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College of Informatics
Graduate School of Information Management

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Factors Impact on Customer’s Purchase Intention in the Context of Business to Consumer in Vietnam

Student: Doan Minh Thang
Adviser: Dr. To Chang
Co-adviser: Dr. Nguyen Linh Trung

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December / / 2010
Factors Impact on Customer’s Purchase Intention in the Context of Business to Consumer in Vietnam

Student: Doan Minh Thang
Adviser: Dr. To Chang  Co-adviser: Dr. Nguyen Linh Trung

Abstract

In recent years, Vietnam business developed very fast e-commerce transactions to provide new business method attracting customer come to online shopping. E-commerce supply convenience services to customer through many effective transactions, its support customer gain many benefit such as: reduce time shopping, easy choose interesting product with suit price and so on. With the aim to developed e-commerce and increase customer buy products from online shopping, e-commerce is becoming more important for business to perform business strategies. The purpose of this study is to identify some key factor impacting customer purchase intention of e-commerce in B2C context in Vietnam. This study proposed three main factors are: Service quality, information quality and interface design quality to predict customer’s purchase intention. Questionnaires were distributed to customers, sellers who already bought and sell products through online shopping. The findings confirm that service quality, information quality and interface design quality has positive affects to purchase intention. Beside that, this study finds that the website design quality is a more
important than information quality and system quality in determining customers' purchase intention. According to the findings of this study, Vietnam online businesses should focus more on the e-commerce website interface design to improve customer purchase intention.

Keywords: e-commerce, technology acceptance model, information system success model, information quality, service quality, interface design quality, perceived usefulness of purchasing online, perceived ease of purchasing online, behavioral intention to purchase online
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Chapter 1 Introduction

This chapter includes basic information about general e-commerce and online consumer and background of the research, this chapter also introduces research motivation, the aim of research, research limitations and some terminologies related to this study.

1.1. Research background

According to Chaudhury & Kuiboer (2002), e-commerce has been making significant contributions to reduction in costs of doing business, improved products/services quality, new customer and supplier penetration, and generation of new ways or channels for product distributions. Such benefits can be realized in not only large enterprises but also small and medium enterprises (Huff et al., 2000).

Kotler (2000) claimed that understanding consumers has become the focus of attention in the business due to the fact that the prosperity of companies is heavily dependent on satisfying customers and keeping them loyal. In online marketing, the consumer will grants permission and controls the interaction. Butler and Peppard (1998) stated that the heart of marketing management is to understand consumer psychology, irrespective of whether one is dealing with the cyber world or the physical world. Rossiter and Percy (1998) showed that for tourism and hospitality marketers to successfully communicate with their customers and, ultimately, to implement effective online marketing activities, they need to study the behavior of consumers. They concluded that marketing of goods and services in the cyber market may be different from dealing with traditional markets. It demands a good understanding of consumer
behavior, as well insight into how pioneering technologies challenge the conventional concepts behind existing theories and models.

1.2. Research motivation

The main motivation of this research is to identify factors affecting the customer’s intention in online transactions in Vietnam business. The second motivation is building a model for evaluating the success of transactions online which will support customer get benefit, convenience and support online business develop faster. Last motivation is providing new direction for Vietnam enterprises making good business strategies in online business to gain success in the new era with many challenges.

1.3. Research purpose and research questions

With the aim to construct new model with factors have important role for performing e-commerce transactions in Vietnam go to success, this study focus on some main purpose, such as:

1. To determine factors has positive impact to customer’s intention in business to consumer e-commerce model in Vietnam.

2. Established e-commerce success model for online activities in Vietnam online business.

3. Support online businesses have proper orientation, consistent with the current trend of competition in the fastest way to meet a customer's requirements.

1.4. Research limitation

Limitations of this research only focus on factors have main affect to customer
intention to use e-commerce system in Vietnam B2C context. Although research has developed and proven successful model of research, but research still exists some disadvantages such as:

First of all, research only focus on behavior of some customer when they take part in e-commerce transactions. Each person has different feeling about e-commerce system, but some of them may be answer not honest.

Secondly, our research samples mostly are customer and seller of some e-commerce website in Hanoi, almost customer haven’t got experience shopping online, so that the result may not suitable for all case.

Finally, the study did not control for the possibility that the samples did not actually visit the e-commerce website to shopping. They may answer the questions without reading and following the construction because of time-consuming requirement. Instead, they just think of a website they know or hear of (even they have never visited). As the result, the answer may not be remarked accurately.

1.5. Research delimitation

This study already showed a new model with important factors contribute for Vietnam enterprises have true vision about e-commerce market at Vietnam. From there, Vietnam enterprises will have correct and long-term strategies to develop business activities in online business field.

1.6. Terminology

Terminology using in this study as following:

- E-commerce
- Web service quality
- Web information quality
- Web interface design quality
- Perceived usefulness of purchasing online
- Perceived Ease of purchasing online
- Behavioral intention to purchase online
Chapter 2 Literature Review

According to the objectives of this study, the research tries to review and explore the e-commerce subjects it is “Factors impact on Customer’s Purchase Intention in the context of Business to Consumer in Vietnam”. This chapter provide some concepts of e-commerce, situation of e-commerce in some developing countries as well as in Vietnam, its also provide some literature about factors related to research model.

2.1. Fundamental of e-commerce

E-commerce is a general term for any type of business, or commercial electronic transaction that involves the transfer of information across the Internet. Or we can say that e-commerce is defined as the use of computers and electronic networks to conduct business with other businesses or with customers over the Internet or another electronic network. According to United Nations Conference on Trade and Development - UNCTAD (2000), e-commerce is commercial interaction over the internet, which can lower costs dramatically and facilitating new types of commercial transactions. As the Internet empowers citizens and democratizes societies, it is also changing classic economic paradigms. New models of commercial interaction are developing as businesses and consumers participate in an electronic marketplace and reap the resultant benefits. The Internet has the potential to revolutionize commerce and other areas. The Internet will revolutionize retail marketing. Commerce on the Internet could total tens of billions of dollars by the turn of the century.

According to Gary P. (2002), the goal of e-commerce is to use electronic data transmission technologies, such as the internet and the web to improve existing business
processes, and to supply new business opportunities.

Barua et al. (2001) stated that e-commerce is fundamentally changing the economy and the way businesses are conducted today. Chan and Davis (2000) claimed that e-commerce forces firms to find new ways to expand the markets, to attract and retain customers by tailoring products or services to their needs, and to restructure their business processes in order to deliver high quality products and services more efficiently and effectively. E-commerce brings opportunities to do business electronically, such as using electronic data interchange (EDI) and World Wide Web (WWW). The exponential growth of the Internet and the WWW created a new type of commerce: Ecommerce on the Internet. Shahar (1997) asserted that e-commerce on the internet is the exchange of goods, services and information using the internet’s capabilities.

2.2. E-commerce in developing countries

According to Arvind Panagariya (1999), developing countries are far behind developed countries in terms of information-technology infrastructure. They given the cost savings offered by internet technology and relative ease with which it can be provided, they can skip several stages of technological development through which developed countries had to go. Unhelkar (2003) claimed that most technologies, including e-commerce were developed in Western countries, which have very different backgrounds to those of developing countries. The success of technology adoption is heavily dependant on how it is used by the adopters and this in turn is affected by the fit between the technology and the adopter. According to Odedra-Straub (2003) and Raman
& Yap (1996), many of the e-commerce benefits have been realized by organizations in developed countries, there is still skepticism in the relevance of e-commerce and its benefits for developing countries. Chowdhury (2003) stated that in the globalization era, understanding the adoption of ICT, including e-commerce by developing countries is becoming important to improve its adoption success. E-commerce can be developed countries to trade with developing countries more efficiently.

