

# Overview on the Impact of Technology toward Online Shopping Studies

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DOI: 10.6007/IJARBS/v6-i12/2509 URL: <http://dx.doi.org/10.6007/IJARBS/v6-i12/2509>

## Abstract

The purpose of this study is to elaborate the previous research on theories, analysis and variables involve in the study of technology toward online shopping. A study based on previous research on a topic of online shopping will be discussed the overview impact on technology toward online shopping and its relationship between the related variables. The study also looks at the type of analyses, approaches and theories used in the related field of research. From the previous literatures of online shopping study, the most popular theory used was Technology Acceptance Model (TAM) theory as compared to others. Other than that, the study found that there are still at the middle stage of online shopping studies and require more research conducted from time to time.

Keywords: Online shopping, Technology Acceptance Model (TAM), e-commerce, attitude.

## Introduction

Based on the World-wide-web Survey (2012), men and women search on the internet at least once a new time to confirm their particular electronic mail, social media similar to MySpace, LinkedIn, Google+, Interest in addition to Foursquare. In addition, they use internet-based music or maybe the movie conference, similar to Skype in addition to WebEx, in addition to immediate messaging in addition to music or maybe movie surging including YouTube. The net happening is additionally impacting several parts of Asia.

Determined by Wor(Dholakia & Dholakia, 2004) world-wide-web Earth Statistics (Usage in addition to People Statistics) information, regarding Asian extent, the populace is actually estimated at 3, 922, 066, 987 men and women within 2012 as well as the internet surfers within Parts of Asia usually are just as much as 1,076,681,059 customers in addition to 29.5% within pace puncture, as of summer 2012. Defined by these kind of specifics, this shows that there's an enormous possible within beginning an internet business. It is additionally an excellent program regarding companies for you to enlarge their particular industry in addition to boosting sales.

In Malaysia, personal computers (pc) introduced during primary 1990s in contrast to Pc Computers during primary 2000. Net enhancement during Malaysia may be followed here we are at 1988 in case our Malaysian Start out with regards to Microelectronic Methods (MIMOS) set up the college or university computer system named Malaysian computer Multilevel. Currently the modern technological know-how for instance broadband, Wi-Fi and as well Wireless Bluetooth has become to get a fundamental element of the existence with the university student (MIMOS, 2009).

Now and again, shoppers like the on the web searching given that they may achieve gains including getting better info over the sites as well as receiving added advantages for instance advertising offers (Dholakia & Dholakia, 2004) in addition to free items (Dawson, 2009) One more edge inside carrying out on the web searching is usually which buyers may look through and purchase domestic as well as intercontinental items as well as providers which they will need whenever you want they demand (Vrechopoulos al.,2001). Commonly, shoppers tend to be eager to do the web given that they cannot discover the solution inside community marketplace.

Just for this issue, World Wide Web (WWW) is now being utilized to get the necessary solution immediately form on the web sellers. Searching made it possible for by means of the web currently presents completely new capabilities on the purchasing trust that will read for you to beneficial benefits with the consumer. Facts currently suggest that this specific completely new purchasing trust may cause challenging on the internet purchasing behaviour. This report gives a theoretical write-up on the materials based on the internet online shopping. (Rose & Dhandayudham, 2014).

### **Impact on technology factors toward online shopping**

The progress involving internet provides larger the quantity of purchasing online. Websites is actually implemented being a revenue channel important purchasing employing online revenue volume rising when using every year plan. Conversely, lots of online men and women endeavours to stop obtaining online because of a higher level privateers problems in addition stableness. A lot of people typically provide hypersensitive specifics within the online. Nevertheless, online purchasing will be conserving development employing lots of online businesses always be any bit more sophisticated in addition making impressive developments that should just how shoppers spend money on goods and services.

Research made by means of (I. L. Wu & Chen, 2005) consider several online men and women acquired almost any products along with services within just the internet in addition in accordance with Li & Zhang, (2002) online purchasing the internet routines with the third most popular in the majority of in-demand. Through the virtually all up-to-date worldwide document implies which in turn worldwide record revenue online larger by just 18.5% just last year to achieve greenback 348.6 million, that will sign up an overall concerning 2.5% with the full record grosses profit worldwide. By way of 2014 record revenue online worldwide is intended to achieve everyone greenback 778.6 million, an upturn concerning by means of 25.2% this specific portion usually is extracted from the actual retail document IMAP survey.(Keisidou, Sarigiannidis, & Maditinos, 2011a).

The USA, online retail store income connected with 2009 elevated simply by 2.1% more than 2008, achieving earnings connected with \$145 billion dollars, and also through 2002 to 2009 retail store e-sales elevated usually yearly progress pace connected with 16.1% report from U. S. Census Institution on the year 2011. Within the European Union in the 27 users, 37% in the internet surfers include made the online purchase in 2009, the 5% enhance on the year 2008.

In England, Denmark, Holland, Norwegian and Sweden over 60% in the internet surfers include made the online purchase, although the equivalent amount within Greece, Lithuania, Bulgaria and Romania can be fewer than 10% research by Eurostat the year of 2009. As possibly

can infer from the above, the particular value connected with online searching use can vary involving the produced and also developing countries.

