

Influencing Factors on Motorbike Online Buying Intention of Vietnamese People

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Abstract

Along with the popularity of the Internet as well as information technology and modern communication methods, online shopping is gradually becoming an alternative to brick and mortar shopping. Motorbikes are considered the most popular means of transport in Vietnam and they are mostly sold directly in stores. This study analyzed three factors that impact on motorbike online buying intention and compared the degree of influence of these factors on Vietnamese consumers. The research results can be a prerequisite for motorcycle businesses to make decisions to improve consumer trust and attitudes towards motorcycle shopping online in the current context.

Keywords— online shopping, e-commerce, motorbike buying, consumer intention

I. INTRODUCTION

The current main distribution channel of motorbike manufacturers in Vietnam are through genuine authorized agents. This channel has produced great efficiency in the past time. However, with the Internet explosion, the customer's choosing and buying products online is becoming more and more popular. The online motorbike business will enable the motorbike manufacturers reduce their costs significantly, thereby increasing their profits as well as producing various benefits in terms of prices for customers.

Online selling of cars and motorbikes at ebay.com, amazon.com, tesla.com or auto and motorbike spare parts and accessories are quite popular in the world and convenient for customers. The products are clearly detailed online, and the customers then can make their payment right on the e-commerce platform. However, motorbikes in Vietnam are a long-term asset and have great value, so the challenge is that it's not easy to make the customers buy their motorbike online.

II. 2. LITERATURE REVIEW

Intention is a factor used to evaluate the future purchase behavior (Blackwell et al., 2001).

According to Ajzen (1991), intention is the factor that motivates consumers and in turn influences their behavior. Akbar et al (2014) argued that intention is a specific consumer purpose in shopping one or more actions. According to Blackwell et al. (2001), the consumers have various types of intentions including purchase one, the customer's plan to choose where to buy products. Sharing the view with Blackwell, Delafrooz et al (2011) argued that "online shopping intention is the consumer's certainty to make a purchase over the Internet".

Online shopping process is the one done by the customers with website-based and with virtual shops/online stores. During this shopping process, buyers and sellers do not meet face to face, all transactions are made through Websites (Kolesar and Galbraith, 2000; Lester et al., 2005). The customers can only perceive and evaluate products via messages (in the form of images, text, sound, and video) posted by sellers on their social network but not by common sense as they often have in traditional shopping, as such the online shopping transactions are risky than traditional ones (Laroche et al., 2005).

However, information on websites is often rich and diverse, from details provided by the manufacturers and sellers to customers' comments, reviews, ratings, etc. (Hennig-Thurau and Walsh, 2003; Lepkowska-White, 2013). This information is very useful to customers because it helps them have a multi-dimensional view of the product they intend to buy (Chatterjee, 2001; Clemons et al., 2006). Many customers refer to those reviews before making their online shopping decision ADMA, (2012). Furthermore, as the shopping process is made through websites, the customers can access more than one store at the same time. Therefore, they can easily find the product that best satisfies their needs and find the cheapest distributor (Lester et al., 2005). Based on the above analysis, I recommend a research model with three factors of trust, attitude and risk perception which affects the motorbike online shopping intention of Vietnamese consumers as shown below.

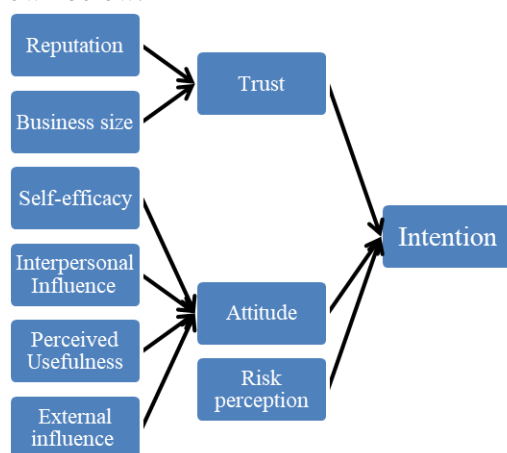


Figure 1: Proposed research model

2.1. Trust

The previous works reveal that the customers' trust on an e-commerce website is an important factor affecting their online shopping intentions (Gefen et al., 2003a; Gefen et al., 2003b; Pavlou, 2003; Wen et al., 2011). Lack of trust has been recognized as one of the main reasons preventing the consumers from engaging in e-commerce (Jarvenpaa et al., 2000). Trust was approached by the previous works from three main perspectives which are online seller characteristics, website characteristics and customer characteristics (Chiu et al., 2009). The

seller characteristics include size and reputation (Benedicktus et al., 2010; Chiu et al., 2009).

