Cross Cultural Difference Between Online Shoppers in London and Bangkok.

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This study evaluates the attitudes of online shoppers living in London and Bangkok and the key variables influencing their behaviour. The extended TAM framework (Monsuwe et al, 2004) was used in this cross cultural setting. It was found that the extended TAM concept is very useful in measuring the behavioural intentions that are central to a consumer's decision to shop online and supports other studies that have used the framework for measuring intentions to shop online. The findings suggest that the respondents generally show positive attitudes towards shopping online. Those who have already done so and are aware of some of the negative features are not put off. The implication for online retailers is that they should focus on making the experience more accommodating and more user-friendly, as the positive features of online shopping ('convenience', 'usefulness', 'ease of use', and 'efficiency') appear to be more important than the negative features ('lack of security', 'privacy of information' and 'online fraud').

Field of Research: Marketing

KEY Words

Online shopping, demographics, online shopping behaviour, extended TAM framework

1. Introduction

The global usage of the Internet has grown phenomenally with the introduction of new technologies including broadband high speed connections

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. The figures in Table 1 represent the global Internet usage, available from www.internetworldstats.com (2006)

World Regions	Population 2006 est.	Population % of World	Usage	% Penetration	Usage % World	Usage growth 2000 - 2005
Africa	915,210,928	14.1%	23,649,000	2.6%	2.3%	423.9%
Asia	3,667,774,066	56.4%	364,270,713	9.9%	35.6%	218.7%
Europe	807,289,020	12.4%	291,600,898	36.1%	28.5%	177.5%
Middle East	190,084,161	2.9%	18,203,500	9.6%	1.8%	454.2%
North America	331,473,276	5.1%	227,303,680	68.6%	22.2%	110.3%
Latin America / Caribbean	55,908,632	8.5%	79,962,809	14.4%	7.8%	342.5%
Oceania / Australia	33,956,977	0.50%	17,872,707	52.6%	1.7%	134.6%
World Total	6,499,697,060		1,022,863,307	15.7%	100.0%	183.4%

Table 1: World Internet Users and population Statistics (2006)

Estimates for the growth of the Internet globally vary considerably. The World Trade Organisation (WTO) projections for 2000 were that the global Internet would generate over US$ 300 billion. The OECD estimated it would grow to US$ 1 trillion by 2003 – 2004. E-Marketer (2001) estimated that e-commerce would generate US$ 3.2 trillion by the end of 2004.

The expansion of online shopping since the 1990s has dramatically changed the shopping process in the UK retail market environment (Hengst, 2001). The purchase of apparel and related products online are increasing despite sceptical consumer attitudes regarding security.

2. Internet Adoption in UK

Internet shopping in the UK has undergone significant changes in recent years; the changing trend was reported by the Office for National Statistics (ONS) in the British Social Survey annual report (2003) which surveyed 10,000 companies across all sectors of the UK economy. It reported that Internet sales doubled to £39.5 billion between 2002 and 2003, with household sales rising from £6.4 billion to £11 billion. The 2005 Lifestyles & Social Participation Highlights Social Trend reported that in Great Britain, the proportion of households with a broadband connection rose from 8 per cent to 31 per cent between April 2003 and July 2005.

In 2006 Interactive Media Retail Group (IMRG), the Internet umbrella group for British online retailers, reported that during 2005 52 percent of UK adults shopped online, of these 25 million consumers made a purchase over the Internet, an increase of 11 percent compared with 2004. There were 310 million credit card transactions, up from 262 million in the previous year. The

value of these consumer credit card transactions was £16 billion in 2004, increasing to over £22 billion in 2005.
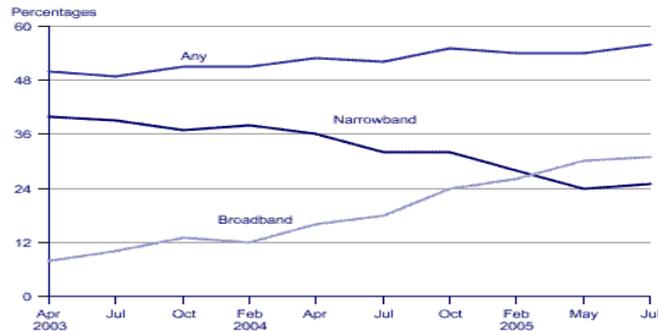

