

APPENDIX 1: QUESTIONNAIRES



**UNIVERSITI
MALAYA**
K U A L A L U M P U R

The Faculty of Business & Accountancy
Master of Business Administration

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

Dear Sir/Madam

This survey is conducted as part of a research project, which shall be submitted in part of fulfillment of the requirements for a Master of Business Administration degree at the University of Malaya.

The general purpose of this research is to identify the factors influencing the adoption of online purchase made through Blogs in Malaysia.

We therefore invite you to participate in this survey by filling up the attached questionnaire.

All information will be treated with the utmost confidentiality. Should you have any enquiries please do not hesitate to contact me through email: flampu@yahoo.com or through phone: +6013-3547912

Thank you very much for participating in this survey.

Yours Sincerely

Fariza Malawati Abdullah CGA070076

Supervised by:

Dr. Yusniza Kamarulzaman

Faculty of Business & Accountancy

University Of Malaya

Please read the statement carefully and **tick** on the box to indicate the extent of your agreement & disagreement with each statement. There is no right or wrong answer to any of these statements.

PART A: ATTITUDES TOWARDS ONLINE PURCHASE THROUGH BLOGS

Please answer in accordance to the scale that best describe you in relation to the statement

RATING SCALE						
1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree						
No	Statement	1	2	3	4	5
ATT1	Purchasing through Blogs is beneficial to me					
ATT2	Purchasing through Blogs is enjoyable					
ATT3	Purchasing through Blogs is a wise action					
ATT4	Online shopping through Blogs is favorable to me					
ATT5	I like to purchase items through Blogs					

PART B: FACTORS FOR ONLINE PURCHASE THROUGH BLOGS

Please tick the scale in accordance to your feeling regarding to the statements

RATING SCALE						
1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree						
No	Statement	1	2	3	4	5
UTI1	Shopping through Blogs is convenient for me					
UTI2	I can buy what I really need through Blogs					
UTI3	While browsing through Blogs, I can find the items I am looking for					
UTI4	Shopping through Blogs would make my shopping less time consuming					
UTI5	I can accomplish my shopping goal through Blogs					
UTI6	Blogs improve my online product searching task					
UTI7	Online purchase through Blogs is easy					

PART B: FACTORS FOR ONLINE PURCHASE THROUGH BLOGS (CONTINUED)

Please tick the scale in accordance to your feeling regarding to the statements

RATING SCALE						
1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree						
No	Statement	1	2	3	4	5
HED1	I love browsing Blogs					
HED2	I feel good when I purchase items through Blogs					
HED3	While purchasing items through Blogs, I feel excitement of shopping					
HED4	Online shopping through Blogs is fun					
HED5	When doing online shopping through Blogs, I feel a sense of adventure compares to traditional shopping					
HED6	Online shopping through Blogs is one of my favorite leisure activities					
OPI1	I seek out the advice of people regarding which Blogs has the best offer					
OPI2	I like to seek information before making a purchase through Blogs					
OPI3	Other people's review / opinion supported my impression of Blogs shopping					
OPI4	Other people's review / opinion makes it easier for me to make purchase decision through Blogs					
OPI5	I like to seek advice from people before making a purchase through Blogs					
TR1	Blog owners are likely to be honest in dealing with buyers.					
TR2	In case of problem, Blog owners are likely to put effort to help their buyers.					
TR3	The decision to make online purchase through Blogs involves minimum amount of risk					
TR4	Products shown in Blogs produces the results which the Blog owners claims it does					
TR5	Blogs purchase terms and conditions are important to me					
WEB1	Blogs design facilitate information searching					
WEB2	I like to visit Blogs that are well structured					
WEB3	I prefer Blogs which are easy to navigate					
WEB4	I prefer Blogs that have interactive features					
WEB5	I like visiting Blogs that are visually pleasing					
WEB6	I prefer Blogs with fast web content downloads					

PART C: INTENTION TO ADOPT BLOG PURCHASE

Please tick the scale in accordance to your feeling regarding to the statements

RATING SCALE						
1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree						
INT1	I would make an online purchase through Blogs					
INT2	I am likely to provide the information needed by Blog owners to complete my online purchase transaction					
INT3	I would consider purchasing through Blogs as my first choice when doing online shopping					
INT4	I would browse Blogs to find items that I need to buy					
INT5	I plan to browse Blogs for products in the near future					
INT6	I have seriously thought of purchasing a product through Blogs					