Reputation of an online retailer is similar to that of a brand, it includes: name, logo, design and product identifiers from different suppliers/brands (Bennett and Gabriel, 2001; Wen et al., 2011). The seller reputation not only is related to his/her business image, but also depends on his/her customers' reviews and perceptions (Bennett and Gabriel, 2001). The previous works show that consumer trusts on an online retail website if he/she perceives that its business enjoys a good reputation (Bennett and Gabriel, 2001; Jarvenpaa et al., 2000.; Teo and Liu, 2007). In addition, the consumer perceptions of business size have a greater impact than the actual business size (Jarvenpaa et al., 2000). According to Jarvenpaa, the customer trusts on an online retail website if he/she perceives that its business size is large.

2.2. Attitude

Attitude is an individual's assessment of the results obtained from performing a behavior (Ajzen, 1991). In the online shopping context, attitude refers to the consumer's good or bad reviews concerning their goods or service purchase experience from retail website over the internet (Lin, 2007). Rogers (1995) defined relative advantage as new benefits generated by innovation. Complexity represents the degree to which an innovation is considered confusing, difficult to learn, or difficult to apply. The complexity, as viewed by Rogers, is believed to contradict the perception of usability in the TAM Acceptance model (Chen and Tan, 2004; Lin, 2007; Taylor and Todd, 1995). Compatibility is defined as the degree to which an innovation is perceived as consistent with the existing values, past experience, and needs of potential adopters (Rogers, 1995).

Self-efficacy is a personal judgment of how well he/she can execute courses of action required to deal with prospective situations (Bandura, 1982). In the online shopping context, the self-efficacy refers to a self-assessment of the ability to perform actions during shopping (Lin, 2007; Vijayasarathy, 2004).

Perceived Usefulness (PU) is the degree to which a person believes that using a particular system would enhance his or her job performance” (Davis, 1989). In the e-commerce context, PU refers to the degree a consumer believe that online shopping will increase their procurement effectiveness (Shih, 2004).

Interpersonal Influence is defined as the consumer’s acceptance of online shopping affected by the encouragement, promotion of individuals in society (Bhattacharjee, 2000; Hsu and Chiu, 2004; Lin, 2007). These individuals include family members, friends, co-workers, etc. they are called reference groups. If this reference group favors shopping online, the consumers will be more likely to make online shopping.

External influence means the influence from the mass media such as newspapers, radio, television, etc. (Bhattacharjee, 2000; Hsu and Chiu, 2004; Lin, 2007). In online shopping, the consumers can be motivated and encouraged to engage in shopping activities by mass media’s reports and comments (Bhattacharjee, 2000; Lin, 2007). If the mass media has a positive rating for online shopping, the likelihood of accepting online shopping will be higher (Bhattacharjee, 2000; Lin, 2007).

2.3. Risk perception

Risk perception is “the customer’s perception of possibility of gain and loss in dealings with stores/distributors/brands” (Mayer et al., 1995). In e-commerce, customers’ risk perception is inversely proportional to their attitudes towards a virtual store (Jarvenpaa et al., 2000). On the other hand, Hsin Chang and Wen Chen (2008) demonstrated that risk perception is inversely proportional to online trust and shopping intention.

2.4. Research hypotheses

Thus, the research offers the following hypotheses:

H1: Motorbike consumers' trust in an online sales website/brand positively affects their online shopping intention.

H2: Consumers' attitude towards motorcycle online shopping has a positive influence on their online purchase intention.

H3: Perceived risk has a negative impact on the intention to buy motorbikes online.

H4: Perceived reputation of the seller/business has a positive impact on consumer trust in motorcycles.

H5: Perception of the size of the seller/enterprise has a positive impact on the trust of motorcycle consumers.

H6: Self-efficacy has a positive impact on customers' attitude to buy motorbikes online.

H7: Perceived usefulness positively affects attitudes towards online shopping for motorbikes.

H8: Interpersonal influences have a positive influence on motorcycle consumers' attitudes.

