Chapter 4

Research Results

4.1 Introduction

This chapter present the findings of the study, which answered the research questions and objectives highlighted in chapter 1. It commences by discussing the frequency distribution of respondents demographic profile. It follows by examining reliability and validity of questionnaires. Then, the analysis of the mean and standard deviation of independent, mediating and dependent variables is explained, correlation coefficient and multiple regression which use to test the validity of the hypotheses.

4.2 Descriptive Statistic

A total of 200 questionnaires were distributed, and 170 were returned and analyzed represent 85% response rate. Respondentsô gender divided between 46.5 percent being male and 53.5 percent female. The larger group of respondents fell into the age group of 31 ï 40 years old at 44.7 percent, followed by age group of 21 ï 30 years at 41.2 percent, while age group 41 ï 50 years at 12.9 percent and lastly respondents from age group of above 51 years represent 1.2 of total respondents. In terms of ethnicity, 75.3 percent of the respondents are Malay, Chinese represent by 12.4 percent, 10.6 percent are Indian and the remaining 1.8 percent are from other ethnic groups which is Kadazan.

In reference to marital status, 57.1 percent of the respondents are single while 42.9 percent of them were married. In terms of education, most of the respondents were holding bachelor degree with 59.4 percent followed by 26.5 percent holding post graduate degree. There are only 11.2 percent of the respondents holding diploma and 2.9 percent with secondary school level of education. For current occupation, majority of respondents are working with private sector, 14.7 percent operating their own small business, followed by 8.2 percent government servant, while unemployed/retiree at 1.8 and others at 1.2 percent.

Result also shown that 4.1 percent earning below RM2,000 per month, 35.3 percent earning between RM2,000 ï RM4,000.00 per month, 35.9 percent of total respondents are earning total income at the range of RM4,001 ï RM6,000.00 per month, 7.6 percent earning RM6,001 ï RM8,000.00 while 17.1 percent earning above RM8,000.00 per month.

In reference to the data, 54.1 percent of the respondents have more than 5 years experience using the internet, while the remaining 45.9 percent represent respondents who have used the internet less than 5 years. This result holds Horrigan (2000) opinion where internet shopping is more apparent among those who used Internet for greater number of years. While, in terms of money spend in online product, 44.1 percent of respondents purchased approximately less than RM1,000.00.

Characteristic		Sample (n=170)
Gender	Male	46.5%
	Female	53.5%
Ethnic	Malay	75.3%
	Chinese	12.4%
	Indian	10.6%
	Others	1.8%
Age	21 - 30 years	41.2%
	31 - 40 years	44.7%
	41 - 50 years	12.9%
	Above 51 years	1.2%
Marital	Single	57.1%
	Married	42.9%
Education	Secondary School	2.9%
	Diploma	11.2%
	Bachelor Degree	59.4%
	Post Graduate Degree	26.5%
Occupation	Government	8.2%
	Private	74.1%
	Small business owner	14.7%
	Unemployed/Retiree	1.8%
	Others	1.2%
Income	Below RM2,000.00	4.1%
	RM2,000 - 4,000.00	35.3%
	RM4,001 - 6,000.00	35.9%
	RM6,001 - 8,000.00	7.6%
	Above RM8,000.00	17.1%
Experience with Internet	< 1 year	2.4%
	1 - 2 years	4.1%
	2 - 3 years	6.5%
	3 - 4 years	17.6%
	4 - 5 years	15.3%
	> 5 years	54.1%
Yearly approximate amount spent in online product	< RM1,000.00	44.1%
	RM1,001.00 - 2,000.00	20.6%
	RM2,001.00 - 3,000.00	16.5%
	RM3,001.00 - 4,000.00	11.2%
	RM4,001.00 - 5,000.00	2.9%
	>RM5,001.00	4.7%

Table 4.1: Frequency Table of Respondents Data

4.3 Validity and Reliability of Instrument

Data collected were tested for their validity by conducting Principal Component Analysis (PCA) with Varimax Rotation and the reliability was tested by using the Cronbachôs Alpha (Lu Yaobin and Zhou Tao, 2007). According to Hair et al. (1998), the surveyôs sample size must achieve standard requirement of 100 samples or more in order to proceed with the test. In this study, surveyôs sample size collected is 170 and adequate to Hair et al. (1998) condition.

