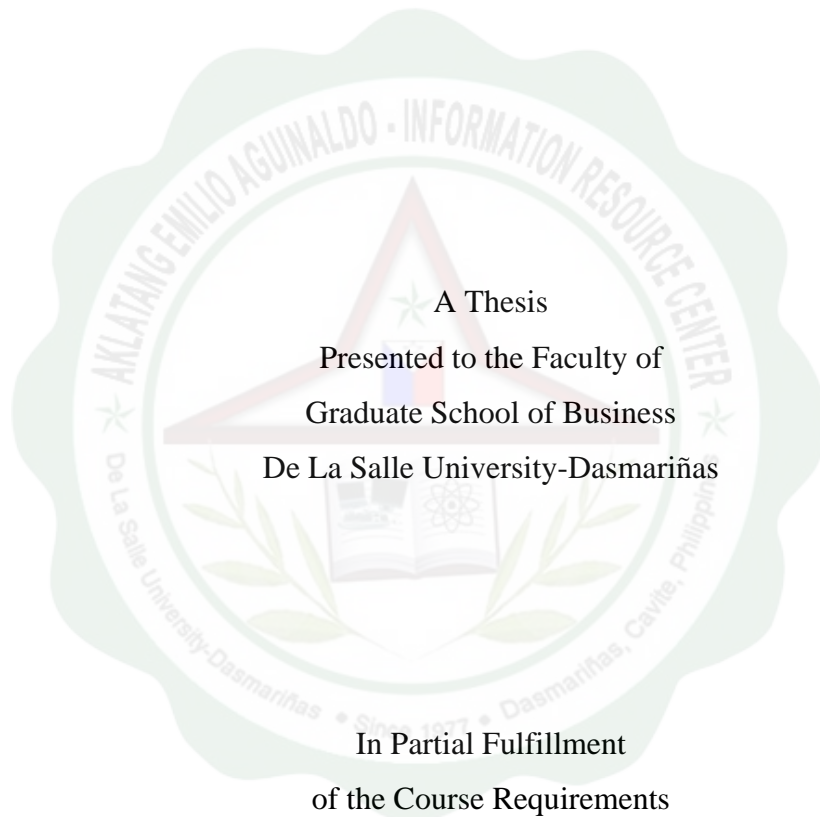


DETERMINANTS OF PURCHASE INTENT OF POPULAR SEARCH
PRODUCTS ONLINE AMONG THE YOUNG



A Thesis
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ABSTRACT

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With the increasing importance of business-to-consumer E-commerce today, it is important to study the factors that impact the attitude of Internet users towards online and their intention to do so. This study looks at users' demographics and characteristics, web qualities and perceived risks on online shopping.

This paper developed a research model that is based from the Technology Acceptance Model (TAM) to examine the relationship among variables. Building on past researches, product category is limited to search products such as books, music related items, and computer hardware, software and peripherals. 199 undergraduate students took the survey, represented the young Filipino Internet user population, and determined if researches conducted abroad have similar results as applied locally.

Findings from the regression analysis showed that both attitudes that online shopping is a good idea and a beneficial action positively affect online purchase intention. The attitude towards online shopping is driven by how fast Internet users can find what they need online. Navigation is an important measure of how effective a website is and improves consumers' belief that to purchase online is a good idea. They also look how current or up-to-date the information websites provide. The same web navigation quality positively effect consumers' attitude that online shopping is beneficial to acquire search products. Other factors that are found to be positively significant are their level of internet usage and website's information content that are easy to understand. On the other hand, if

they see that the online purchase is not worth their money, their attitude becomes more negative. It is expected that delay in delivery and loss of items ordered online would influence attitude negatively but the results show that the respondents are not affected accordingly. This may be explained that young Filipino Internet users are risk takers given their age and that they perceive online stores not harmful to acquire products from.

The results from the one-way analysis of variance shows that significant differences are sourced from users' computer self-efficacy, their length of stay online, their perception of performance, financial and time-loss risk, and the type of search product to purchase, when the respondents were grouped according to gender. In terms age, wide variation were also sourced from the level of internet usage. Significant variation also appears on the attitude that online shopping is a beneficial action. And in terms of education, variation is rooted also from computer self-efficacy and performance risk.

This study suggests that to enhance young Filipino Internet users purchase intentions, online stores should develop marketing strategies to better address the risk perceived on online shopping, and web navigation and information features they consider important. Online stores can devote valuable resources to the important attributes identified by this study.

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