2.3. E-commerce in Vietnam

According to Long et al. (2007), Vietnam is still a developing economy, it has utilized the internet since mid-1990s. At present with the development of information technology infrastructure, Vietnam has been becoming a country with its high percentage of the internet usage in South East Asia. The rapid development of communication and information technologies throughout the world generates motivations for the Vietnamese government to make more informed decisions about information technology investments. Since 2000, Vietnam government has constructed many programs of information and communication development to facilitate more information technology investments in Vietnamese organizations. Such programs are aimed at aiding Vietnamese SMEs to be more aware of information technology improvements in general and e-commerce in particular. Long (2007) believed that doing business internationally, entering into new markets and customers domestically and internationally, and realizing numerous advantages of utilizing the Internet for all business processes have been making significant contributions to the advent of e-commerce in Vietnam.
According to Huy et al. (2006), many Vietnamese enterprises are improving their awareness of importance and effectiveness of application of ICT and e-commerce to their business. Many enterprises have established their own websites to introduce products and services to customers and clients and implement online sale and purchase (B2C) or built up websites to gather many enterprises for introducing products and services (B2B). Nowadays, there are a large number of e-commerce websites have made their debut in Vietnam for the past ten years and shown their effectiveness such as Goods Online, VDC Supermarket, VnEmart, VietOffer, WorldTradeB2B, etc.

According to Vietnam e-commerce report (2009), statistic data from survey showed that: 33% of enterprises had ecommerce-specialized staff. Consider operating location, 43% of enterprises in Ho Chi Minh City have e-commerce specialized staff, the rate of enterprises in Hanoi is 31%, and in other region is 27%. Vietnam e-commerce report (2008) showed the role of e-commerce specialized staff to the efficiency of e-commerce application in enterprises.
Figure 1. Ratio of enterprises having e-commerce-specialized staffs through recent years
(source: Vietnam e-commerce report 2009)

This report showed that: Rate of enterprises having e-commerce specialized staff in each business sector is directly proportional to the e-commerce application level of that sector. IT and finance sector have the highest rate of enterprises having e-commerce specialized staff, with the rate of 62% and 52%, respectively. Sectors that have the lowest rate of enterprises having e-commerce specialized staff are mining (23%), construction (21%), and art (13%). Commerce is the sector that requires a high IT and e-commerce application level, however, the rate of commerce enterprises having e-commerce specialized staff is relatively low compared to other sectors. Therefore, in the upcoming years, commerce enterprises have to focus more on developing their own ecommerce-specialized-staff.
2.4. Technology acceptance model (TAM)

The technology acceptance model (TAM) was first introduced by Davis (1986), based on the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) in psychology research. Ahmad (2005) stated that the TRA is a well-developed and tested behavioral prediction model that has been used successfully since the mid 1970s to predict consumer behavior.

Figure 3. Theory of Reasoned Action of Fishbein & Ajzen (1975)


According to Ahmad (2005), the TRA suggests that in order to understand attitudes and their relation to intentions, it is important to understand users’ subject norms. The TRA identifies the factors that underlie users’ intentions to perform a specific behavior; the theory is helpful in predicting user behavior and understanding attitudes (Ahmad, 2005). After analyzing and discussing, Davis (1986) claimed that a broader advantage of Fish model is that it is capable of integrating numerous theoretical
perspectives from psychology which have previously been employed in Management Information System (MIS) acceptance research and he used TRA as the basic model to develop and test a theoretical model of the affect of system characteristics on user acceptance of computer-based information system. Davis (1986) concluded that the Fishbein model appears well-suited to the present research objectives, it provides a well-founded theory of the motivational linkages external factors.

The limitation of TRA model (Figure 3) is the external variables such as the characteristics of the behavioral target influence behavioral intentions only indirectly by influencing the individuals’ beliefs, evaluations, normative beliefs, motivation to Comply. David (1986) showed that other external variables such as demographic, personality characteristics of the users, the nature of the particular behavior under consideration, characteristics of referents, and persuasive communication are not explicitly represented in the model. Meanwhile, TAM proposed that attitude toward using, in turn, is a function of two major beliefs: Perceived Usefulness and Perceived ease of use. And Perceives ease of use has a causal effect on perceived usefulness.
Davis (1986) claimed that design features are the category of external variables within the TRA model, they are not theorized to affect directly attitudes or behaviors, instead affecting these variables only indirectly through perceived usefulness and perceived ease of use. The aim of TAM is to provide an explanation of the determinants of technology acceptance; TAM was formulated in an attempt to achieve these aims by identifying a small number of fundamental variables suggested by previous research dealing with the cognitive and affective determinants of computer acceptance (Davis et al, 1989). Taylor & Todd (1995) stated that TAM starts by proposing external variables as the basis for tracing the impact of external factors on two main internal beliefs, which are perceived usefulness and perceived ease of use, while perceived ease of use also affects perceived usefulness over and above external variables.
2.5. Literature of factors used in research model

2.5.1. Website service quality

Fang and Yang (2004) indicated two important characteristics of online services: first characteristic is online services invariably share some common territory in relation to traditional interpersonal services and second characteristic is websites function. They claimed that web based technologies have been used to automate product distribution and customer services, including transaction and payment systems, customer relationship management systems, underlying analytics, reporting, and operations of these systems. Lewis and Booms (1983) stated that service quality is a measure of how well the service level delivered matches customer expectations. Delivering quality service means conforming to customer expectations on a online shopping contents.

According to Zeithaml, Parasuraman, and Malhotra (2000), they provided the first formal definition of Website service quality (e-SQ). They claimed that Website service quality may defined such as the extent to which a Website facilitates efficient and effective shopping, purchasing, and delivery of products and services. The meaning of service is comprehensive and includes both pre-website service and post-website service aspects.

In this study, author want to indicate the importance of Website services in perform e-commerce transactions. Quality of website service good will provide the ability for enterprises to boost the delivery of online products and efficiently manage the deployment of online transactions. Beside that, the quality of website service also gives easy options for customers purchase products online.
2.5.2. Website information quality

Wang et al. (1998) stated that information quality is divided into four categories with four sub-dimensions: (1) intrinsic information quality, corresponds to the accuracy, objectivity, believability and reputation of the information; (2) accessibility information quality, corresponds to the accessibility, the security and the ease of operations of information; (3) contextual information quality, is constituted out of the relevance, the value added, the timeliness, the completeness and the amount of information; and (4) representational information quality, consists of the interpretability, the ease of understanding, and the concise and consistent representation of information. Hung-Pin Shih (2004) concluded that information quality to be the output quality of IS, and then used it to represent information characteristics such as being up-to-date, accurate, useful, and complete. Negash et al. (2003) showed that e-commerce researchers are increasingly recognizing the importance of user-based information contents in evaluating a websites’ effectiveness.

In this study, information quality mean that e-commerce system supply enough, reliability and validity information for both seller and customer in purchase transaction. Trust information of e-commerce will make customer trust about e-commerce and they ready buy any product they like, it’s also support suppliers have more customer, get more benefit.

2.5.3. Interface design quality

According to Justyna Burns et al. (2001), interface design success is more than just attractiveness, so that the interface design should vary based on the task to be
performed by the user. The technology fit model indicated that system success will be achieved if the technology fits the task to be performed by the user. Justyna Burns et al. (2001) stated that the interface is a major aspect for system success and its role is to define the structure and global logic of application.