H9: External influences have a positive impact on motorcycle consumers' attitudes.

III. RESEARCH METHODOLOGY

3.1 Measurement scale

The perceived reputation scale with 3 variables is inherited from Jarvenpaa et al. (2000), this scale was tested by Koufaris and Hampton-Sosa (2004), Chen and Barnes (2007). The scale of business/seller size with 2 variables is inherited from Doney and Cannon (1997). This scale has been verified by Jarvenpaa et al. (2000), Koufaris and Hampton-Sosa (2004), Chen and Barnes (2007) and Hsu et al (2014).

The trust scale with 4 variables is inherited from many authors: Jarvenpaa et al. (2000), McKnight et al. (2002), Ribbink et al. (2004). The risk scale in online shopping with 5 variables inherited from Forsythe et al (2006), Corbitt et al (2003). The attitude scale towards online shopping with 3 variables is inherited from the work of Pavlou and Fygenon (2006). This scale is also used by Lin (2007). The online shopping intention scale with 6 variables is inherited from Pavlou and Fygenon (2006). This scale has been used and verified by Lin (2007).

The perceived usefulness scale with 5 variables is inherited from Lin (2007), this scale is adjusted by Lin (2007) to suit the online shopping context from the original scale of Davis (1989). The scale of Interpersonal influences with 4 variables is used from Bhattacharjee (2000), this scale has been tested

by Lin (2007). External influence scale with 3 variables is used from Bhattacharjee (2000). The Self-efficacy scale with 3 variables is inherited from Lin (2007).

3.2 Research sample

Appropriate research object to participate in the research is mainly from 25 to 50 years old. They all have got experience accessing online motorbike sales websites because they are the ones with the highest likelihood of online shopping. The survey method is to use online questionnaire on Google Form with a 7-point Likert scale to evaluate the observed variables, with the rating scale as follows: (1) totally disagree to (7) totally agree. The survey was conducted in April 2020.

For factor analysis, the sample size will depend on the number of input variables, according to Hair et al. (2010), required number of observations is at least 5 times higher than number of variables. Number of input variables is 50, as such the required sample size is $40 \times 5 = 200$ observations. To ensure reliability of the findings, 264 questionnaires have been used to process data. Data analysis research is carried out in following steps: exploratory factor analysis, scale reliability testing, multiple regression analysis.

IV. RESEARCH FINDINGS

4.1. Scale test and exploratory factor analysis

Firstly, the observational variables were evaluated for the value of convergence and discrimination by exploratory factor analysis (EFA). Data used for exploratory factor analysis by principal component extraction with varimax rotation. EFA results form 9 factors, with $KMO = 0.846$, Sig. (Bartlett's Test) = $0.000 < 0.05$ and Eigenvalues = $1.034 > 1$. Total Variance Explained: Rotation Sums of Squared Loadings (Cumulative%) = $79.099\% > 50\%$. This proves that 79.099% of data variation is explained by those 9 newly formed factors. Factor Loading coefficient of all variables, except for $inte4 = 0.47$, have value greater than 0.5. The 1st EFA findings show that $inte4$ should be removed for the second EFA analysis. The EFA findings of all remaining 41 variables meet the requirements of the EFA analysis.

Table 1: KMO and Bartlett's test

Evaluated Figures	Results	Comparison
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.848	$0.5 < 0.848 < 1$
Sig.	0.000	$0.000 < 0.05$
Total Variance	79.282 %	$79.282\% > 50\%$
Eigenvalues	1.034	$1.034 > 1$

Table 2: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.826	35.300	35.300	14.826	35.300	35.300	5.962	14.194	14.194
2	3.956	9.420	44.720	3.956	9.420	44.720	4.428	10.544	24.738
3	3.587	8.541	53.261	3.587	8.541	53.261	3.725	8.868	33.607
4	2.687	6.397	59.658	2.687	6.397	59.658	3.628	8.638	42.245
5	2.144	5.105	64.763	2.144	5.105	64.763	3.501	8.335	50.580
6	2.017	4.802	69.565	2.017	4.802	69.565	3.286	7.824	58.404
7	1.632	3.885	73.450	1.632	3.885	73.450	3.242	7.719	66.122
8	1.338	3.187	76.637	1.338	3.187	76.637	2.958	7.043	73.165
9	1.034	2.462	79.099	1.034	2.462	79.099	2.492	5.934	79.099
-	-	-	-	-	-	-	-	-	-
42	.040	.094	100.000						

Extraction Method: Principal Component Analysis.

