

A study on influencing factors of online shopping intention of college students in Hefei City

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Abstract: The process and informatization of networking has spawned a large number of trading platforms, and college students are becoming the main group of online shoppers. This study analyzed the online shopping intention, the perceived risk and perceived ease of use. It formed a summary of the current theoretical system through literature induction. On the basis of this research hypothesis, questionnaires were developed for undergraduates of Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus). We collate all the data for further model analysis and verify the model based on computer software. The results show that college students' perception of online shopping risk is negatively correlated with their intention to use online shopping, while their perception of online shopping ease of use is positively correlated with their intention to shop online, which is consistent with the theory.

Keywords: Online Shopping Intention, Perceived Risk, Perceived Ease of Use

1. Introduction

1.1 Background of the study

Internet technology has extended to all aspects of the society. The process of networking and informatization has spawned a large number of trading platforms. The widespread application of the Internet and mobile phones makes online shopping platforms widely concerned by consumers. Today, with the rapid development of digital economy, the 5G era has brought shopping experience with a convenient operation, flexible use and wide coverage of information. According to the Statistical Report on China's Internet Development, China has 904 million Internet users. The number of online shopping users reached 710 million, accounting for 78.6 percent of the total Internet users. The activity of a large number of netizens makes online shopping groups form a huge base, among which college students are becoming the main force of online shopping. The popularity of the online shopping market makes the online shopping market increasingly fierce, the online shopping market is more and more subdivided, the college student market has become the market blue ocean of each network platform.

1.2 Problem statement

According to the theory of consumer behavior, consumers tend to take actions with the goal of utility maximization. College students are no exception. When buying goods, they will shop around, fully compare and measure the cost and benefit. The College students' online shopping is affected by a variety of factors. First, they eliminate middlemen, which leads to the low supply cost and low commodity price. The construction of the third-party credit system reduces payment risk. Second, the whole shopping process is fast and convenient, college students can shop anytime and anywhere. Third, they have a rich selection of commodity categories, a large number of goods, a wide range of stores; Fourthly, the advertisement is very accurate to the customer. The seller tries his best to publicize the goods, which stimulates the potential demand of college students' online shopping. Fifth, the influence of novelty seeking psychology and conformity psychology factors.

1.3 Research questions

We study the affecting factors of college students' online shopping intention. Through the combination of online platform and field research, this paper selects college students in Hefei University Town, designs and issues relevant questionnaires according to the behavior characteristics of college students' online consumption. It forms a specific understanding of online shopping behavior and intention of college students in Hefei University Town.

1.4 Research objectives

The research object of this thesis is the undergraduates of Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus). Because the three universities are located in Hefei University City and are close to each other, it is convenient for questionnaire distribution and collection. Therefore, the three universities are selected to take samples.

1.5 Significance of the research

We conducted a systematic survey on college students in Hefei University City. It will be mapped to the actual data of traditional theory, using the research method of quantitative analysis to verify the online shopping intentions. Hefei University Town provides a deep insight into the online shopping intentions of undergraduate students, and suggests some corresponding countermeasures and recommendations. The results demonstrated the shopping behavior characteristics under the new period, which enabled electricity, Internet companies, and businessmen to provide effective marketing strategies and service modes.

1.6 Definition of terms

Online shopping: Browse goods online and make purchases with the help of the Internet and related software. Through online shopping, we can clearly grasp the price information of commodities and their substitutes and complementary products, and effectively compare and make choices. In the purchase process, the consumer sends an electronic order form to the enterprise, and the enterprise arranges shipment and distribution according to the order form. The whole online shopping process includes consulting operators, submitting orders, receiving goods, providing feedback and other links.

Online shopping intention: the motivation, action and willingness of online users to choose online shopping. These factors include the formation of online shopping habits, repeated use of the Internet for shopping, recommending others to participate in online shopping, and good online shopping experience, etc., which together affect consumers' decision-making.

2. Literature Review

We collate studies related to consumers' online shopping intentions, the perceived risk and perceived ease of use, and summarize the current theoretical system through literature induction, and refine the research scientific issues. This paper describes the supporting logical relations of domestic and foreign research to this research, and forms the theoretical basis and research hypothesis.