Bodker (1991) showed that the basic role of the user interface design is to support the user in acting on an object or with a subject through the artifact. The designer must make many decisions, relying on knowledge of users, their cognitive skills and limitations, and their tasks when they performing design process. User interface has been proven to be a key factor in user satisfaction. Ramarapu et. al. (1997) claimed that information was organized in a linear fashion and presented to the user based on a fixed and hierarchical fashion.

In this study, author will focus on interface design quality is one important factor for the research model because this factor has important role in making attractive e-commerce websites for online business.

**2.5.4. Perceived usefulness of purchasing online**

Guriting et al. (2006) concluded that the importance of perceived usefulness has been widely recognized in the field of electronic commerce and electronic banking. Davis et al. (1992) showed that perceived usefulness refers to consumers’ perceptions regarding the outcome of the experience. Eriksson et al., 2005 stated that usefulness is the subjective probability that using the technology would improve the way a user could complete a given task. In accordance with TAM, perceived usefulness is the degree to which people believe that using a particular system would enhance their job
performance. Perceived usefulness as the individual’s perception that using the new technologies to enhance or improve her/his performance (Davis, 1993). Mathwick et al. (2001) asserted that perceived usefulness as the extent to which people deems a particular system to boost their job performance. In this study, author will base on perceived usefulness to develop research model to examined role of this factor in the real context of shopping online in Vietnam.

2.5.5. Perceived ease of purchasing online

Davis et al. (1989) claimed that in e-commerce, perceived ease of use is the extent to which a person accepts as true that using an exacting method would be at no cost to that individual. Zeithaml et al. (2002) asserted that the degree to which an innovation is easy to understand or use could be considered as perceived ease of use. Mathieson (1991) concluded that perceived ease of use is the consumer’s perception that e-commerce and e-banking will involve a minimum of effort. Rogers (1983) showed that perceived ease of use in e-commerce is the degree to which consumers perceive a new product or service as better than its substitutes.

According to Chen and Barnes (2007) they showed that two technological aspects of the interface, namely perceived ease of use and perceived usefulness significantly affect customer adaptation intentions in e-commerce transaction. Consult (2002) noted that perceived ease of use refers to the ability of consumers to experiment with a new innovation and evaluate its benefits easily and he stated that perceived ease of use which is a combination of convenience provided to those with easy internet access, the availability of secure, high standard e-commerce functionality and e-
commerce services. Perceived ease of purchasing online also is important factor for this study, its will be use for develop research model and examined some important hypotheses of study.

2.5.6. Behavioral intention to purchase online

According to Levy & Weitz (2001), purchase via the internet through online transaction is one of the most rapidly growing forms of shopping, with sales growth rates that outpace buying through traditional retailing. Jarvenpaa et al (2000) claimed that trust in an internet store is a salient determinant of online shopping. Personal innovativeness is a key personality trait that explains consumer online purchase intention (Limayem et al., 2000). Chau et al (2000) verified the effects of presentation mode, search engines, and navigation structure of product items on the adoption of online shopping. Lee (1999) studied on online repurchase and stated that consumer trust and consumer satisfactions were the key antecedents of continued purchase. Keen et al. (2000) found that the key factors of attitude, subjective norm, and perceived behavior control are largely postulated as the determinants of consumer online purchase intention. Sohn (1999) claimed that product/service characteristics are the key research topics are product type and Liao and Cheung (2001) stated that price is the key of online shopping. Behavioral intention to purchase online is one of the most important factors in some studied before. In this study, author would use this factors to develop research model to assess role of its for e-commerce activities of some enterprises.
Chapter 3 Research Design and Methodology

This chapter will present a detailed idea about the conducted research. This includes the research approach, research model, research method, sample selection and data collection methods and questioner development. At the end of this chapter validity and reliability issues will be discussed to follow the quality standards of the research.

3.1. Research approach

This section focuses on the way that the main issue of the research is going to be addressed. The selection of which research approach is appropriate in a given study should be based upon the problem of interest, resources available, the skills and training of the researcher, and the audience for the research. The research approach of this study was author chooses is quantitative method.

According to Creswell (2003), quantitative approach is one type of research, in which the investigator primarily uses post positivist claims for developing knowledge (i.e. cause and effect thinking, reduction to specific variables and hypotheses and questions, use of instrument and observation, and the test of theories), employs strategies of inquiry such as experiments and surveys and collects data on predetermined instruments that yield statistical data. Quantitative research is frequently referred to as hypothesis-testing research. Studies begin with statements of theory from which research hypotheses are derived. Then an experimental design is established in which the variables in question (the dependent variables) are measured while controlling for the effects of selected independent variables. Subject included in the study are selected at random is desirable to reduce error and to cancel bias. The sample
of subjects is drawn to reflect the population (Newman and Benz 1998).

3.2. Research design and framework

Model of this study was developing based on TAM model with six factors are: Website Service Quality, Website information Quality, Website interface quality, Perceived Usefulness of purchasing online, Perceived Ease of purchasing online and Behavioral Intention to purchase online. Research model showed relationship between factors through hypotheses as figure following:

![Figure 5. Research framework]

3.3. Research hypotheses

Leedy et al (2001) claimed that hypotheses are constantly generated in the human mind as we work to understand day-to-day phenomena. By formulating a series of reasonable guesses of cause and effect we are able to understand and explore the events in our surrounding environment. A hypothesis is important because it guides the research. In this study, to examine the success of research model author was developing
9 hypotheses as following:

**H₁:** There is a positive relationship between Web Service Quality and Perceived Usefulness of purchasing online

**H₂:** There is a positive relationship between Web Service Quality and Perceived Ease of purchasing online

**H₃:** There is a positive relationship between Web Information Quality and Perceived Usefulness of purchasing online

**H₄:** There is a positive relationship between Web Information Quality and Perceived Ease of purchasing online

**H₅:** There is a positive relationship between Web Interface Quality and Perceived Usefulness of purchasing online

**H₆:** There is a positive relationship between Web Interface Quality and Perceived Ease of purchasing online

**H₇:** There is a positive relationship between Perceived Ease of Use and Perceived Usefulness of purchasing online

**H₈:** There is a positive relationship between Perceived Ease of Use and Behavioral Intention to purchase online

**H₉:** There is a positive relationship between Perceived Usefulness and Behavioral Intention to purchase online

### 3.4. Research procedure

Like many other research, this study include all step from first step is determine research purpose to last step is finding, conclusions and suggestions as figure following:
3.5. Instrument design

A pilot survey was executed before conducting the main survey. The purpose of the pilot survey was to examine variables and constructs of study reliability or validity. The survey was sending questionnaires to respondent through email. The estimated size is 175 peoples. E-mail message was sent to the personal to invite him (her) to take the survey. The message contained a brief description of the study objectives and asked them to participate in the survey by accessing the online survey by Google Docs Survey Tool or by sending questionnaire directly. A reminder e-mail message or a phone call
was sent after one week from sending the first one.