PCA was conducted to explore the validity of the questionnaire which includes convergent validity and discriminant validity. Before conducting PCA, the value of the Kaiser-Mayer-Olkinôs (KMO) and Bartlettôs test of sphericity need to be tested. The Kaiser-Mayer-Olkin (KMO) value above 0.5 is acceptable for an explanatory factor analysis to be executed. Moreover, the data collected are tested for its significance level using Bartlettôs Test of sphericity where the significance (Sig.) value shall be smaller than 0.05. Findings indicate that the KMO adequacy value was 0.773. It shows that the data is good for further component analysis and the Bartlettôs test significance value obtained was 0.000 (Chi square = 4071.763, $p<0.01$) which is very good at factor interpretation hence making it suitable for a PCA.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.773
Bartlett's Test of Sphericity	Approx. Chi-Square	4071.763
	df	528
	Sig.	.000

Table 4.2: KMO and Bartlettôs Test

According to Hair et al. (1998), a reasonable cut-off point for instruments is 0.40 which explained the convergent and discriminant validity of instrument. The result of PCA with varimax rotation shows that all items load their related factors with the factor loadings over 0.40 and eigenvalues greater than 1 into eight factors namely, Factor 1, Factor 2, Factor 3, Factor 4, Factor 5, Factor 6, Factor 7 and Factor 8. Thus, all instruments in Table 4.3 demonstrate that the questionnaire has good convergent validity and discriminant validity (Gefen et al., 2000). The cumulative percentage of variance for this survey is 73.77 percent, which explains the relevance in data collected as 73.77 percent, while the rest of 26.23 percent are considered as unexplained data.

The result tabulated in Table 4.3 shows that 5 measures from trust in online shopping have contributed to the highest percentage of variance (10.950%), hence Factor 1 was labelled as ñTrustò. Four (4) measures from ease of use have contributed as the second highest percentage of variance (10.167%), hence Factor 2 was labelled as ñPerceived Ease of Useò. The third highest percentage of variance (9.982%) was represents by 4 measures from perceived reputation, hence Factor 3 was labelled as ñPerceived Reputationò. The fourth highest percentage of variance (9.455%) consists of 4 measures from perceived security, hence Factor 4 was labelled as ñPerceived Securityò. While 5 measures from perceived privacy have contributed the fifth highest percentage of variance (9.247%), therefore Factor 5 was labelled as ñPerceived Privacyò. Four (4) measures from propensity to trust have contributed as the third lowest percentage of variance (8.947%), hence Factor 6 was labelled as ñPropensity to Trustò. Next, the second lowest percentage of variance (8.682%) represented by 4 measures from perceived usefulness, therefore Factor 7 was labelled as ñPerceived

Usefulnessò. Lastly, 3 measures from actual purchase in online shopping accounted as the lowest percentage of variance (6.342%), hence Factor 8 was labelled as ñActual Purchaseò.

Rotated Component Matrix[a]

	Factor							
Scale items	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**
Usefulness1							**.746**	
Usefulness2							**.808**	
Usefulness3							**.846**	
Usefulness4							**.717**	
EaseofUse1		**.814**						
EaseofUse2		**.758**						
EaseofUse3		**.761**						
EaseofUse4		**.830**						
Reputation1			**.815**					
Reputation2			**.883**					
Reputation3			**.881**					
Reputation4			**.867**					
Security1				**.857**				
Security2				**.888**				
Security3				**.845**				
Security4				**.801**				
Privacy1					**.843**			
Privacy2					**.858**			
Privacy3					**.748**			
Privacy4					**.657**			
Privacy5					**.638**			
Propensity1						**.714**		
Propensity2						**.793**		
Propensity3						**.862**		
Propensity4						**.852**		
Trust1	**.823**							
Trust2	**.719**							
Trust3	**.800**							
Trust4	**.692**							
Trust5	**.706**							
Purchase1								**.770**
Purchase2								**.733**
Purchase3								**.818**
Eigenvalue	8.571	3.448	3.120	2.565	2.140	1.929	1.430	1.143
% of variance	10.95	10.167	9.982	9.455	9.247	8.947	8.682	6.342
Cumulative % of variance	10.95	21.118	31.100	40.555	49.802	58.749	67.432	**73.774**

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 7 iterations.

Table 4.3 Factors Analysis, Eigenvalues and Percentage of variance.

Next, the reliability test was conducted using Cronbachôs Alpha to measure the stability and internal consistency of measures. The result from reliability analysis shows that Cronbachôs Alpha value for all measures are greater than 0.7. From Table 4.4, the factor loadings for all items exceed the recommended level of 0.7, therefore, all instruments are deemed acceptable and sufficiently reliable (Nunnally, 1967). In conclusion, the measures used in this study was verified and confirmed valid for Malaysian context.