2.1 Dependent variable

Factors influencing consumers' online purchase intention involve many aspects (Hsiao and Chen, 2018; Zhu et al., 2019). Some studies have pointed out that there is a strong correlation between online shopping intention and online shopping behavior (Vijayasathy, 2004). Marketing departments of online manufacturers pay much attention to consumers' online shopping intentions and do a lot of work to stimulate users' purchasing intentions and expected purchasing behaviors on the platform (Cheung et al., 2005). All kinds of social networking sites should strengthen the optimization of interactive, recommendation and feedback functions in order to improve consumers' perceived value, attract customers and promote purchase intention (Lin, Guo, Turel and Liu, 2020). An objective law is that online shopping intention is positively correlated with consumers' shopping satisfaction (Kim et al., 2009). If the customers want to buy the product online, they may ask consumers who have bought the product online before (Tan and Lee, 2019). In order to save time and accurately obtain the goods they

want, some consumers will choose experienced agents to replace them (Chang et al., 2019). In addition, product factors, including product quality, durability, aesthetic degree and publicity, will affect consumers' purchasing decisions (Ramadan et al., 2019). For some users who use Internet shopping platforms less frequently, they are prone to be influenced by advertisements and change their purchase intentions and attitudes (Nadia et al., 2020). Factors affecting consumers' willingness to buy online involve many aspects (Hsiao and Chen, 2018; Zhu et al., 2019.)

2.2 Independent variables

Perceived risk: The concept of perceived risk originated from Bauer (1960). Cox (1967) further developed the concept of perceived risk and pointed out that consumers would choose their own action strategies according to the purchase goal, and perceived risk often appeared when the purchase goal was difficult to achieve. It is worth noting that some consumers have unclear short-term goals and cannot accurately assess risks, but their behaviors are still potentially influenced by perceived risk (Dowling and Richard, 1994, Sweeney et al., 1999). Forsythe and Shi (2003) introduced rational expectations, which discounted potential future risks into current behavioral benefits, that is, expected losses subjectively felt by consumers in online purchases. The study of Kamalul (2018) shows that consumers with lower perceived risks tend to have higher purchase intentions in online transactions. In addition, rosillo-Diaz (2019), Zhang and Yang (2019) et al. 's research results all illustrate the point that consumers' perceived risk has a significant negative impact on online purchase intention. To sum up, the latest research gives you the definition of perceived risk as the degree to which consumers express uncertainty about services or goods (Wang and Lee, 2020).

The perceived ease of use: Perceived ease of use mainly reflects consumers' experience and feelings about system quality (Choi et al., 2017). Whether the online shopping system platform can provide convenient and humanized shopping service experience and cultivate stable consumers for repeated use in the long term (Hamid et al., 2016). With the continuous popularity of mobile phones today, mobile phone functions are gradually improved, and mobile applications play a great role in ease of use. Applications should be fast and easy to use (Golden and Krauskopf, 2016). It is important to note the difference between the concepts of perceived usefulness and perceived ease of use (Nedra et al, 2019).

2.3 Hypotheses development

Through the literature review, it can be seen that consumers' perception of online shopping risk and consumers' perception of online shopping ease of use are two factors that have typical influence on college students' intention to shop online. Therefore, the following research hypotheses are proposed:

H1: Consumers' perception of online shopping risk is negatively correlated with college students' intention to use online shopping;

H2: Consumers' perception of online shopping ease of use is positively correlated with college students' intention to use online shopping.

The current research provides theoretical support and practical reference for the investigation of online shopping intentions and influencing factors of college students in Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus), and puts forward research hypotheses based on this.

3. Research Methodology

This part describes the methods of our study, and analyzes the design, distribution and basic data composition of the research questionnaire. It provides data and factual support for model analysis. Based on the nature and reality of online shopping of students in Hefei University town, the author selects appropriate indicators to construct an analytical framework.

3.1 Research framework

The research framework of this paper is shown in Figure 1.