3.5.1. Question design

The questionnaire concentrates to survey object such as e-commerce business manager, e-seller and e-customer. Author use the seven point likert scale (1, 2, 3, 4, 5, 6 and 7) to obtain a precise level of agreement/disagreement. The items used in constructing the survey for this study were adapted from several relevant prior research studies. All the adopted items were modified for the context of this study and, if necessary, paraphrased to suit a seven-point Likert-type scale where 1=strongly disagree; 2=Disagree; 3=somewhat disagree; 4= Neutral; 5=somewhat agree; 6=Agree, and 7=Strongly Agree [Appendix A]

3.5.2. Reliability analysis

Reliability refers to the extent to which a scale produces consistent results, if the measurements are repeated a number of times. The analysis on reliability is called reliability analysis. Reliability analysis is determined by obtaining the proportion of systematic variation in a scale, which can be done by determining the association between the scores obtained from different administrations of the scale. Thus, if the association in reliability analysis is high, the scale yields consistent results and is therefore reliable. In this study, author used reliability test of the items for measuring the constructs, to ensure that the measurement scale we designed for our questionnaire are highly representative of each variable, the Cronbach’s $\alpha$ is used.
### Table 1. Reliability test

<table>
<thead>
<tr>
<th>Factors</th>
<th>Items</th>
<th>Cronbach α</th>
<th>Factors</th>
<th>Items</th>
<th>Cronbach α</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSQ</td>
<td>7</td>
<td>0.921</td>
<td>PE</td>
<td>5</td>
<td>0.889</td>
</tr>
<tr>
<td>WSQ1</td>
<td></td>
<td>0.901</td>
<td>PE1</td>
<td></td>
<td>0.871</td>
</tr>
<tr>
<td>WSQ2</td>
<td></td>
<td>0.897</td>
<td>PE2</td>
<td></td>
<td>0.856</td>
</tr>
<tr>
<td>WSQ3</td>
<td></td>
<td>0.903</td>
<td>PE3</td>
<td></td>
<td>0.871</td>
</tr>
<tr>
<td>WSQ4</td>
<td></td>
<td>0.897</td>
<td>PE4</td>
<td></td>
<td>0.861</td>
</tr>
<tr>
<td>WSQ5</td>
<td></td>
<td>0.953</td>
<td>PE5</td>
<td></td>
<td>0.868</td>
</tr>
<tr>
<td>WSQ6</td>
<td></td>
<td>0.897</td>
<td>PU</td>
<td>6</td>
<td>0.843</td>
</tr>
<tr>
<td>WSQ7</td>
<td></td>
<td>0.901</td>
<td>PU1</td>
<td></td>
<td>0.818</td>
</tr>
<tr>
<td>WIQ</td>
<td>7</td>
<td>0.928</td>
<td>PU2</td>
<td></td>
<td>0.788</td>
</tr>
<tr>
<td>WIQ1</td>
<td></td>
<td>0.935</td>
<td>PU3</td>
<td></td>
<td>0.897</td>
</tr>
<tr>
<td>WIQ2</td>
<td></td>
<td>0.905</td>
<td>PU4</td>
<td></td>
<td>0.788</td>
</tr>
<tr>
<td>WIQ3</td>
<td></td>
<td>0.921</td>
<td>PU5</td>
<td></td>
<td>0.818</td>
</tr>
<tr>
<td>WIQ4</td>
<td></td>
<td>0.918</td>
<td>PU6</td>
<td></td>
<td>0.788</td>
</tr>
<tr>
<td>WIQ5</td>
<td></td>
<td>0.914</td>
<td>BI</td>
<td>4</td>
<td>0.915</td>
</tr>
<tr>
<td>WIQ6</td>
<td></td>
<td>0.905</td>
<td>BI1</td>
<td></td>
<td>0.889</td>
</tr>
<tr>
<td>WIQ7</td>
<td></td>
<td>0.921</td>
<td>BI2</td>
<td></td>
<td>0.922</td>
</tr>
<tr>
<td>IQ</td>
<td>4</td>
<td>0.869</td>
<td>BI3</td>
<td></td>
<td>0.863</td>
</tr>
<tr>
<td>IQ1</td>
<td></td>
<td>0.862</td>
<td>BI4</td>
<td></td>
<td>0.880</td>
</tr>
<tr>
<td>IQ2</td>
<td></td>
<td>0.806</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IQ3</td>
<td></td>
<td>0.764</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IQ4</td>
<td></td>
<td>0.892</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 3.5.3. Validity test

Validity implies precise and exact results acquired from the data collected. In technical terms, a measure can lead to a proper and correct conclusion and result from a sample that can be taken as a valid conclusion about the population. In this study, author was apply pilot test for evaluate validity of variables and constructs before perform survey widely with larger participants in some difference area. In this study, after pilot
survey, author run SPSS statistic to test variables and construct validity, all items in study are valid, the results showed in table following:

Table 2. Validity measurements

<table>
<thead>
<tr>
<th>Items</th>
<th>Initial</th>
<th>Extraction</th>
<th>Items</th>
<th>Initial</th>
<th>Extraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSQ1</td>
<td>1.000</td>
<td>0.932</td>
<td>PE1</td>
<td>1.000</td>
<td>0.879</td>
</tr>
<tr>
<td>WSQ2</td>
<td>1.000</td>
<td>0.960</td>
<td>PE2</td>
<td>1.000</td>
<td>0.873</td>
</tr>
<tr>
<td>WSQ3</td>
<td>1.000</td>
<td>0.946</td>
<td>PE3</td>
<td>1.000</td>
<td>0.789</td>
</tr>
<tr>
<td>WSQ4</td>
<td>1.000</td>
<td>0.871</td>
<td>PE4</td>
<td>1.000</td>
<td>0.778</td>
</tr>
<tr>
<td>WSQ5</td>
<td>1.000</td>
<td>0.537</td>
<td>PE5</td>
<td>1.000</td>
<td>0.842</td>
</tr>
<tr>
<td>WSQ6</td>
<td>1.000</td>
<td>0.960</td>
<td>PU1</td>
<td>1.000</td>
<td>0.939</td>
</tr>
<tr>
<td>WSQ7</td>
<td>1.000</td>
<td>0.932</td>
<td>PU2</td>
<td>1.000</td>
<td>0.965</td>
</tr>
<tr>
<td>WIQ1</td>
<td>1.000</td>
<td>0.808</td>
<td>PU3</td>
<td>1.000</td>
<td>0.926</td>
</tr>
<tr>
<td>WIQ2</td>
<td>1.000</td>
<td>0.930</td>
<td>PU4</td>
<td>1.000</td>
<td>0.965</td>
</tr>
<tr>
<td>WIQ3</td>
<td>1.000</td>
<td>0.895</td>
<td>PU5</td>
<td>1.000</td>
<td>0.939</td>
</tr>
<tr>
<td>WIQ4</td>
<td>1.000</td>
<td>0.825</td>
<td>PU6</td>
<td>1.000</td>
<td>0.965</td>
</tr>
<tr>
<td>WIQ5</td>
<td>1.000</td>
<td>0.952</td>
<td>BI1</td>
<td>1.000</td>
<td>0.873</td>
</tr>
<tr>
<td>WIQ6</td>
<td>1.000</td>
<td>0.930</td>
<td>BI2</td>
<td>1.000</td>
<td>0.924</td>
</tr>
</tbody>
</table>

Table 3. Validity measurements (continuous)

<table>
<thead>
<tr>
<th>Items</th>
<th>Initial</th>
<th>Extraction</th>
<th>Items</th>
<th>Initial</th>
<th>Extraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIQ7</td>
<td>1.000</td>
<td>0.895</td>
<td>BI3</td>
<td>1.000</td>
<td>0.901</td>
</tr>
<tr>
<td>IQ1</td>
<td>1.000</td>
<td>0.825</td>
<td>BI4</td>
<td>1.000</td>
<td>0.771</td>
</tr>
<tr>
<td>IQ2</td>
<td>1.000</td>
<td>0.841</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IQ3</td>
<td>1.000</td>
<td>0.918</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IQ4</td>
<td>1.000</td>
<td>0.881</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Chapter 4 Data Analysis and Results

In this chapter, the research data analysis is presented. In it, the research method is discussed, followed by the research type. The target population and sample will be defined and explained.