Understanding the particular options that brand new market can give is vital for virtually any business in which wishes to attend it and be reasonably competitive.(Keisidou et al., 2011a). On the Internet shopping is starting to become increasingly popular. This possible great things about on the internet searching for customers include ease, a variety of choice, good deal, unique services, individual interest, and quick access to details, and the like. This proliferation of on the Internet shopping features triggered widespread exploration aimed at getting and keeping customers via the consumer or a technology-oriented view (Li & Zhang, 2002; Zhou, Dai, & Zhang, 2007). This consumer-oriented view targets consumers' salient thinking in relation to on the Internet shopping. These kinds of thinking may influence acquire channel choice. For instance, on the Internet consumer actions have been screened through the points of views of consumer demographics.(Zhou, 2007).

Since the late 1990s, online shopping has taken off as an increasing number of consumers purchase increasingly diversified products on the Internet. Given that how to attract and retain customers is critical to the success of online retailers, research on the antecedents of consumer acceptance of online shopping has attracted widespread attention. There has yet to be a holistic view of online shopping acceptance from the perspective of clients.(Zhou et.al, 2007)

Online searching inside European countries is incredibly widespread to everyone but for Malaysia it is quite difficult. In Malaysia, on the Internet searching can be a thing brand new, meaning that the deals are incredibly limited. Malaysian people even now feel that on the internet deals usually are not guaranteed sufficient to safeguard the particular check procedure for instance credit card plus disclosure of data (Momtaz, Karim, Islam, & Ku Ariffin, 2011). This meaning that Malaysian people are still lacking in the trust toward online shopping compared to other Western countries. Even much study on the trust itself but it still inconsistent result yet only a little research has been done on the trust toward attitude.

### **Quick growth on technology**

While using the quick growth of technology, consumers around the globe continue to accomplish buying in the less difficult along with a more convenient approach. The method that is widely used by the consumers can be the web buying. On the internet buying can be quickly gaining popularity throughout just about all major cities in the world.

Numerous shoppers with goods which can be unavailable inside local marketplace so one of these is able to buy these goods from global on-line distributors. But a lot of them usually are not ready to put into practice such a buying of their living.Study shows that this growth on the commercial business which is accomplished with the World wide web has remarkably transformed this list vista on this planet overall economy since 1990 (Chen & Chang, 2003). It is helped by means of (Delafrooz, Paim, & Khatibi, 2010) seeing that the effective use of the online world in the modern day age isn't longer confined like a network advertising, however it is also getting used as an approach regarding financial transaction for shoppers in the world wide current market.

### **Discussion and conclusion**

The importance of Information technology for the current situation can solve many human problematic in this era as a tools of decision support system in our live, in the context of online shopping itself and from the literature review using online shopping customers can save time to go out shopping and avoid traffic congestion which is increasingly busy with the increase in vehicles on the road by which so many businesses are now trying to facilitate the sale and purchase on-line to provide a new approach to promote sales in online, problems that need to be solved is to instil high confidence and trust in dealing with each individual online transactions. Therefore, several concepts seemed to apply the methods to examine the factors influencing the acclaim in the information technology in the context of online shopping. Via these types of concepts, Technology Acceptance Model (TAM) which provided different types

On this phase, the analysis created many of the factors that can impact the acclaim in the information technology in the Malaysian public and private sector, these types of element like attitude, trust, cognitive trust, emotional trust and behavioural intention is the behaviour that intend to work with Technology Acceptance Model(TAM) and the underpinning theories have been utilized to look at the factors influencing the purpose in the staff members and operators for the technology, putting in the factors effecting in the technology.

In addition to that, the review of past studies on the underpinning theory as theory reason action (TRA), theory planned behaviour (TPB) and theory acceptance model (TAM) also revealed numerous factors or variables that may influence attitude toward behaviour intention. Each of these factors was also have the crucial measurement scales used. This will helped on the methodological aspects as well as significant findings.

## **Acknowledgement**

First and foremost, I would like to dedicate this humble effort to my mom. To my dear wife Norsazira Mat Salleh whom supported me in every step of my life to complete this journal writing. Both of my daughters Nurul Najwa Asyilah and Nurul Alya Fariyah and my son Muhammad Luqman Hakim they are truly blessing sent from God. They have brought so much joy into my life and they have been my motives. For this I will always be grateful to God. In particular, I would wish to express my warm prides and appreciations to my supervisor Associate. Professor. Dr. Amlus Ibrahim whom without his valuable guidance, this journal to be completed.

Secondly, I want to extend my gratitude to my only person who has also given moral support to my study Dr Nurul Fadly Hamidin whom helped me in guiding necessary part used in this study. Last but not least, I am also indebted to my supervisors Associate. Professor. Dr. Amlus Ibrahim, my lecturer, my Research Grant Leader (Higher Education Department Grant, Knowledge Transfer Programme on PTSS Cooperative on online shopping) Professor Dr Shahizan Hassan, Assistant Dean Of COB Universiti Utara Malaysia, my friends Dr Rashdan Rashid and Dr Dzulkarnain Musa at Universiti Utara Malaysia for their tremendous and moral support they gave me at all times that enabled me to complete this journal. I ask God for them all the best and love.

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