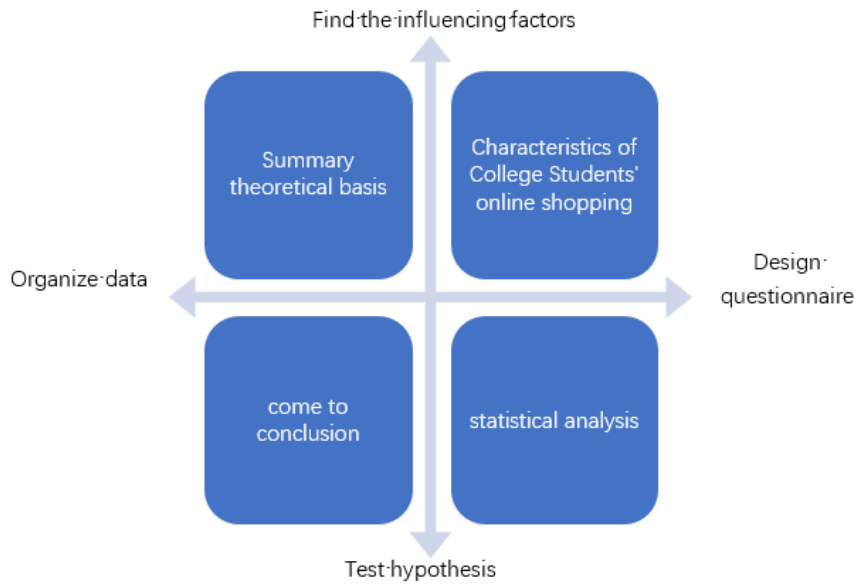


Figure 1: Research framework of the paper

3.2 Research design

According to the research model and the variable design scale of this paper, we sum up the specific items of the research content by combining the composition of gender ratio and the income ratio of college students in Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South campus). In sorting and summarizing problems based on actual issues, we aim to cover as many problems as possible that are currently being addressed by mainstream research institutes. To assess the online shopping intentions of college students at Hefei University of Technology (Feicui Lake campus), Anhui University (Qing Yuan campus), and Anhui Jianzhu University (South campus) in the Hefei University City, we have teased out three list structures (see appendix).

3.3 Population and sampling

According to the latest statistics from the official websites of Hefei University of Technology (emerald lake campus) (Qing yuan campus), Anhui University, Anhui Jianzhu University (south campus), a total of 50,326 undergraduate students are enrolled in these schools, with 43,265 undergraduate students and 7,061 graduate students. Based on the proportion between men and women in the sample used, the sample size is 50 people. There are 43 undergraduate students and 7 graduate students.

3.4 Instrumentation

Since the main objects of the survey are college students and the space of students is small, the accurate and efficient distribution of paper questionnaires can be realized. Therefore, the effectiveness of the questionnaire can be well guaranteed by randomly distributing paper questionnaires on the streets. We issued 54 questionnaires and recovered 48 valid ones. Data accounting is mainly done by Excel software.