4.1. Descriptive statistics

The survey of research was conducted on the group objects are: customers, sales and enterprise managers. The survey information includes: Gender, Age, and Experience in visit e-commerce website, experience shopping online. The specific parameters are shown in the following table:

<table>
<thead>
<tr>
<th>Measure</th>
<th>Item</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationality</td>
<td>Vietnamese</td>
<td>175</td>
<td>100</td>
</tr>
<tr>
<td>Gender</td>
<td>Male</td>
<td>143</td>
<td>81.7</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>32</td>
<td>18.3</td>
</tr>
<tr>
<td>Age</td>
<td>Under 20</td>
<td>41</td>
<td>23.4</td>
</tr>
<tr>
<td></td>
<td>From 20 to 30</td>
<td>83</td>
<td>47.4</td>
</tr>
<tr>
<td></td>
<td>From 30 to 50</td>
<td>44</td>
<td>25.1</td>
</tr>
<tr>
<td></td>
<td>Over 50</td>
<td>7</td>
<td>4.0</td>
</tr>
<tr>
<td>How often do you visit website</td>
<td>1 time/week</td>
<td>11</td>
<td>6.3</td>
</tr>
<tr>
<td></td>
<td>1-2 times/week</td>
<td>164</td>
<td>93.7</td>
</tr>
<tr>
<td>Have you ever bought products or services from this web site</td>
<td>Never</td>
<td>15</td>
<td>8.6</td>
</tr>
<tr>
<td></td>
<td>some times</td>
<td>25</td>
<td>14.3</td>
</tr>
<tr>
<td></td>
<td>Usually bought</td>
<td>52</td>
<td>29.7</td>
</tr>
<tr>
<td></td>
<td>Always</td>
<td>83</td>
<td>47.4</td>
</tr>
</tbody>
</table>
4.2. T-test and ANOVA analysis

4.2.1. T-Test

Table 5. T-test

<table>
<thead>
<tr>
<th>Factors/Items</th>
<th>Your gender</th>
<th>Number</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Service Quality</td>
<td>Male</td>
<td>143</td>
<td>5.1968</td>
<td>1.31334</td>
<td>-.641</td>
<td>.004</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>32</td>
<td>5.3527</td>
<td>.85559</td>
<td>-.834</td>
<td></td>
</tr>
<tr>
<td>Web information quality</td>
<td>Male</td>
<td>143</td>
<td>5.1219</td>
<td>1.27538</td>
<td>-.690</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>32</td>
<td>5.2813</td>
<td>.57543</td>
<td>-1.081</td>
<td></td>
</tr>
<tr>
<td>Interface Quality</td>
<td>Male</td>
<td>143</td>
<td>5.6731</td>
<td>1.01885</td>
<td>.244</td>
<td>.593</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>32</td>
<td>5.6250</td>
<td>.95883</td>
<td>.253</td>
<td></td>
</tr>
<tr>
<td>Perceived ease of use</td>
<td>Male</td>
<td>143</td>
<td>5.2629</td>
<td>1.11315</td>
<td>2.140</td>
<td>.030</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>32</td>
<td>4.8250</td>
<td>.66186</td>
<td>2.929</td>
<td></td>
</tr>
<tr>
<td>Perceived Usefulness of purchasing online</td>
<td>Male</td>
<td>143</td>
<td>5.8660</td>
<td>.97610</td>
<td>1.618</td>
<td>.042</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>32</td>
<td>5.5729</td>
<td>.65163</td>
<td>2.076</td>
<td></td>
</tr>
<tr>
<td>Behavioral Intention to purchase online</td>
<td>Male</td>
<td>143</td>
<td>5.0122</td>
<td>1.46446</td>
<td>.453</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>32</td>
<td>4.8906</td>
<td>.83988</td>
<td>-.641</td>
<td></td>
</tr>
</tbody>
</table>

4.2.2. ANOVA Test

This method is used to examine and analysis different components will be implemented through variables. There, I used this method to examine the experience shopping online of respondents. Results as following table:
Table 6. ANOVA Test

<table>
<thead>
<tr>
<th>Factors/Items</th>
<th>F</th>
<th>p- value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Service Quality</td>
<td>6.764</td>
<td>0.000</td>
</tr>
<tr>
<td>Web information quality</td>
<td>19.327</td>
<td>0.000</td>
</tr>
<tr>
<td>Interface Quality</td>
<td>7.264</td>
<td>0.003</td>
</tr>
<tr>
<td>Perceived ease of use</td>
<td>12.226</td>
<td>0.000</td>
</tr>
<tr>
<td>Perceived Usefulness of purchasing online</td>
<td>12.579</td>
<td>0.000</td>
</tr>
<tr>
<td>Behavioral Intention to purchase online</td>
<td>5.955</td>
<td>0.001</td>
</tr>
</tbody>
</table>

From the result shown above, at significant level of 0.05, we can see that when samples show differences in frequency of examine the experience shopping online of respondents, then they tend to have different reaction to the variables, including: Web Service Quality, Web information quality, Interface Quality, Perceived ease of use, Perceived Usefulness of purchasing online, Behavioral Intention to purchase online.

4.3. Correlation analysis

To test correlation between age, with experience shopping online of correspondents, I use partial correlation to measure, result as table below:

Table 7. Correlation between age with experience shopping online of correspondents

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Have you ever bought products or services from this web site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your age</td>
<td>Your age</td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
</tr>
</tbody>
</table>
Have you ever bought products or services from this web site

<table>
<thead>
<tr>
<th></th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
<th>175</th>
<th>175</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-.294**</td>
<td>.000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

4.4. Factor analysis

Factor analysis can be used to identify the structure of relationships among respondents (or items) by examining the correlations between the respondents (or items). With the factor analysis, we can identify the separate dimensions of the structure and then determine the extent to which each variable is explained by each dimension. Once these dimensions and the explanation of each variable are determined, we can do summarization and data reduction. Table 7 shows the results of the VARIMAX rotation on the original 33 items constrained to seven factors.

<table>
<thead>
<tr>
<th>Items</th>
<th>Factor loading</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WSQ</td>
</tr>
<tr>
<td>WSQ1</td>
<td>0.711</td>
</tr>
<tr>
<td>WSQ2</td>
<td>0.858</td>
</tr>
<tr>
<td>WSQ3</td>
<td>0.926</td>
</tr>
<tr>
<td>WSQ4</td>
<td>0.698</td>
</tr>
<tr>
<td>WSQ5</td>
<td>0.683</td>
</tr>
<tr>
<td>WSQ6</td>
<td>0.858</td>
</tr>
<tr>
<td>WSQ7</td>
<td>0.711</td>
</tr>
<tr>
<td>WIQ1</td>
<td>0.569</td>
</tr>
<tr>
<td>WIQ2</td>
<td>0.576</td>
</tr>
</tbody>
</table>
Hair et al. suggested that an item is significant if its factor loading is greater than 0.50. We can see in table above all items greater than 0.5 so these items are significant.
4.5. Hierarchical multiple regression analysis

4.5.1. Linear regression analysis

In this study, linear regression was adopted to examine the relationships between independent variables and dependent variables to test our research hypotheses.

a. Linear Regression Analysis for testing hypothesis H1

To test the relationship between Web Service Quality and Perceived Usefulness of purchasing online, we use hypothesis H1 as one of research objectives.

H1: There is a positive relationship between Web Service Quality and Perceived Usefulness of purchasing online.