Descriptive Statistics

Scale Item	Mean	Std. Deviation	Cronbach's Alpha
Perceived Usefulness	**3.7147**	**.65005**	**.835**
Can improve my shopping performance	3.3471	.85146	
Can increase my shopping process efficiency	3.6706	.72794	
Can increase my shopping effectiveness	3.7882	.87156	
Using this web site is useful	4.0529	.71552	
Perceived Ease of Use	**4.0397**	**.63395**	**.902**
Easy to learn to use this web site	4.0176	.71727	
Interaction is clear and understandable	4.0059	.67497	
Easy to become skilful using this web site	3.9882	.78438	
This web site is easy to use	4.1471	.70217	
Perceived Reputation	**4.1191**	**.69614**	**.911**
Company of this web site is well known	4.3176	.76478	
Company of this web site has good reputation	4.2176	.75740	
Company of this web site has reputation of being honest	4.0000	.80678	
Company of this web site is known to be concerned about customers	3.9412	.80462	
Perceived Security	**3.8515**	**.70475**	**.899**
Web site implements security measures	3.9176	.80988	
Web site has ability to verify online shoppersô identity for security purposes	3.8059	.80160	
Web site ensures transactional information is protected	3.6765	.81845	
Feel secure about electronic payment of the web site	4.0059	.78820	

Descriptive Statistics (Cont'd)

Scale Item	Mean	Std. Deviation	Cronbach's Alpha
Perceived Privacy	**3.6177**	**.60991**	**.824**
Personal information that I provide in this web site is secure	3.4706	.91778	
Monetary information that I provide in this web site is protected	3.5059	.81587	
This web site will not collect my personal data	3.5824	.70227	
This web site will not ask irrelevant personal information	3.7471	.69709	
This web site does not apply personal information for other purposes	3.7824	.82472	
Propensity to Trust	**2.5677**	**.57934**	**.849**
It easy to trust a person/thing	2.7647	.66434	
Tendency to trust person/thing is high	2.6824	.74915	
Tend to trust person/thing, even though I have little knowledge of it	2.4353	.68711	
Trusting someone or something is not difficult	2.3882	.68964	
Trust	**3.7765**	**.68933**	**.921**
This company is trustworthy	3.8941	.82882	
This company keep my best interest in mind	3.6588	.82924	
Trust company will keep promises	3.7647	.78668	
I believe information that this vendor provides me	3.5824	.70227	
Company wants to be known as one who keep promises and commitments	3.9824	.80291	
Actual Purchase	**4.1392**	**.73216**	**.717**
I have purchase product from this web site	4.4294	.70355	
I will continue to purchase product from this web site	4.1294	.99452	
I have been purchase from this web site for many times	3.8588	1.01647	

Table 4.4 Cronbachôs Alpha, Mean and Standard deviation of variables

4.4 Mean Score

The respondentsô perception towards online purchases are explained using mean values and the standard deviations of the measures, where mean values shall be greater than 3.0 and the value of standard deviations to support the significant of the variables. Table 4.4 show the mean value for actual purchase is (4.1392), which is much greater than 3.0 and also the standard deviations. Therefore, the three variables are significant to the respondentsô perception toward purchase via online. The mean value for perceived reputation (4.1191) is also higher than 3.0 which indicates that respondents perceive reputable online retailer as trustworthy and being known to be concerned about their customers.

The mean values for perceived ease of use (4.0397) is greater than 3.0, implying that respondents were having positive perception toward the ease of use of online retailerôs website. Same goes to the mean value for perceived security (3.8515) where mean value is more than 3.0 indicates that respondents are having positive perception toward the security system provided by online retailers. Followed by the mean value for trust (3.7765) which imply that respondents perceived online retailerôs are trustworthy in keeping their promises, subsequently influence their decision to purchase online.

Next, the mean values for perceived usefulness (3.7147) which also greater than 3.0 and imply that respondents were having positive perception toward the usefulness of online retailerôs website in improving respondentsô shopping performance, efficiency and effectiveness. Furthermore, the mean for perceived privacy is (3.6177) which also

greater than 3.0, thus imply that respondents were having positive perception toward the privacy system provided by retailerôs web site. Lastly, the mean values for propensity to trust (2.5677) which is slightly below the agreed point 3.0. This imply that respondents are having a moderate trust level toward others in Malaysia.