However, some variables do not converge following the proposed model, in which three scales of “reputation” converge with 4 scales of “scale” into the same factor. In my opinion, these two variables, according to the original concept given by Doney and Cannon (1997) and Jarvenpaa et al. (2000), are two unidirectional aspects expressing customer perceptions of the business characteristics. However, these two concepts are closely related (Jarvenpaa et al., 2000), many consider size as one of factors that make up a business reputation. Therefore, I combine reputation and business size into a new factor named “reputation” because its main components are scale of the old “reputation” and the variables have the largest Factor Loading coefficient. After combination, the “reputation” scale consists of 7 observed variables. Cronbachs Alpha analysis findings, after being combined, show that all scales have Cronbach’s Alpha coefficients greater than 0.7 and total variable correlation coefficients greater than 0.3.

Table 3: Rotated Component Matrix^a

	Component								
	1	2	3	4	5	6	7	8	9
size2	.805								
size1	.795								
repu1	.770								
repu2	.767								
repu3	.752								
size4	.737								
size3	.723								
trust2		.786							
trust3		.745							
trust4		.734							
trust1		.667							
trust6		.641							
trust5		.562							
risk3			.844						
risk4			.815						
risk5			.800						
risk1			.789						
risk2			.678						
usef5				.801					
usef3				.720					
usef4				.713					
usef2				.683					
usef1				.618					
inte3					.817				
inte1					.812				
inte6					.663				

inte2				.650					
inte5				.582					
inter1					.849				
inter3					.737				
inter2					.713				
inter4					.697				
self1						.790			
self3						.740			
self2						.675			
atti3							.846		
atti2							.811		
atti1							.788		
exter2								.701	
exter1								.697	
exter3								.679	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

4.2. Factors affecting online shopping intention

Table 4: Results of regression analysis of factors affecting intentions

Independent variables	Results		
	B	Beta	Sig.
Constant	1.093		0.029
Attitude	0.166	0.184	0.005
Risk perception	0.148	0.144	0.017
Trust	0.305	0.321	0.000
F		25.736	
R ²		0.413	
Adjusted R ²		0.397	
Sig.		0.000	

Linear regression equation with the dependent variable as intention is as follows: $Y_3 = 0.321Y_1 + 0.184Y_2 + 0.144Y_4$ (Y_3 : online shopping intention; Y_1 : Trust; Y_2 : Attitude, Y_4 : Risk perception)

The analysis findings reveal that when all variables were included (adjusted $R^2 = 0.397$; $F = 25.736$; $p = 000 < 0.05$). Attitude, risk, trust and education levels are positively proportional to the shopping intention ($Beta > 0$, $p < 0.05$). The findings also show the motorbike online shopping intention is affected by the customer’s attitude, trust and risk perception toward the online seller. Therefore, hypotheses H1, H2 and H3 are accepted.

The findings prove that trust is a factor that positively affects consumers’ motorbike online shopping intention. It is consistent to those of

Gefen et al (2003), Pavlou (2003) or Wen et al (2011).

In addition, the findings also demonstrate that the consumers' attitude towards online shopping has a positive influence on their motorbike online shopping intention. The better their attitude towards a website/store is the higher their shopping intention at this site/store is. It is consistent with findings of many works done in the past such as that of Lin (2007), Bigne-Alcaniz et al (2008), etc.

While the findings of Hsin Chang and Wen Chen (2008) shows that the risk perception has a negative impact on online shopping intention, my findings do not. It is consistent to the findings of Gefen et al. (2003). It can be understood because the current e-commerce market in Vietnam is still in its early stages of development, as well as the online motorbike transaction is not really popular in Vietnam.