Table 10. Linear regression testing hypotheses H1

<table>
<thead>
<tr>
<th>Construct</th>
<th>Standardized coefficients $\beta$</th>
<th>t value</th>
<th>$R^2$</th>
<th>Adjusted $R^2$</th>
<th>F value</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSQ positive affect to PU</td>
<td>0.718***</td>
<td>13.579</td>
<td>0.516</td>
<td>0.513</td>
<td>184.387***</td>
</tr>
</tbody>
</table>

Dependent Variable: Perceived usefulness

***p<0.001, **p<0.01, *p<0.05

The final model shown in the table 8 had a good fit ($F=184.387$, p=0.000) and at significant level 0.05, hypothesis H1 is proven true that there is a positive relationship between Web Service Quality and Perceived Usefulness of purchasing online. We can see in the table adjusted R2 value is 0.513, meaning that the explanation ability is good for our dependent variable, Perceived usefulness.

b. Linear Regression Analysis for testing hypothesis H2

To test the relationship between Web Service Quality and Perceived Ease of
purchasing online, we use hypotheses H2 is one of research objectives.

**H2:** There is a positive relationship between Web Service Quality and Perceived Ease of purchasing online

<table>
<thead>
<tr>
<th>Construct</th>
<th>Standardized coefficients $\beta$</th>
<th>t value</th>
<th>$R^2$</th>
<th>Adjust $R^2$</th>
<th>F value</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSQ positive affect to PE</td>
<td>0.698***</td>
<td>12.823</td>
<td>0.487</td>
<td>0.484</td>
<td>164.437***</td>
</tr>
</tbody>
</table>

Dependent Variable: Perceived ease of use; ***p<0.001, **p<0.01, *p<0.05

The final model shown in the Table 9 had a good fit (F=164.437, p=0.000) and at significant level 0.05, hypothesis H2 is proven true that There is a positive relationship between Web Service Quality and Perceived Ease of purchasing online. We can see in the table adjusted R2 value is 0.484, meaning that the explanation ability is good for our dependent variable, Perceived ease of use.

c. **Linear Regression Analysis for testing hypothesis H3**

To test relationship between Web Information Quality and Perceived Usefulness of purchasing online, we use hypotheses H3 is one of research objectives.

**H3:** There is a positive relationship between Web Information Quality and Perceived Usefulness of purchasing online.
Table 1. Linear regression analysis for testing H3

<table>
<thead>
<tr>
<th>Construct</th>
<th>Standardized coefficients $\beta$</th>
<th>$t$ value</th>
<th>$R^2$</th>
<th>Adjust $R^2$</th>
<th>$F$ value</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIQ positive affect to PU</td>
<td>0.792***</td>
<td>17.034</td>
<td>0.626</td>
<td>0.624</td>
<td>290.166***</td>
</tr>
</tbody>
</table>

Dependent Variable: Perceived usefulness.

***p<0.001, **p<0.01, *p<0.05

The final model shown in the Table 10 had a good fit ($F=290.166$, $p=0.000$) and at significant level 0.05, hypothesis H3 is proven true that There is a positive relationship between Web Information Quality and Perceived Usefulness of purchasing online. We can see in the table adjusted $R^2$ value is 0.624, meaning that the explanation ability is good for our dependent variable, Perceived usefulness.

**d. Linear Regression Analysis for testing hypothesis H4**

To test relationship between Web Information Quality and Perceived Ease of purchasing online, we use hypotheses H4 is one of research objectives.

**H4:** There is a positive relationship between Web Information Quality and Perceived Ease of purchasing online

Table 13. Linear regression analysis for testing H4

<table>
<thead>
<tr>
<th>Construct</th>
<th>Standardized coefficients $\beta$</th>
<th>$t$ value</th>
<th>$R^2$</th>
<th>Adjust $R^2$</th>
<th>$F$ value</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIQ positive affect to PE</td>
<td>0.892***</td>
<td>25.974</td>
<td>0.796</td>
<td>0.795</td>
<td>674.635***</td>
</tr>
</tbody>
</table>

Dependent Variable: Perceived ease of use; ***p<0.001, **p<0.01, *p<0.05

The final model shown in the Table 11 had a good fit ($F=674.635$, $p=0.000$) and
at significant level 0.05, hypothesis $H_4$ is proven true that there is a positive relationship between Web Information Quality and Perceived Ease of purchasing online. We can see in the table adjusted $R^2$ value is 0.795, meaning that the explanation ability is good for our dependent variable, Perceived ease of use.

**e. Linear Regression Analysis for testing hypothesis $H_5$**

To test relationship between Web Interface Quality and Perceived Usefulness of purchasing online, we use hypothesis $H_5$ is one of the research objectives.  

$H_5$: There is a positive relationship between Web Interface Quality and Perceived Usefulness of purchasing online

Table 14. Linear regression analysis for testing $H_5$

<table>
<thead>
<tr>
<th>Construct</th>
<th>Standardized coefficients $\beta$</th>
<th>t value</th>
<th>$R^2$</th>
<th>Adjust $R^2$</th>
<th>F value</th>
</tr>
</thead>
<tbody>
<tr>
<td>IQ positive affect to PU</td>
<td>0.814***</td>
<td>18.435</td>
<td>0.663</td>
<td>0.661</td>
<td>339.832***</td>
</tr>
</tbody>
</table>

Dependent Variable: Perceived usefulness; ***p<0.001, **p<0.01, *p<0.05

The final model shown in the Table 12 had a good fit (F=339.832, p=0.000) and at significant level 0.05, hypothesis $H_5$ is proven true that There is a positive relationship between Web Interface Quality and Perceived Usefulness of purchasing online. We can see in the table adjusted R2 value is 0.661, meaning that the explanation ability is good for our dependent variable, Perceived usefulness.

**f. Linear Regression Analysis for testing hypothesis $H_6$**

To test relationship between Web Interface Quality and Perceived Ease of purchasing online, we use hypothesis $H_6$ is one of the research objectives.

$H_6$: There is a positive relationship between Web Interface Quality and Perceived Ease
of purchasing online

Table 15. Linear regression analysis for testing H6

<table>
<thead>
<tr>
<th>Construct</th>
<th>Standardized coefficients $\beta$</th>
<th>t value</th>
<th>$R^2$</th>
<th>Adjust $R^2$</th>
<th>F value</th>
</tr>
</thead>
<tbody>
<tr>
<td>IQ positive affect to PE</td>
<td>0.798***</td>
<td>17.431</td>
<td>0.637</td>
<td>0.635</td>
<td>303.829***</td>
</tr>
</tbody>
</table>

Dependent Variable: Perceived ease of use; ***p<0.001, **p<0.01, *p<0.05

The final model shown in the Table 13 had a good fit ($F=303.829$, $p=0.000$) and at significant level 0.05, hypothesis H6 is proven true that there is a positive relationship between Web Interface Quality and Perceived Ease of purchasing online. We can see in the table adjusted $R^2$ value is 0.635, meaning that the explanation ability is good for our dependent variable, Perceived ease of use.

g. Linear Regression Analysis for testing hypothesis H7

To test the relationship between Perceived Ease of Use and Perceived Usefulness of purchasing online, we use hypothesis H7 is one of the research objectives.

H7: There is a positive relationship between Perceived Ease of Use and Perceived Usefulness of purchasing online

Table 16. Linear regression analysis for testing H7

<table>
<thead>
<tr>
<th>Construct</th>
<th>Standardized coefficients $\beta$</th>
<th>t value</th>
<th>$R^2$</th>
<th>Adjust $R^2$</th>
<th>F value</th>
</tr>
</thead>
<tbody>
<tr>
<td>PE positive affect to PU</td>
<td>0.808***</td>
<td>18.045</td>
<td>0.653</td>
<td>0.651</td>
<td>325.623***</td>
</tr>
</tbody>
</table>

Dependent Variable: Perceived Usefulness; ***p<0.001, **p<0.01, *p<0.05

The final model shown in the Table 14 had a good fit ($F=325.623$, $p=0.000$) and
at significant level 0.05, hypothesis H7 is proven true that there is a positive relationship between Perceived Ease of Use and Perceived Usefulness of purchasing online. We can see in the table adjusted R2 value is 0.651, meaning that the explanation ability is good for our dependent variable, Perceived Usefulness.