PART D : DEMOGRAPHIC SECTION

Please tick in the box that most closely describes yourself

1. Gender

Male

Female

2. Marital Status

Single

Married

Divored/ Separated/ Widowed

3. Age

Below 18 years

28-37 years

48 years above

18-27 years

38-48 years

4. Highest education level

Secondary School

Bachelor Degree

Certificate/ Diploma

Post Graduate Degree / PHD

5. Current job position

Management (CEO/ Director/ GM/ AGM/ Senior Manager/ Manager/ Executive)

Non Management (e.g Administration staff, clerks, etc)

Skilled Professional (e.g. Doctors, Lawyer, Etc)

Student

Unemployed / Housewife

Others (Please specify: _____)

PART D : DEMOGRAPHIC SECTION (CONTINUED)

Please tick in the box that most closely describes yourself

6. Current monthly income level

- RM 1,000 and below
- RM 1,001 - RM 2,999
- RM 3,000 - RM 4,999
- RM 5,000 - 5,999
- Above RM 6,000

7. Average time spent online

- Daily
- 4-5 times weekly
- 2-3 times weekly
- Once a week
- Once every two weeks
- A few times a month

8. Frequently visited websites (You can choose more than one)

- News / Entertainment
- Online forums/ Virtual communities (e.g Facebook etc)
- Shopping websites
- Others (Please specify: _____)
- Blogs
- Search engines

9. Products that you have purchased online (You can choose more than one)

- Food and everages
- Computer/ Electronics/ Software
- Online tickets
- Others (Please specify: _____)
- Clothing/ Accessory / Shoes
- Book/ DVD/ CD
- Travel package / Hotel Accomodation

10. Have you ever purchased anything through Blogs?

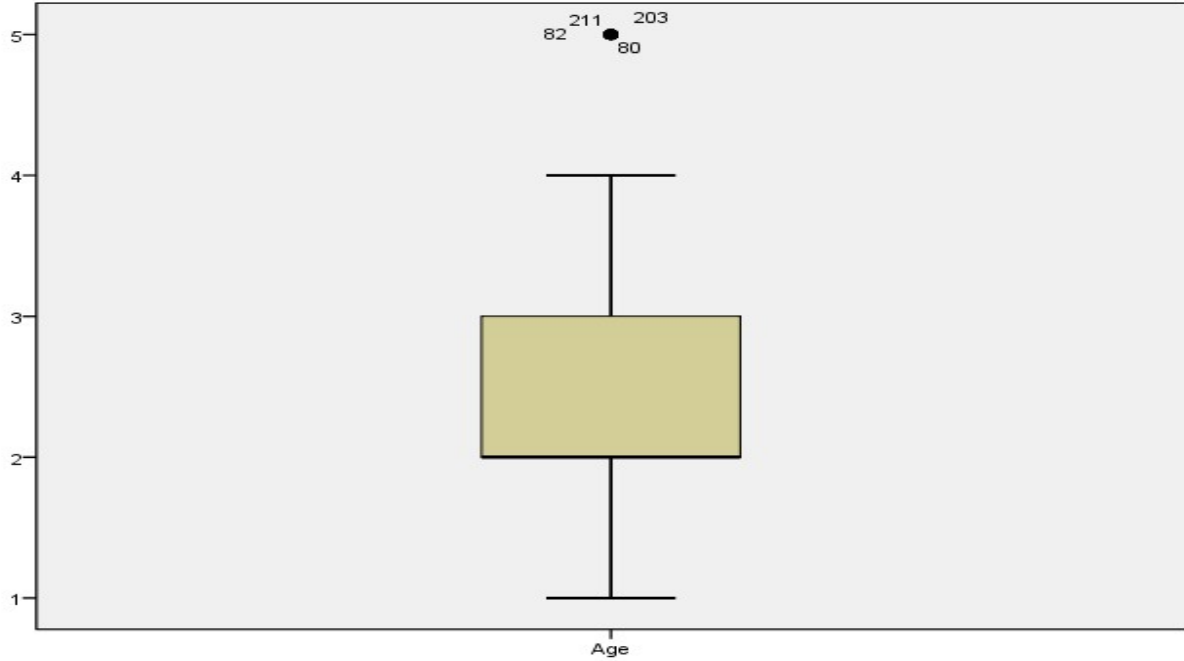
- Yes
- No

If No; why? (Please specify: _____)