4.3. Factors affecting trust in online shopping

The regression of reputation – a factor affecting consumer's trust in online shopping shows that: $Y1 = 0.657X1$. In which: Y1: Trust X1: Reputation. The model test findings are statistically significant (adjusted $R^2 = 0.454$; $F = 44.774$; $p = 0.000 < 0.05$). The independent variable – reputation - affects the consumer's trust. The higher the customer's perception of the seller's reputation is, the higher his/her trust in the seller is or the more encouraging the reference group is, the more trust the customer will have. These findings are consistent to those of Gefen et al (2003), Pavlou (2003) or Wen et al (2011). The findings also show that motorbike consumers' trust in an online website/store depends on their perception of such website/store's reputation and size of the firm. An online retailer's reputation is determined by perception of the motorbike salesperson's popularity and size. These findings are consistent with those of Jarvenpaa et al. (2000); therefore, hypotheses H4+5 is accepted.

4.4. Test results of factors affecting customers' attitudes towards online shopping

Table 5: The results of regression analysis of the factors affecting the attitude

Independent variables	Results		
	B	Beta	Sig.
Constant	3.466		0.000
Interpersonal Influence	0.228	0.231	0.005
External influence	0.475	0.475	0.000
Self-efficacy	-0.065	-0.071	0.243
Perceived Usefulness	0.181	0.182	0.013
F	22,377		
R2	0,412		
Adjusted R ²	0,394		
Sig.	0,000		

The linear regression equation with the dependent variable as attitude is as follows: $Y2 = 0.231X1 + 0.182X2 + 0.475X3$ (Y2: Attitude, X1: Interpersonal influence, X2: Perceived usefulness, X3: External influence).

When the independent variables are included, the model is statistically significant (adjusted $R^2 = 0.394$; $F = 22.377$; $p = 0.000 < 0.05$). The results show no statistically significant relationship between the factors, Self-efficacy and the customer's attitude towards motorbike online shopping ($p > 0.05$). Meanwhile, "Interpersonal influence", "External influence" and "Usefulness" are statistically significant for the customer's attitude towards motorbike online shopping. Therefore, hypothesis H6 is rejected, hypotheses H7, H8 and H9 are accepted.

The findings show that, the customer's attitude towards online shopping is influenced by the perceived usefulness of online shopping. Benefits of motorbike online shopping include: time saving, cheaper prices, easier product comparison, and geographical barrier removal. The customer's attitude towards motorbike online shopping will be better if he/she become aware of its benefits. These findings are consistent with those of previous authors such as: Barkhi et al (2008), Hernández et al (2010), etc.

In addition, the customer’s attitude toward online motorbike shopping would be better if they find that such shopping meets their needs and lifestyle. This finding is similar to that of Lin (2007) work. On the other hand, the findings also show that the attitude is also influenced by external factors, mass media such as television, radio or through social networking sites. This is also easy to understand when shopping for a product like a motorbike which requires quality verification over a relatively long time. Influence from close individuals such as relatives or friends also makes them trust and change their attitudes about the product.

Table 6: Summary of hypothesis testing results

Hypothesis	Content	Conclusion	Result
H1	Trust → Intention	Accept	0.321
H2	Attitude → Intention	Accept	0.184
H3	Risk perception → Intention	Accept	0.144
H4+5	Reputation + Size → Trust	Accept	0.657
H6	Self-efficacy → Attitude	Reject	
H7	Perceived Usefulness → Attitude	Accept	0.182
H8	Interpersonal Influence → Attitude	Accept	0.231
H9	External influence → Attitude	Accept	0.475

V. DISCUSSION AND CONCLUSIONS

The study findings reveal that in the Vietnamese market, motorbike online shopping is still new, and trust, attitude, and risk perception have a positive effect on customers’ shopping intention, of which the trust has the most significant impact. So, it is necessary for motorbike online sellers to build their reputation to boost their customers’ trust. The perceived usefulness, interpersonal influence

and external influence also have impact on the customers’ attitude towards motorbike online shopping, of which external influence has the most significant impact.

Motorbike online shopping is an area that is sure to still attract the researchers’ attention of. In particular, the continuous progress of science and technology today have been affecting and changing the consumers’ shopping methods and habits (Wen et al., 2011; Yörük et al. the, 2011). This work may open up some further study directions. Firstly, empirical studies can be strengthened to clarify relationship between motorbike online shopping intention and actual behavior. Meanwhile, the ultimate goal that researchers and online retailers want to know is factors affecting the customers’ actual shopping behavior. Secondly, previous works have only focused on individual customers’ intentions and behaviors, not the factors affecting organizational customers’ intentions and behaviors. Meanwhile, the shopping intentions and behaviors of those two objects have certain differences.

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