3.5 Data analysis

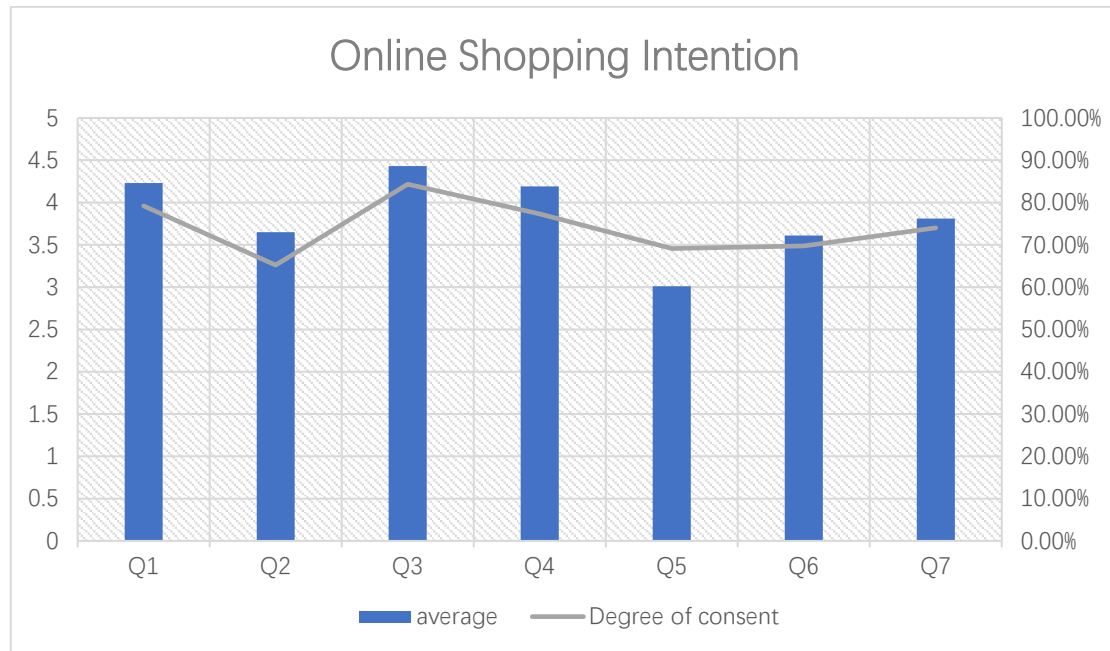


Figure 2: Online Shopping Intention survey results statistics

As shown in Figure 2, the survey results which is surrounded by Online Shopping Intention (Q1-Q7) show that Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus) have high Online Shopping Intention on the whole, with the highest score of 4.43 among all kinds of options. The approval rating was 84.33%. The lowest average score was 3.01, and the approval rating was 69.13%. The above content reveals that the online shopping intentions of college students in Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (south Campus) are clear.

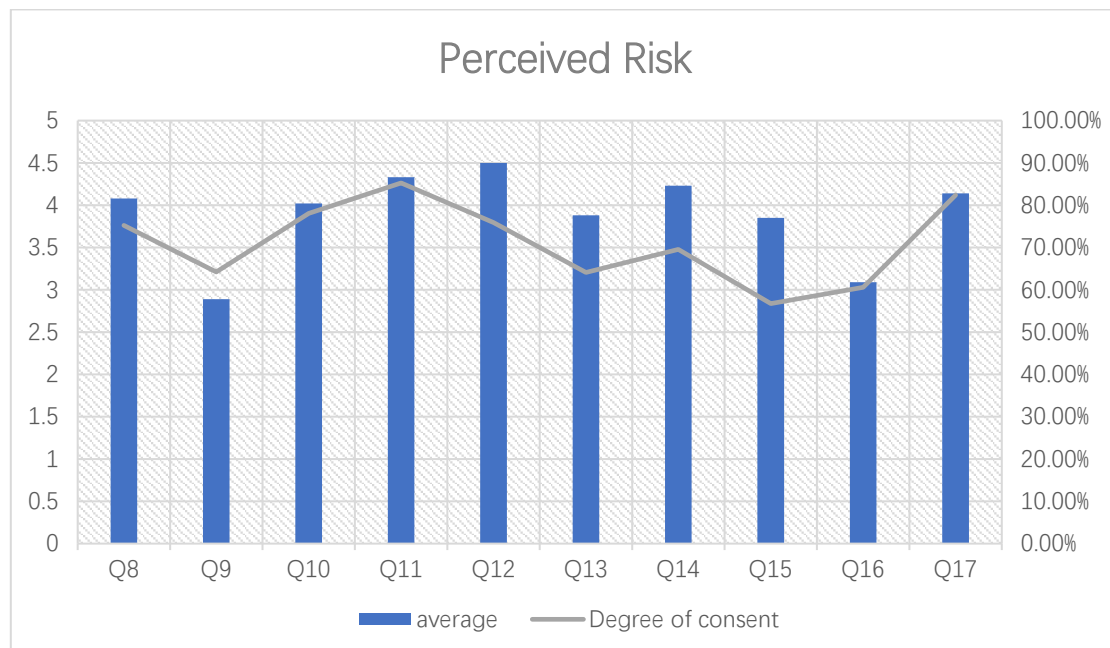


Figure 3: Perceived Risk survey results statistics

As shown in Figure 3, the survey results on Perceived Risk (Q8-Q17) show that college students from Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus) generally have a relatively good understanding of the online payment process and a high level of safety. The highest average score was 4.33, and the approval rating