Figure 1: Household Internet connection: by type, GB

Technological trends of Internet connections for the UK where reported in the 36th British Social Survey. Figure 1 shows the impact of broadband technology to access the Internet. It reveals that adoption of broadband in place of narrowband, phone line connections has increased. It can be seen that from February 2004 broadband became a reality for much of UK and the process moved from the innovators and early adopters stages towards the early majority stage of the process. At the same time the main Internet providers and computer manufacturers started major advertising campaigns to accelerate the diffusion process. They offered consumers the benefits of broadband Internet access through national advertising campaigns supported by celebrities in order to target groups of users more effectively.

Evidence from the Omnibus Survey (ONS, 2005) indicates that diffusion of broadband adoption increased rapidly between April 2003 and July 2005, from 8 per cent to 31 per cent. The early majority tend to be cautious about innovations and adopt sooner than most of their social group but only after the innovation has proved successful with other consumers. The indications are that technology will be made available to the late majority by 2007 leading to widespread adoption of the Internet. This situation will have a significant impact upon the use of the Internet as a shopping channel.

The ONS (2005) reported that when people go online they engage in a variety of activities. The most popular are email and searching for information about goods and services, both 85 percent. General browsing represented 72 percent, with broadband users taking part in a wider range of online activities than users with dial-up Internet connections. Dial-up users accessed email at slightly lower levels (85%) than broadband users (89%). 83 per cent of dial-up users looked online for goods and services, compared with 91per cent broadband users. Differences in participation between broadband and dial-up users were greater for music download activities. Fewer than 15 per cent of dial-up users downloaded music or played music online, compared with 41 per cent of broadband users. 26 per cent of dial-up users download reading materials or online news compared with 44 percent of broadband users.

Demographic findings showed that in 2004/05 although the proportion of homes with an Internet connection had grown, almost half of households in UK did not have an Internet connection. Among households in the top 20 per cent income group more than three-quarters (87%) had an Internet connection, whilst in the lowest 20 percent income group fewer than 18 percent had Internet connections. The difference of 69 percentage points is considered quite alarming (ONS, 2005). The disparity between the two income groups is widening, in 1998/99 the gap between the highest and lowest income groups was 24 percentage points.

People between 16 and 24 are more likely to go online, with 89 per cent of this group using the Internet. This compares with 16 percent of those aged 65 and over. Although the rates of Internet use have been growing amongst all age groups, the gap between younger and older groups has widened. Between 2001 and 2005 Internet use grew by around 15 per cent among all age groups under 65 years old. For those aged 65 and over, Internet usage rose by 7 per cent.

Internet security had become a widespread concern for those who go online. In 2004/05, 46 per cent of Internet users said they received too many junk emails, 24 per cent had received emails they considered obscene or offensive, and 36 percent had received a computer virus. Only a very small proportion of users, 3 per cent, had suffered either financial problem, such as fraudulent credit card use, or was aware of unauthorised use of personal information by another person as a result of going online.

3. Asian Internet Markets

Internet World Stats (2006) reported that Asia had 56.40 per cent of the world's population and 36.50 per cent of the population have adopted the Internet (Table 2). This represents Internet penetration of 10.83% of the population and growth of 238.80 per cent between the years of 2000 to 2005 compared with 168.60 per cent growth for the rest of the world in the same period.

