may increases Malaysia's e-commerce revenue and contributes to the growth of online business in Malaysia.

5.5   Limitation of the Study

This study faces some limitation as per explain below:

i. This study was limited to consumers mainly from Klang Valley only, which may not truly represent the total Malaysian market. A more diverse consumer from other parts of Malaysia might produce different results.

ii. The study only focuses on five factors to determine customer's attitudes towards online shopping through Blogs. There are still many other factors that can be taken into consideration such as culture.

iii. Currently there are no dedicated website that monitors the unique traffic flows of Blogs in Malaysia and the growth of Blogs in Malaysia. Thus, the population of this study was based on internet population in Malaysia. A more specific study based on Bloggers population in Malaysia will be more might yield different results.

5.6 Suggestion for Future Research

There are many areas on which further research can be conducted in order to gain a better understanding of customer's behaviour towards Blogs shopping in Malaysia. Foremost, as this study was conducted using small sample size and limited location, subsequent research should consider a larger sample and more diverse sample drawn from high internet penetration country in Malaysia.

Secondly, the impact of customer's demographics toward Blogs purchase was not analyzed in this study. Many previous researches have found that consumer's

demographics played an important role in influencing attitudes towards online shopping, thus this could be taken up by future research. Furthermore, since Malaysia have diverse culture and the culture are fully embraced by Malaysian, it is suggested that future research to explore further on the impact of culture in Blogs shopping.

5.7   Conclusion

The findings of this study were discussed in detail in this chapter. This final chapter addresses the outcome of hypotheses testing and answering the research questions. This chapter also have outlined the implication and limitation of this study. Additionally, some insight for future research was proposed.