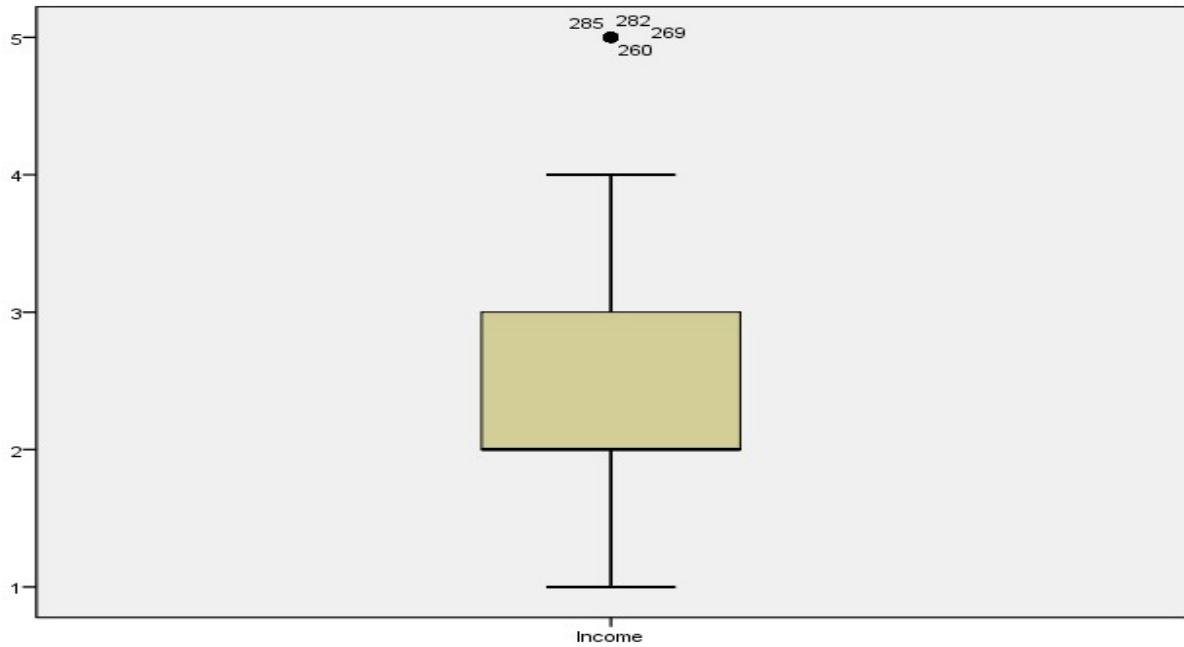
APPENDIX II: SPSS OUTPUT

NORMALITY TEST

Boxplot before eliminating outliers for Respondent's Age



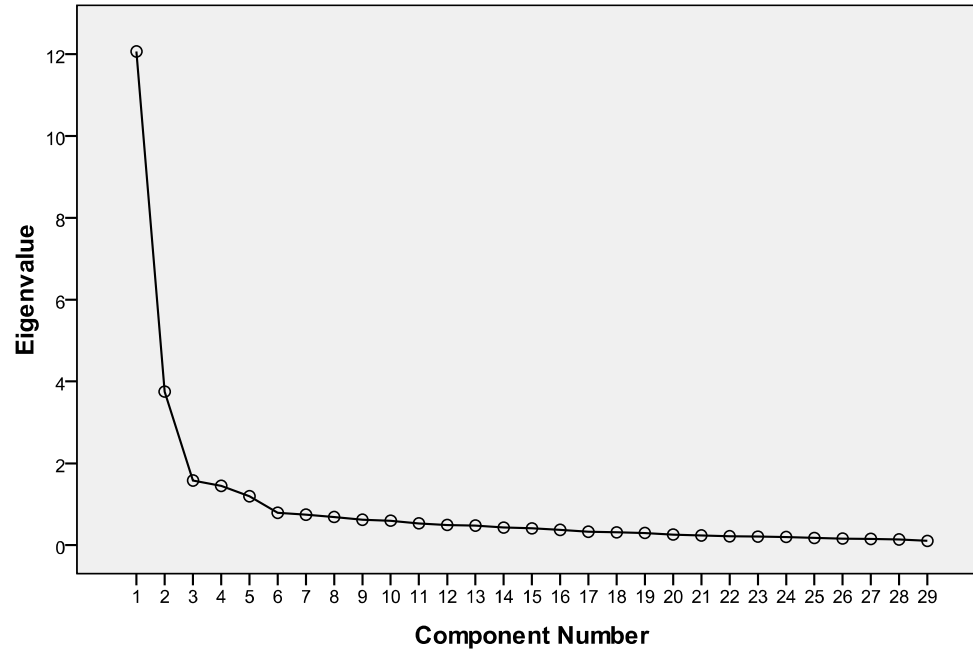