4.5 Testing of Hypotheses

The coefficient correlation was conducted to identify factors influencing consumersô trust in online shopping, and to examine whether trust influence consumers to purchase online. The coefficient of correlation value shall be within negative -1.00 to positive +1.00 where -1.00 (strongly negative correlation) and +1.00 (strongly positive correlation) are perfect correlation.

Perceived Usefulness has a significant positive coefficient relationship with trust at ($r = 0.460$, $p < 0.01$). The coefficient correlation is 0.460, which indicates a high correlation between perceived usefulness and trust in online shopping. This finding supports the H1 hypothesis which sought to prove that perceived usefulness is positively related to trust in online shopping.

Perceived Ease of Use has a significant positive coefficient correlation relationship with trust in online shopping at ($r = 0.645$, $p < 0.01$). The coefficient correlation is 0.645, which indicates a high correlation between perceived ease of use and trust in online shopping. This finding supports the H2 hypothesis which sought to prove that perceived ease of use is positively related to trust in online shopping.

Perceived Reputation has a significant positive coefficient correlation relationship with trust in online shopping at ($r = 0.375$, $p < 0.01$). The coefficient correlation is 0.375 which indicates a moderate correlation between perceived reputation and trust in online shopping. This finding supports the H3 hypothesis which sought to prove that perceived reputation is positively related to trust in online shopping.

Perceived Security has a significant positive coefficient correlation relationship with trust in online shopping at ($r = 0.253$, $p < 0.01$). The coefficient correlation is 0.253, which indicates a moderate correlation between perceived security and trust in online shopping. This finding supports the H4 hypothesis which sought to prove that perceived security is positively related to trust in online shopping.

Perceived Privacy has a significant positive coefficient correlation relationship with trust in online shopping at ($r = 0.263$, $p < 0.01$). The coefficient correlation is 0.263, which indicates a moderate correlation between perceived privacy and trust in online shopping. This finding supports the H5 hypothesis which sought to prove that perceived privacy is positively related to trust in online shopping.

Propensity to Trust has a significant positive coefficient correlation relationship with trust in online shopping at ($r = 0.264$, $p < 0.01$). The coefficient correlation is 0.264, which indicates a moderate correlation between propensity to trust and trust in online shopping. This finding supports the H6 hypothesis which sought to prove that propensity to trust is positively related to trust in online shopping.

Trust has a significant positive coefficient correlation relationship with actual purchase in online shopping at ($r = 0.295$, $p < 0.01$). The coefficient correlation is 0.295, which indicates a moderate correlation between trust and actual purchase in online shopping. This finding supports the H7 hypothesis which sought to prove that trust is positively related to actual purchase in online shopping.

The findings in this study indicate positive correlation. Therefore, the relationships between all variables are in positive relationship and support all hypotheses drawn in this study.

	Items	*1*	*2*	*3*	*4*	*5*	*6*	*7*	*8*
1. Perceived Usefulness	4	1.000							
2. Perceived Ease of Use	4	.355**	1.000						
3. Perceived Reputation	4	.198**	.213**	1.000					
4. Perceived Security	4	.166*	.294**	.266**	1.000				
5. Perceived Privacy	5	.133	.189*	.105	.288**	1.000			
6. Propensity to Trust	4	.202**	.248**	-.064	.125	.051	1.000		
7. Trust	5	.460**	.645**	.375**	.253**	.263**	.264**	1.000	
8. Actual Purchase	3	.102	.262**	.181*	.021	.123	-.125	.295**	1.000

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.5: Correlation coefficients Matrix of Relationship between Perceived Usefulness, Perceived Ease of Use, Perceived Reputation, Perceived Security, Perceived Privacy, Propensity to Trust, Trust and Actual Purchase

4.6 Multiple Regression

The multiple regression analysis was conducted to determine whether trust mediates the relationship between factors influencing consumersô trust in online shopping to actual purchase. According to Baron and Kenny (1986), the following 4 conditions must hold to support the mediating effect of a construct;

1. The independent variables must have a significant association with the dependent variable.
2. The independent variables must have a significant association with the mediator.
3. The mediating variable must has a significant association with the dependent variable and,
4. When both the independent variables and the mediating variable are included as predictor, the mediator must have a significant effect on the dependent variable.