was 85.26%. Among them, THE score of Q9 is relatively low, which is because Chinese students are not accustomed to credit card payment at present. Some students with advanced consumption choose financial services provided by online shopping platforms, such as Alibaba Group's "Spend bai" and Jingdong Group's "Jingdong baitiao". In addition, most of the students showed concerns about the leakage of personal information, and the confidentiality of personal information is still a difficulty in online shopping.

Based on Perceived Ease of Use (Q18-Q22), college students of Hefei University of Technology (Feicui Lake campus), Anhui University of Qing Yuan Campus and Anhui Jianzhu University (South Campus) generally give high scores, benefiting from market competition among several E-commerce giants in China. In order to gain market advantages, the company has developed diversified and rich personalized services and convenient operating systems for consumers.

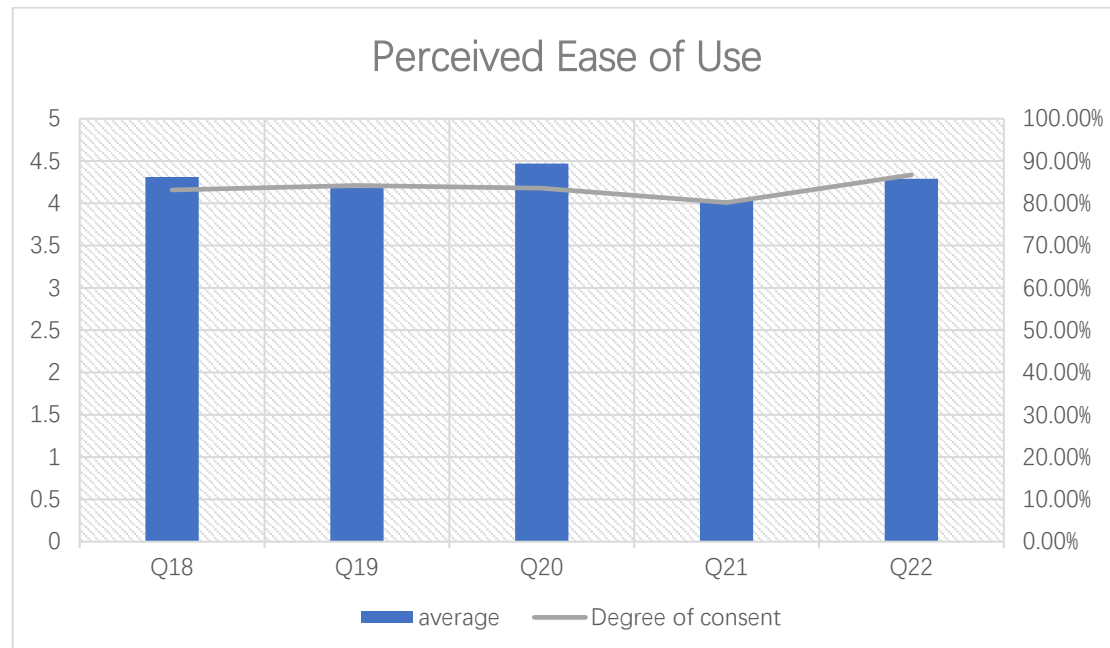


Figure 4: Perceived Ease of Use survey results

We set the questionnaire according to the actual situation of college students in Hefei University of Technology (Emerald Lake campus), Anhui University (Qing Yuan campus), Anhui Jianzhu University (South campus), and the basic data of the questionnaire are described. As shown in Figure 4, through these data, the next step will be model analysis and testing.

4. Results

To further demonstrate the hypothesis proposed in the previous research, H1: college students' perception of online shopping risk is negatively correlated with their intention to use online shopping, and H2: college students' perception of online shopping ease-of-use is positively correlated with their intention of using online shopping. Based on the data obtained from the questionnaire in Hefei University Town, SPSS was used for statistical analysis, AMOS was used to build the structural equation model, and the hypotheses were tested from multiple angles.