**h. Linear Regression Analysis for testing hypothesis H8**

To test relationship between Perceived Ease of Use and Behavioral Intention to purchase online, we use hypothesis H8 is one of the research objectives.

**H8**: There is a positive relationship between Perceived Ease of Use and Behavioral Intention to purchase online

<table>
<thead>
<tr>
<th>Construct</th>
<th>Standardized coefficients β</th>
<th>t value</th>
<th>$R^2$</th>
<th>Adjust $R^2$</th>
<th>F value</th>
</tr>
</thead>
<tbody>
<tr>
<td>PE positive affect to BI</td>
<td>0.696***</td>
<td>12.753</td>
<td>0.485</td>
<td>0.482</td>
<td>162.637***</td>
</tr>
</tbody>
</table>

Dependent Variable: Behavioral Intention to purchase online.

***p<0.001, **p<0.01, *p<0.05

The final model shown in the Table 15 had a good fit (F=162.637, p=0.000) and at significant level 0.05, hypothesis H8 is proven true that there is a positive relationship between Perceived Ease of Use and Behavioral Intention to purchase online. We can see in the table adjusted R2 value is 0.482, meaning that the explanation ability is very good for our dependent variable, Behavioral Intention to purchase online.

**i. Linear Regression Analysis for testing hypothesis H9**

To test relationship between Perceived Usefulness and Behavioral Intention to purchase online, we use hypothesis H9 is one of the research objectives.
**H9:** There is a positive relationship between Perceived Usefulness and Behavioral Intention to purchase online

**Table 18. Linear regression analysis for testing H9**

<table>
<thead>
<tr>
<th>Construct</th>
<th>Standardized coefficients $\beta$</th>
<th>t value</th>
<th>$R^2$</th>
<th>Adjust $R^2$</th>
<th>F value</th>
</tr>
</thead>
<tbody>
<tr>
<td>PU positive affect to BI</td>
<td>0.645***</td>
<td>11.112</td>
<td>0.416</td>
<td>0.413</td>
<td>123.467***</td>
</tr>
</tbody>
</table>

Dependent Variable: Behavioral Intention to purchase online;

***p<0.001, **p<0.01, *p<0.05

The final model shown in the Table 16 had a good fit ($F=123.467$, $p=0.000$) and at significant level 0.05, hypothesis H9 is proven true that there is a positive relationship between Perceived Usefulness and Behavioral Intention to purchase online. We can see in the table adjusted $R^2$ value is 0.413, meaning that the explanation ability is good for our dependent variable, Behavioral Intention to purchase online.

**4.5.2. Hierarchical multiple regression analysis**

**Block 1:** Relationship between Website service quality, Website information quality, Website interface design and Perceived usefulness

**Table 19. Multi linear regression analysis testing relationship of block 1**

<table>
<thead>
<tr>
<th>Construct</th>
<th>Standardized coefficients $\beta$</th>
<th>t value</th>
<th>$R^2$</th>
<th>Adjust $R^2$</th>
<th>F value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td></td>
<td>7.454</td>
<td>0.718</td>
<td>0.713</td>
<td>144.924</td>
<td>0.000</td>
</tr>
<tr>
<td>Website service quality</td>
<td>0.146</td>
<td>2.213</td>
<td></td>
<td></td>
<td></td>
<td>0.028</td>
</tr>
<tr>
<td>Website information quality</td>
<td>0.314</td>
<td>4.081</td>
<td></td>
<td></td>
<td></td>
<td>0.000</td>
</tr>
</tbody>
</table>
Website interface design

Dependent variable: Perceived usefulness; ***p<0.001, **p<0.01, *p<0.05

Table 17 had a good fit (F=144.924, p=0.000) and at significant level 0.05, this result showed that Website service quality, Website information quality, Website interface design have a positive impact to the Perceived usefulness. We can see in the table adjusted R\(^2\) value is 0.713, meaning that the explanation ability is very good for our dependent variable, Perceived usefulness.

Block 2: Relationship between Website service quality, Website information quality, Website interface design and Perceived ease of use.

Table below had a good fit (F=242.285, p=0.000) and at significant level 0.05, this result showed that Website service quality, Website information quality, Website interface design have a positive impact to the Perceived usefulness. We can see in the table adjusted R\(^2\) value is 0.713, meaning that the explanation ability is very good for our dependent variable, Perceived usefulness.

Table 20. Multi linear regression analysis testing relationship of block 2

<table>
<thead>
<tr>
<th>Construct</th>
<th>Standardized coefficients</th>
<th>t value</th>
<th>R(^2)</th>
<th>Adjust R(^2)</th>
<th>F value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td></td>
<td>3.066</td>
<td>0.810</td>
<td>0.806</td>
<td>242.285</td>
<td>0.000</td>
</tr>
<tr>
<td>Website service quality</td>
<td>-0.010</td>
<td>-.178</td>
<td></td>
<td></td>
<td></td>
<td>0.859</td>
</tr>
<tr>
<td>Website information quality</td>
<td>0.729</td>
<td>11.560</td>
<td></td>
<td></td>
<td></td>
<td>0.000</td>
</tr>
<tr>
<td>Website interface design</td>
<td>0.207</td>
<td>3.353</td>
<td></td>
<td></td>
<td></td>
<td>0.001</td>
</tr>
</tbody>
</table>

Dependent variable: Perceived ease of use; ***p<0.001, **p<0.01, *p<0.05
Block 3: Relationship between Perceived ease of use, Perceived usefulness and Behavioral intention purchase online

Table 21. Multi linear regression analysis testing relationship of block 3

<table>
<thead>
<tr>
<th>Construct</th>
<th>Standardized coefficients $\beta$</th>
<th>t value</th>
<th>$R^2$</th>
<th>Adjust $R^2$</th>
<th>F value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived ease of use</td>
<td>0.503</td>
<td>5.522</td>
<td>0.485</td>
<td>0.482</td>
<td>162.637</td>
<td>0.000</td>
</tr>
<tr>
<td>Perceived usefulness</td>
<td>0.239</td>
<td>2.619</td>
<td>0.504</td>
<td>0.499</td>
<td>87.501</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Dependent variable: Intention to use e-commerce; ***p<0.001, **p<0.01, *p<0.05

Table above had a good fit ($F=162.637$, $p=0.000$; $(F=87.501$, $p=0.000$) and at significant level 0.05, this result showed that Perceived ease of use, Perceived usefulness have a positive impact to Behavioral intention purchase online. We can see in the table adjusted $R^2$ value is 0.483 and 0.499, meaning that the explanation ability is very good for our dependent variable, Behavioral intention purchase online.
Figure 7. Path coefficients for research model

(Path Significance ***p<0.001, *p<0.05)

4.6. Research finding

Objective of this study is determines factors has affect to customer behavioral intention purchase online shopping of e-commerce system. Author already studied and developed TAM model with six factors are: Web Service Quality, Web information quality, Interface Quality, Perceived ease of use, Perceived Usefulness of purchasing online, Behavioral Intention to purchase online. After designed research model, author continuous design questionnaires, perform pilot survey, redesign questionnaires and conduct survey on participants, gathering data and analysis by SPSS software. After analysis data and testing research model, we can see most of factors in research model gain support, that mean the research model was success. Findings of this study showed on table following:
Table 22. Research hypotheses and results