Appendix II: Boxplot before eliminating outliers for Respondent's Income Level



VALIDITY TEST

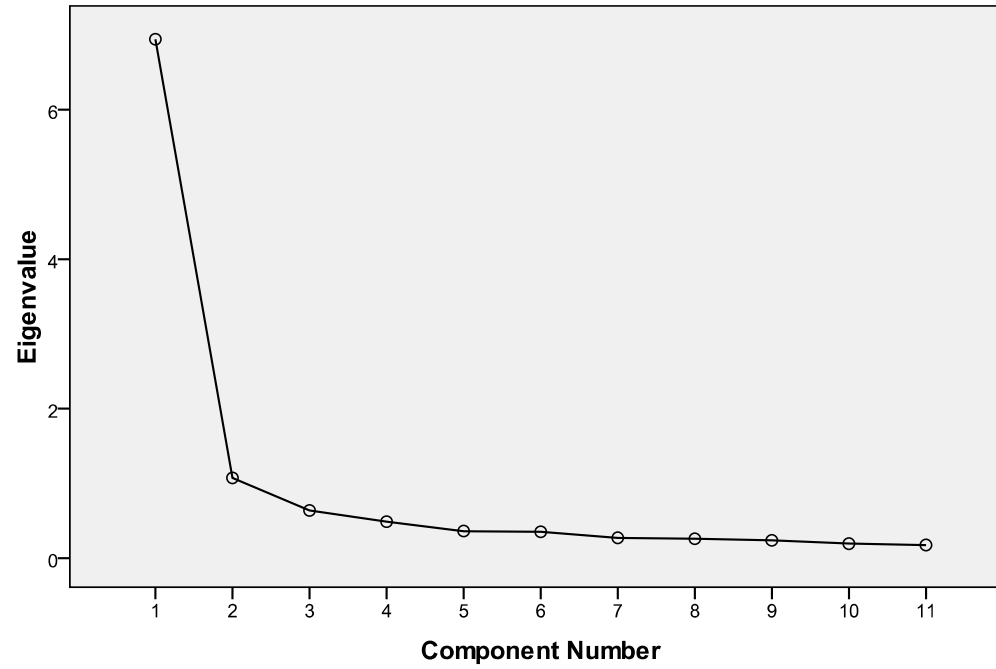
Scree plot between Eigenvalues and number of factors for Independent Variables