4.1 Respondent demographic profile

This paper analyzes the composition characteristics of college students in Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan campus) and Anhui Jianzhu University (south campus).

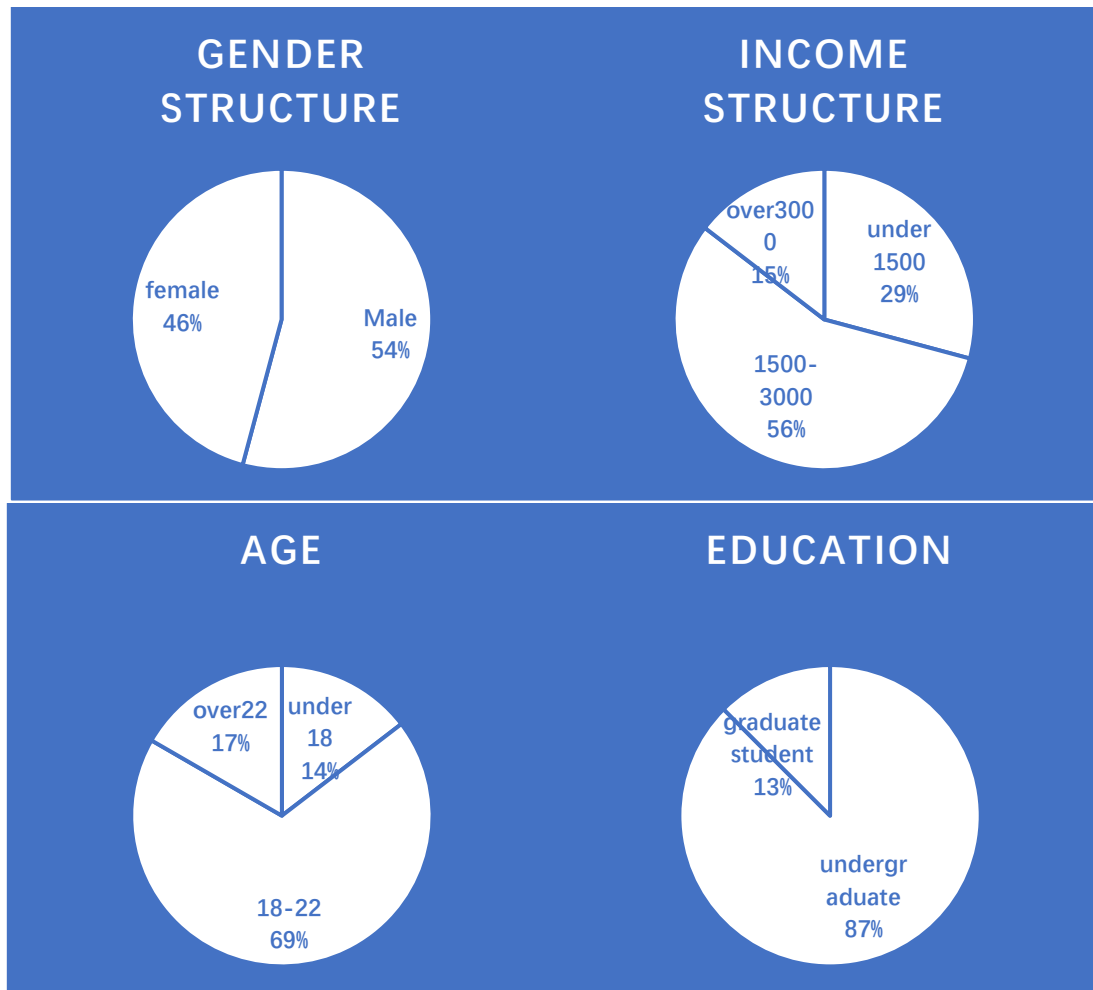


Figure 5: Respondent Demographic profile

As shown in Figure 5, according to the gender composition of college students surveyed in Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus), there are 26 male students and 22 female students among 48 students. Age distribution shows that most interviewees are between 18 and 22 years old, which is in line with the age range of undergraduate education in China. In terms of the educational background composition of Hefei University Town, 7 graduate students and 41 undergraduate students are surveyed, which is roughly consistent with the data proportion provided by Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus).