In order to test whether these 4 conditions are met, regression analysis was conducted to signify trust as a mediating variable. First step is to regressed independent variables against the dependent variable. Table 4.6 shows that perceived usefulness, perceived ease of use, perceived reputation, perceived security, perceived privacy and propensity to trust correlate moderately to the actual purchase (R= 0.362). The independent variables explain 13.1% of the variance of the dependent variable. The independent variables influence actual purchase is significant at ($F = 4.11$, $p < .05$).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.362[a]	.131	.099	0.69481

a. Predictors: (Constant), Propensity to Trust, Perceived Privacy, Perceived Reputation, Perceived Usefulness, Perceived Security, Perceived Ease of Use

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.904	6	1.984	4.110	.001[a]
	Residual	78.691	163	0.483		
	Total	90.594	169			

a. Predictors: (Constant), Propensity to Trust, Perceived Privacy, Perceived Reputation, Perceived Usefulness, Perceived Security, Perceived Ease of Use
b. Dependent Variable: Actual Purchase

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.801	.544		5.153	.000
	Perceived Usefulness	.019	.090	.017	.210	.834
	Perceived Ease of Use	.333	.096	.288	3.474	.001
	Perceived Reputation	.128	.082	.122	1.564	.120
	Perceived Security	-.106	.084	-.102	-1.264	.208
	Perceived Privacy	.110	.092	.092	1.193	.235
	Propensity to Trust	-.232	.097	-.184	-2.385	.018

a. Dependent Variable: Actual Purchase

Table 4.6: Coefficient Correlations and Significant result between Perceived Usefulness, Perceived Ease of Use, Perceived Reputation, Perceived Security, Perceived Privacy, Propensity to Trust towards Actual Purchase.

Next, the independent variables were regressed against mediating variable. Table 4.7 indicates that the independent variables perceived usefulness, perceived ease of use, perceived reputation, perceived security, perceived privacy and propensity to trust correlate highly to trust (R= .740). The independent variables explain 54.8% of the variance of the mediating variable. Trust is significantly influenced by independent variables at ($F = 32.96$, $p < .05$).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740[a]	.548	.532	.47180

a. Predictors: (Constant), Propensity to Trust, Perceived Privacy, Perceived Reputation, Perceived Usefulness, Perceived Security, Perceived Ease of Use

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.023	6	7.337	32.962	.000[a]
	Residual	36.283	163	.223		
	Total	80.306	169			

a. Predictors: (Constant), Propensity to Trust, Perceived Privacy, Perceived Reputation, Perceived Usefulness, Perceived Security, Perceived Ease of Use
b. Dependent Variable: Trust

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.841	.369		-2.280	.024
	Perceived Usefulness	.222	.061	.210	3.641	.000
	Perceived Ease of Use	.521	.065	.479	7.995	.000
	Perceived Reputation	.233	.056	.236	4.183	.000
	Perceived Security	-.035	.057	-.036	-.614	.540
	Perceived Privacy	.141	.063	.124	2.244	.026
	Propensity to Trust	.138	.066	.116	2.089	.038

a. Dependent Variable: Trust

Table 4.7: Coefficient Correlations and Significant result between Perceived Usefulness, Perceived Ease of Use, Perceived Reputation, Perceived Security, Perceived Privacy, Propensity to Trust towards Trust.

Third step, the mediating variable was regressed against the dependent variable. Table 4.8 indicates that the mediating variables trust correlate moderately to trust (R= 0.295). The mediating variables explain 8.7% of the variance of the dependent variable. The mediating variables influence actual purchase is significant at ($F = 16.01$, $p < .05$).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.295[a]	.087	.082	.70167

a. Predictors: (Constant), Trust

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.881	1	7.881	16.007	.000[a]
	Residual	82.713	168	.492		
	Total	90.594	169			

a. Predictors: (Constant), Trust

b. Dependent Variable: Actual Purchase

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.956	.301		9.836	.000
	Trust	.313	.078	.295	4.001	.000

a. Dependent Variable: Actual Purchase

Table 4.8: Coefficient Correlations and Significant result between Trust towards Actual Purchase.

Lastly, the independent variables and the mediating variable were regressed against the dependent variable. Table 4.9 indicates that the independent variables and mediating variable correlates moderately to the dependent variable (R= 0.395). The independent variables and mediating variable explain 15.6% of the variance of the dependent variable. It indicates significant relationship at ($F = 4.28$, $p < .05$).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.395[a]	.156	.120	.68701

a. Predictors: (Constant), Trust, Perceived Security, Propensity to Trust, Perceived Privacy, Perceived Reputation, Perceived Usefulness, Perceived Ease of Use

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.134	7	2.019	4.278	.000[a]
	Residual	76.460	162	.472		
	Total	90.594	169			

a. Predictors: (Constant), Trust, Perceived Security, Propensity to Trust, Perceived Privacy, Perceived Reputation, Perceived Usefulness, Perceived Ease of Use
b. Dependent Variable: Actual Purchase