<table>
<thead>
<tr>
<th>Research hypotheses</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>H₁</strong>: There is a positive relationship between Web Service Quality and Perceived Usefulness of purchasing online</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H₂</strong>: There is a positive relationship between Web Service Quality and Perceived Ease of purchasing online</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H₃</strong>: There is a positive relationship between Web Information Quality and Perceived Usefulness of purchasing online</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H₄</strong>: There is a positive relationship between Web Information Quality and Perceived Ease of purchasing online</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H₅</strong>: There is a positive relationship between Web Interface Quality and Perceived Usefulness of purchasing online</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H₆</strong>: There is a positive relationship between Web Interface Quality and Perceived Ease of purchasing online</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H₇</strong>: There is a positive relationship between Perceived Ease of Use and Perceived Usefulness of purchasing online</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H₈</strong>: There is a positive relationship between Perceived Ease of Use and Behavioral Intention to purchase online</td>
<td>Supported</td>
</tr>
<tr>
<td><strong>H₉</strong>: There is a positive relationship between Perceived Usefulness and Behavioral Intention to purchase online</td>
<td>Supported</td>
</tr>
</tbody>
</table>
Chapter 5 Conclusions and Suggestions

This chapter include conclusions made from the analysis work is presented, organization implication, suggestions and future research suggestions of e-commerce application in B2C context of Vietnam.

5.1. Conclusions

Aim of this study is building and evaluating the success model of the factors affecting intention to purchase online in the context of e-commerce in Vietnam. Author already studied and developed TAM - one successful model in the world, from that identified essential factors in the research model. Through the survey results from real situation of Vietnam e-business, author analyzes and indicate the importance of factors used in model, these are: Web Service Quality, Web information quality, Interface Quality, Perceived ease of use, Perceived Usefulness of purchasing online, Behavioral Intention to purchase online. Research also showed that to develop e-business activities towards the consumer, e-business enterprises needs to focus on the following points:

1- Develop e-commerce website service quality must be sufficient to provide utility services to customers, so customer can easy choose products, save time, save costs and choose the right product with desired quality.

2 - Focus on the e-commerce information quality of e-commerce website, the information must be complete, accurate, reliable and highly focused on providing the necessary information for customer reference, selection products rather than one-dimensional information from suppliers.

3 - Special attention to the interface quality of e-commerce website: interface
must be friendly, simple, easy to use, has many optional and utilities to customers, so customer can easily use in shopping destination.

Besides that, research also issues some matter that managers whose provide e-commerce website concern that attention to the tastes of customers, supplies services and product suitable with age, economic conditions and regions.

5.2. Contribution and organization implications

This study helps to author and business managers of electronic commerce services have good look on the demand of in online shopping. It is great support for enterprises to adjust their business strategies to meet the maximum demand customers according to the concept “customer is king”

Research also indicates the existence of the enterprise in business process through the survey results from customers, such results can support author advise managers, administrators e-commerce system to review service quality, information quality and Web interfaces to provide to customers the best choice when they shopping online.

Through research, author would like to recommend enterprise supply e-commerce system if they want succeed, they must truly understand all demand of customers, purchasing ability of consumers and customers' desire for convenient services by electronic commerce will bring.

5.3. Future research suggestions

This study only focused on a small number of enterprises recently implemented online business systems, so the results of research still have some limited need to
develop in further studies. Author would propose some recommendations for future research as follows:

Later study about oriented to consumer online shopping’s behavior should be examined in wider scope, in different provinces, survey on many different businesses and survey on different classes of customers to have overview and more accurate. Thereby, the analysis results will be much more persuasive grounds and support businesses build long term online business strategic and organize business activities more effective.

Future research should focus more on some points such as: understanding the demand of real buying customers, study on income and ability to purchase of customer or intensive research on the organizing e-commerce website interface, so it would be feasible and more practical applications.
References


[40] Lewis, R.C., and Booms, B.H., (1983), The Marketing Aspects of Service Quality, Emerging Perspectives on Services Marketing.


APPENDIX: SURVEY QUESTIONNAIRE

PART 1

Instruction for participants:
Participants are asked to choose and visit an online shopping site for the purpose of examining your trust in online company. You must choose and visit a particular web site that you familiar with, regardless of which kind of product or service it sell. It can be a bookstore online, computer online store, air travel service site, beauty site, online retailing store, and so on. After choosing web site, you are required to answer following questions:

1. Participant gender: □ Male □ Female
2. Age: □ Under 20 □ between 20 and 30
□ Between 30 and 50 □ Greater than 50
3. Name of the visited website: ……………………………………………………
4. Name of the product you search for: …………………………………………
5. How often do you visit this website?
□ 1 time/month □ 2-3 times/month □ 1 time/week
□ 2-3 times/week □ more than 4 times /week;
□ □
6. Have you ever bought products or services from this web site?
□ Never bought □ Sometimes □ Usually
□ Always □
PART II
Questionnaires

After searching activities, you are required to fill-out below questions. To answer those questions, circle with the most appropriate on the scale provided.

**7-point Likert scale:**

1. Strongly disagree 4. Undecided 7. Strongly agree
2. Disagree 5. Slightly agree
3. Slightly disagree 6. Agree

Example: 1 2 3 4 5 6 7

<table>
<thead>
<tr>
<th>Questions</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Slightly disagree</th>
<th>Undecided</th>
<th>Slightly agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Service Quality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I can order product/goods from a company website</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I can believe the information about product from a company website</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I often access the information about product that I intent to buy on internet</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>4</td>
<td>I can recommend product from online company to my friends</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>I like the mode to make order for product on the internet and mail</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>I am sometimes very satisfied with the way of online company selling their product</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>I can introduce to my friends and colleagues to see product from some good quality of online companies</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Web Information Quality</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>8</td>
<td>The online company has sufficient contents where I expect to find information</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>9</td>
<td>I think that the company’s website provides complete information</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>10</td>
<td>I think that the company’s website provides site-specific information</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>11</td>
<td>I think that the company’s website provides accurate information</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>12</td>
<td>I think that the company’s website provides timely information</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>13</td>
<td>I think that the company’s website provides reliable information</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Perceived Easy of purchasing online</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------</td>
<td>---</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>I think that the company’s website provides information in an appropriate format</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>I like the page which more comfortable to view</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>I choose the page has block of text that is easier to read</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>I like the page which search box is easier to find</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>I trust the information of the page which color and text designed for viewing</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>It will be impossible to use WWW to find product without expert help</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Learning to operate WWW to find product is easy for me</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>It is difficult to learn how to use WWW to find online product</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>I find it is easy to get WWW to do what I want it to decide</td>
<td>1 2 3 4 5 6 7</td>
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<td>23</td>
<td>My interaction with WWW is clear and understandable</td>
<td>1 2 3 4 5 6 7</td>
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<tr>
<td>Perceived Usefulness of purchasing online</td>
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<tr>
<td>Using WWW enables me to accomplish tasks to find product more quickly</td>
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<tr>
<td>Using WWW enables me to have more accurate information about product</td>
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<tr>
<td>Using WWW enables me to access a lot of information about product</td>
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<td>Using WWW enables me to access the newest information about product</td>
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<td>Using WWW enables me to acquire high quality information about product</td>
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<td>Using WWW enable to me pay for the purchase of product</td>
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<td>Behavioral Intention to purchase online</td>
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<td>I think using WWW to find product is a good idea</td>
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<td>I will use WWW to find product on a regular basis in the future</td>
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<td>I will strongly recommend others to use WWW to find product</td>
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<td>I will pay online to purchase products</td>
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