4.2 Normality test

In order to conduct Normality test on survey sample data, the following hypotheses are proposed:

H3: Online shopping intentions of college students in Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus) in Hefei University Town obey normal distribution.

H4: The Perceived Risk of college students in Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus) obeys normal distribution.

H5: Perceived Ease of Use of college students in Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus) obey normal distribution.

After testing, the computer analysis results are shown in Table 1. All three variables have passed the hypothesis test, and the survey data are in line with normal distribution.

Table 1: Normality test

Original hypothesis	test	Sig.	decision
H3 average value 3.71; standard deviation 0.23	Single sample Kolmogorov Smirnov test	0.587	Accept the original hypothesis
H4 average value 3.42; standard deviation 0.25	Single sample Kolmogorov Smirnov test	0.824	Accept the original hypothesis
H5 average value 4.23; standard deviation 0.17	Single sample Kolmogorov Smirnov test	0.802	Accept the original hypothesis

4.3 Validity test

The validity of the test is very important for questionnaire research, which directly determines whether the results can describe the problem. In view of this paper, whether the questionnaire results can accurately measure the online shopping intentions of college students in Hefei University of Technology (Feiguihu Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus) and their influencing factors, a Validity test is conducted as follows.

Table 2: Validity test

variable	AVE	CR
Online Shopping Intention	0.52	0.73
Perceived Risk	0.68	0.83
Perceived Ease of Use	0.62	0.78

After inspection, the computer analysis results are shown in Table 2. AVE greater than 0.5 indicates that it has good structural validity, CR greater than 0.7 indicates that it has good combination reliability. Obviously, both indexes meet the standard.

4.4 Reliability test

This paper tests the reliability of online shopping intention questionnaire for college students of Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus).

Table 3: Reliability test

variable	Standardization based Cronbachs Alpha	Number of items	Total Alpha
Online Shopping Intention	0.728	7	0.734
Perceived Risk	0.767	10	
Perceived Ease of Use	0.833	5	

As shown in Table 3, according to the software calculation results, the Cronbachs Alpha reliability coefficients of the three variables selected in this paper are 0.728, 0.767 and 0.833 respectively. They are all higher than 0.7. The Cronbachs Alpha reliability coefficient of the questionnaire is 0.734. It indicates that the reliability of the questionnaire for the online shopping intention survey of college students in Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus) is high, and the hypothesis test can be carried out in the next step.

4.5 Correlation model

According to software calculation results:

As shown in Table 4, online Shopping Intention and Perceived Risk and Ease of college students in Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus) Pearson correlation coefficients of Use are -0.557 and 0.796 respectively, indicating that Online Shopping Intention of college students in three universities in Hefei is negatively correlated with Perceived Risk and positively correlated with Perceived Ease of Use. However, there is no obvious correlation between Perceived Risk and Perceived Ease of Use among the

three schools in Hefei, with a correlation coefficient of 0.318.

Table 4: Correlation model

variable	correlation	Online Shopping Intention	Perceived Risk	Perceived Ease of Use
Online Shopping Intention	Pearson Correlation Coefficient	1	-0.557**	0.796**
Perceived Risk	Pearson Correlation Coefficient	-0.557**	1	0.318**
Perceived Ease of Use	Pearson Correlation Coefficient	0.796**	0.318**	1

**Represents a significant correlation at the 0.01 level (two-tail test)

4.6 Structural model

Table 5: Structural model

hypothesis	Standardized path coefficient	S.E.	C.R.	P	result
H1	0.432	0.041	3.294	0.007	accept
H2	0.358	0.035	2.412	***	accept

Note: * * * represents significance level $P < 0.001$

As shown in Table 5, the results show that the fitting indexes of Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan campus) and Anhui Jianzhu University (south campus) meet the standard requirements and pass the relevant tests. The C.R. values obtained by the two paths are greater than 1.96, which meet the standard. The P value is less than 0.01, meet the standard. They passed the fitting correction and path test.