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.010	.546		5.513	.000
	Perceived Usefulness	-.036	.092	-.032	-.392	.696
	Perceived Ease of Use	.204	.112	.177	1.824	.070
	Perceived Reputation	.071	.085	.067	.826	.410
	Perceived Security	-.098	.083	-.094	-1.173	.243
	Perceived Privacy	.075	.093	.063	.812	.418
	Propensity to Trust	-.266	.098	-.211	-2.732	.007
	Trust	.248	.114	.233	2.174	.031

a. Dependent Variable: Actual Purchase

Table 4.9: Coefficient Correlations and Significant result between Trust, Perceived Security, Propensity to Trust, Perceived Privacy, Perceived Reputation, Perceived Usefulness, Perceived Ease of Use towards Actual Purchase.

The ɓ value for Independent variables, perceived usefulness indicates that a unit increase in perceived usefulness will see a decrease in actual purchase by a standard deviation of 0.017 without the present of mediating variable and -0.032 with the present of mediating variable. Perceived ease of use indicates that a unit increase in perceived ease of use will see a decrease in actual purchase by a standard deviation of 0.288 without the present of mediating variable and 0.177 with the present of trust. Moreover, ɓ value for perceived reputation will see a decrease in actual purchase by a standard deviation of 0.122 without the present of trust and 0.067 with the present of trust. Next, ɓ value of perceived security will see a decrease in actual purchase by a standard deviation of -0.102 without the present of trust and -0.094 with the present of

trust. While, perceived privacy indicate the decrease in actual purchase by a standard deviation of 0.092 without the present of trust and 0.063 with the present of trust. Lastly, the ɓ value of propensity to trust indicates the decrease in actual purchase by a standard deviation of -0.184 without the present of trust and -0.211 with the present of trust. Table 4.10 shows that the mediating variable trust correlates positively and significantly with dependent variable which is actual purchase. The mediating variable trust contributes significantly to the prediction of actual purchase. The ɓ value for trust indicates that a unit increase in trust show an increase in actual purchase by standard deviation of 0.233.

Findings indicate that independent variables, mediating variable are significant predictors of dependent variable. The independent variables explain 13.1% of the variance of dependent variable and it significant. The independent together with mediating variable explains 15.6% of the variance of the dependent variable and it significant.

To sum up, based on final regression conducted, in the presence of independent variables, the mediating variable trust is a significant predictor of actual purchase. This indicates that the model with trust as the mediating variable is fully supported.

4.7 Conclusion

This chapter presented the statistical results of the measurement-validation and hypotheses testing. Three (3) research questions have been answered and summarize as below;

H1 was strongly supported as per evidence. This demonstrates that consumers are more concerned with web site usefulness in order to build their trust in online shopping. The higher consumerôs perceived usefulness towards online retailerôs web site will influence higher trust towards online retailer. **H2** was strongly supported by the evidence. It indicates that perceived ease of use of online retailerôs web site is positively influence their trust in online shopping. This indication shows that online customers do see the web site as a representation of the company itself and its resources and capabilities.

H3 was also supported by the finding that online customers perceived reputation of online retailerôs company is positively influence their trust in online shopping. They believe that the company has a good reputation in the market, can boost their trust in it despite the absent of sale representative and lack of physical signs. **H4** was also supported by the finding. It in line with findings from prior studies where perceived security show a positive relationship toward consumersô trust in online shopping.

H5 was supported by the data where a positive relationship between perceived privacy towards consumersô trust in online shopping. It indicates that customers are highly concern on level of security of their personal data such as their name and

address as well as their monetary information during transaction process. **H6** was supported by the data where propensity to trust is another factor that influences consumersô trust in online shopping. Due to lack of social trust in Malaysia, consumers are generally having low trust propensity towards others.

Evidence of support **H7** was also found in this study where consumersô actual purchase via online is impacted by their trust on online retailers. It shows that trust is positively influence consumer to purchase online. It is clear that trust was influence by consumersô perceived usefulness, perceived ease of use, perceived reputation, perceived privacy and propensity to trust. It is also evident that trust is a significant factor influencing consumersô actual purchase in online shopping. Additionally, this study also provided some support for the mediating effect of trust on actual purchase, which would benefit for further study.

Chapter 5 will present a discussion of the findings of this study, with an outline of the summary research objective, hypotheses and findings, limitation and suggesting for future research.