Scree Plot



Scree Plot between Eigenvalues and number of factors for Dependent Variable

Scree Plot



Correlation Matrix for Independent Variables

Correlation Matrix

	UT11	UT12	UT13	UT14	UT15	UT16	UT17	HED1	HED2	HED3	HED4	HED5	HED6
UT11	1.000	.588	.520	.598	.511	.515	.525	.419	.594	.591	.598	.477	.500
UT12	.588	1.000	.649	.524	.647	.497	.370	.243	.502	.502	.448	.385	.442
UT13	.520	.649	1.000	.516	.538	.547	.486	.348	.407	.482	.517	.343	.388
UT14	.598	.524	.516	1.000	.577	.635	.495	.331	.458	.401	.440	.358	.357
UT15	.511	.647	.538	.577	1.000	.528	.458	.297	.500	.537	.524	.465	.506
UT16	.515	.497	.547	.635	.528	1.000	.536	.413	.423	.506	.512	.411	.441
UT17	.525	.370	.486	.495	.458	.536	1.000	.431	.438	.457	.543	.335	.461
HED1	.419	.243	.348	.331	.297	.413	.431	1.000	.493	.454	.503	.348	.456
HED2	.594	.502	.407	.458	.500	.423	.438	.493	1.000	.718	.654	.493	.644
HED3	.591	.502	.482	.401	.537	.506	.457	.454	.718	1.000	.733	.648	.662
HED4	.598	.448	.517	.440	.524	.512	.543	.503	.654	.733	1.000	.610	.618
HED5	.477	.385	.343	.358	.465	.411	.335	.348	.493	.648	.610	1.000	.617
HED6	.500	.442	.388	.357	.506	.441	.461	.456	.644	.662	.618	.617	1.000
OPI1	.512	.317	.350	.376	.316	.401	.401	.508	.524	.488	.561	.447	.619
OPI2	.459	.298	.349	.442	.285	.478	.462	.417	.435	.388	.511	.349	.416
OPI3	.443	.270	.290	.410	.233	.477	.353	.453	.388	.394	.465	.311	.366
OPI4	.489	.339	.358	.417	.329	.440	.438	.466	.429	.398	.530	.350	.440
OPI5	.270	.229	.279	.410	.224	.419	.301	.242	.239	.272	.349	.241	.271
TR1	.383	.291	.281	.292	.328	.355	.410	.365	.424	.476	.415	.356	.414
TR2	.316	.293	.361	.278	.287	.421	.325	.351	.394	.413	.399	.312	.322
TR3	.375	.325	.282	.239	.349	.258	.341	.236	.364	.416	.462	.436	.450
TR4	.444	.366	.354	.295	.446	.334	.430	.357	.454	.560	.552	.458	.422
TR5	.208	.126	.225	.301	.162	.332	.305	.343	.311	.180	.319	.117	.175
WEB1	.367	.239	.366	.347	.235	.449	.330	.366	.389	.382	.379	.220	.272
WEB2	.272	.203	.358	.281	.125	.377	.330	.446	.326	.256	.343	.186	.214
WEB3	.260	.162	.338	.283	.080	.357	.363	.405	.288	.225	.333	.129	.179
WEB4	.189	.208	.360	.321	.138	.327	.337	.341	.271	.193	.328	.133	.151
WEB5	.303	.226	.370	.348	.194	.415	.425	.442	.326	.288	.434	.247	.265
WEB6	.243	.189	.331	.289	.107	.357	.352	.376	.255	.217	.318	.174	.190

UT1 = Utilitarian Orientation

TR = Trust

OPI = Opinion Leadership

HED = Hedonic Orientation

WEB = Website Features

Correlation Matrix for Independent Variables (Continued)