4.7 Current results discussions

Table 6: Current results discussions

	hypothesis	results
H1	There is a positive correlation between consumers' perceived risk and college students' online shopping intention	accept
H2	There is a positive correlation between consumers' perceived ease of use and college students' online shopping intention	accept

As shown in Table 6, according to the questionnaire survey data of college students in Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus), the test is passed and hypothesis H1 and H2 are accepted.

After all kinds of tests mentioned above, it is not difficult to conclude that the output of structural equation model results is credible and the research questions are well explained. The three schools are in line with the correlation proposed by the theory on the whole. The hypothesis proposed in the paper is verified after path analysis, and further conclusions can be drawn.

5. Summary and Conclusion

This section is based on a survey of Hefei college town and empirical analysis, utilizing real data from university students in Hefei. Drawing on reliable data as the foundation, the relevant implications and suggestions have been derived. These suggestions on how electric business enterprises can more effectively tap into students' online shopping demand are of great significance to improving their services.

5.1 Summary

Based on the collation and understanding of basic theories, this study draws on the influential factors

and research methods mentioned in current major studies. On this basis, further research hypothesis is proposed. In order to demonstrate the research hypothesis, questionnaires were developed around the undergraduates of Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus), and the data were collected for further model analysis, and the model was tested based on computer software. It is concluded that college students' perception of online shopping risk is negatively correlated with their intention to shop online, while their perception of online shopping ease of use is positively correlated with their intention to shop online, which is consistent with the theory.

5.2 Conclusion

This study deeply investigated the subjective feelings and cognition of online shopping of college students in Hefei University of Technology (Feicui Lake Campus), Anhui University (Qing Yuan Campus) and Anhui Jianzhu University (South Campus). This is a study to demonstrate the effect of the perceived risk and perceived ease of use when people shop online on the intentions of online shopping. The students in the colleges are concentrated in age and income, but have great differences in consumption preferences. Their online shopping behaviors also reflect diversified choices and demands. Therefore, e-commerce enterprises that want to gain more market share among college students need to form personalized and easy-to-use shopping platform services. In view of the risks easily exposed in the process of online shopping, such as information leakage, we should strengthen the security of property and information. Online platforms reduce consumers' privacy concerns and perception of the seriousness of threats, thus reducing consumers' demands for privacy protection. While paying attention to groups with high privacy concerns, we should not ignore the groups with low privacy concerns, because they may arouse stronger desire to protect privacy.

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Appendix

Overview of questionnaire items

Variables	Items	Reserch
Online Shopping Intention (Y)	I will strongly recommend others to use the online to purchase	David (1989) with Cronbach' s alpha 0.79
	I am likely to use the online to purchase in the near future	
	I plan to use the online to purchase in the near future	
	I expect to use the online to purchase in the next six months	
	I plan to use the online to purchase again in the next six months	
	My general intention to use the online to purchase is very high	
	I will think about using the online to purchase	
Perceived Risk (X₁)	I feel secure about the electronic payment system	Sources: Gefen (2000) – Security (5 items) & Kim and Ferrin (2008) – Privacy (6 items) Security Cronbach' s alpha – 0.87 & Privacy Cronbach' s alpha – 0.73
	I am willing to use credit card to make a purchase through online	
	I trust the security of online payment methods	
	I believe that most online shopping would provide me with term of security in making a transaction	
	I am concerned that will give my privacy information away	
	I am concerned that my personal information will use for other purposes without my authorization	
	I am concerned that my personal information will share with other entities without my authorization	
	I am concerned that unauthorized persons, for example, hackers, have access to my personal information	
	I am concerned about the privacy of my personal information during a transaction	
I am concerned will sell my personal information to others without my permission		
Perceived Ease of Use (X₂)	I think it is easy to learn how to use online shopping	Taylor and Todd (1995) & Fang and Lan (2009) with Cronbach' s alpha 0.75 & 0.87 respectively.
	I believe that it is easy to get online shopping services to do what I want it to do	
	I think it is easy to remember how to use online shopping services	
	I think online shopping services are easy to use	
	I think it is easy to become skillful at using online shopping services	