Correlation Matrix

	OPI1	OPI2	OPI3	OPI4	OPI5	TR1	TR2	TR3	TR4	TR5	WEB1	WEB2	WEB3	WEB4	WEB5
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UT11	.512	.459	.443	.489	.270	.383	.316	.375	.444	.208	.367	.272	.260	.189	.303
UT12	.317	.298	.270	.339	.229	.291	.293	.325	.366	.126	.239	.203	.162	.208	.226
UT13	.350	.349	.290	.358	.279	.281	.361	.282	.354	.225	.366	.358	.338	.360	.370
UT14	.376	.442	.410	.417	.410	.292	.278	.239	.295	.301	.347	.281	.283	.321	.348
UT15	.316	.285	.233	.329	.224	.328	.287	.349	.446	.162	.235	.125	.080	.138	.194
UT16	.401	.478	.477	.440	.419	.355	.421	.258	.334	.332	.449	.377	.357	.327	.415
UT17	.401	.462	.353	.438	.301	.410	.325	.341	.430	.305	.330	.330	.363	.337	.425
HED1	.508	.417	.453	.466	.242	.365	.351	.236	.357	.343	.366	.446	.405	.341	.442
HED2	.524	.435	.388	.429	.239	.424	.394	.364	.454	.311	.389	.326	.288	.271	.326
HED3	.488	.388	.394	.398	.272	.476	.413	.416	.560	.180	.382	.256	.225	.193	.288
HED4	.561	.511	.465	.530	.349	.415	.399	.462	.552	.319	.379	.343	.333	.328	.434
HED5	.447	.349	.311	.350	.241	.356	.312	.436	.458	.117	.220	.186	.129	.133	.247
HED6	.619	.416	.366	.440	.271	.414	.322	.450	.422	.175	.272	.214	.179	.151	.265
OPI1	1.000	.658	.576	.615	.472	.375	.328	.363	.359	.355	.289	.368	.366	.292	.396
OPI2	.658	1.000	.649	.647	.609	.304	.330	.234	.286	.538	.399	.563	.541	.418	.551
OPI3	.576	.649	1.000	.774	.623	.340	.363	.218	.282	.460	.412	.489	.479	.399	.461
OPI4	.615	.647	.774	1.000	.640	.309	.316	.302	.321	.460	.424	.475	.458	.400	.502
OPI5	.472	.609	.623	.640	1.000	.276	.340	.272	.268	.475	.378	.424	.395	.365	.432
TR1	.375	.304	.340	.309	.276	1.000	.763	.467	.520	.175	.325	.199	.173	.191	.307
TR2	.328	.330	.363	.316	.340	.763	1.000	.428	.482	.256	.405	.279	.247	.266	.314
TR3	.363	.234	.218	.302	.272	.467	.428	1.000	.553	.126	.230	.065	-.017	.085	.174
TR4	.359	.286	.282	.321	.268	.520	.482	.553	1.000	.131	.399	.202	.118	.179	.247
TR5	.355	.538	.460	.460	.475	.175	.256	.126	.131	1.000	.471	.610	.582	.537	.524
WEB1	.289	.399	.412	.424	.378	.325	.405	.230	.399	.471	1.000	.593	.517	.441	.464
WEB2	.368	.563	.489	.475	.424	.199	.279	.065	.202	.610	.593	1.000	.872	.779	.789
WEB3	.366	.541	.479	.458	.395	.173	.247	-.017	.118	.582	.517	.872	1.000	.789	.778
WEB4	.292	.418	.399	.400	.365	.191	.266	.085	.179	.537	.441	.779	.789	1.000	.794
WEB5	.396	.551	.461	.502	.432	.307	.314	.174	.247	.524	.464	.789	.778	.794	1.000
WEB6	.343	.507	.404	.462	.402	.235	.274	.048	.133	.480	.475	.782	.778	.741	.799

Note: UTI = Utilitarian Orientation TR = Trust HED = Hedonic Orientation WEB = Website Features OPI = Opinion Leadership

Correlation Matrix for Dependent Variables

		ATT1	ATT2	ATT3	ATT4	ATT5	INT1	INT2	INT3	INT4	INT5	INT6
Correlation	ATT1	1.000	.748	.691	.734	.707	.611	.506	.454	.531	.545	.566
	ATT2	.748	1.000	.643	.688	.668	.578	.527	.413	.546	.555	.574
	ATT3	.691	.643	1.000	.696	.665	.559	.492	.477	.471	.479	.595
	ATT4	.734	.688	.696	1.000	.802	.602	.516	.504	.423	.478	.608
	ATT5	.707	.668	.665	.802	1.000	.668	.552	.565	.492	.522	.680
	INT1	.611	.578	.559	.602	.668	1.000	.728	.611	.644	.679	.755
	INT2	.506	.527	.492	.516	.552	.728	1.000	.503	.614	.577	.637
	INT3	.454	.413	.477	.504	.565	.611	.503	1.000	.514	.533	.605
	INT4	.531	.546	.471	.423	.492	.644	.614	.514	1.000	.754	.626
	INT5	.545	.555	.479	.478	.522	.679	.577	.533	.754	1.000	.659
	INT6	.566	.574	.595	.608	.680	.755	.637	.605	.626	.659	1.000

Note: ATT = Attitudes towards Blogs Purchase

INT = Intention to Purchase through Blogs