ASIA REGION	Population (2006 Est.)	% Pop. of World	Internet Users, Latest Data	Penetration (% Population)	% Usage of World	Use Growth (2000-2006
Asia Only	3,667,774,066	56.4 %	378,593,457	10.3 %	35.2 %	231.2 %
Rest of the World	2,831,922,994	43.6 %	697,610,530	24.6 %	64.8 %	182.8 %
WORLD TOTAL	6,499,697,060	100.0 %	1,076,203,987	16.6 %	100.0 %	198.1 %

Table 2: Internet Users and Population Statistics for Asia

NOTES: (1) Internet Usage and Population Statistics for Asia were updated for Nov. 27, 2006. (2) Population numbers are based on data contained in world gazetteer. (3) The most recent usage comes mainly from data published by Nielsen//NetRatings , ITU , and other local sources. (4) Data on this site may be cited, giving due credit and establishing an active link back to Internet World Stats .

4. Internet Adoption in Thailand

Thailand has a greater percentage (12.7%) of the population adopting the Internet, compared with 10.3 per cent for the rest of Asia. It also has a higher usage growth rate of 266 per cent compared with the rest of Asia which is 231.2 per cent. In comparison 31.0 per cent of the UK population has adopted the Internet.

The National Electronics and Commuter Technology Centre (NECTEC) is a government organisation responsible for the development of Information Technology in Thailand and ensuring Thailand's competitiveness in electronics and computing. It encourages the use of IT to stimulate economic and social growth through its own R&D programmes as well as providing R&D funding services to universities.

In 2003 NECTEC reported that the market for information technology products and services had grown rapidly to 80 billion baht (US$ 2.05 billion), representing a 12 per cent growth rate over the previous year. It also reported growth in Internet usage, from 7.40 per cent in 2002 to 9.50 per cent in 2003. Figures from the Internet World Stats (2006) indicate that Thai usage has now grown to 12.7 per cent (Table 3).

Asia	Population (2006 est)	Internet Users Year 2000)	Users latest data	Penetration % population	Users in Asia	Usage growth 2000-2006
Thailand	66,527,571	2,300,000	8,420,000	12.7 %	2.2 %	266%

Table 3: Internet Adoption in Thailand

5. Internet Growth

Evidence of Internet growth is supported by the research of Goldsmith and McGregor (2002) which concludes that electronic retailing continues to grow in size and importance as an increasing number of consumers' purchase online. Kent and Omar (2003) noted that although research relating to consumers Internet adoption and use of the Internet had increased, less attention had been paid to the attributes and cognitive nature of the user (Bobbitt and Dabholkar, 2001) or the shopper's complex online decision-making behaviour (Jacobs and de Kler, 2003). They also identified the need to study and develop models that focus on the cognitive and social contexts of consumer decision-making on the Internet. White and Daniel (2004) commented that the behaviour of shoppers in terms of online retailing has not been sufficiently researched. It is important to investigate both consumers' attitudes towards adoption of the Internet as a shopping medium, and their interactions with the Internet. Retailers need to identify the main behavioural characteristics behind the consumer's choice to shop online.

6. Research Aim And Objectives

The aim of the research is to carry out cross border research and investigate consumers' attitudes towards intentions to shop online. The study focuses on the extended TAM framework to identify key characteristics of online shoppers living in London and Bangkok, in order to seek new insights into their behavioural patterns.

Research objectives

1) To explore the individual characteristics of Internet users living in London and Bangkok and assess differences based on demographic and usage behaviour.

2) Investigate perceived barriers to online shopping in London and Bangkok.

3) Investigate online purchasing behaviour in London and Bangkok

4) Evaluate the overall reaction to Internet shopping in London and Bangkok

The justification for this research is that an understanding of what causes online purchase differences between online shoppers is valuable not only for online retailers responsible for developing and implementing online services. The research will contribute knowledge through testing the key characteristics of online shoppers as defined by the extended TAM framework to provide a better understanding of online purchase intentions.

This cross cultural study was made in the context of explaining consumer intentions to shop online. In order to measure online shoppers' attitudes the three salient beliefs; ease of use, usefulness and enjoyment, identified in original technology acceptance model (TAM) that was developed by Davis (1989) from the Theory of Reasoned Action (Fishbein and Ajzen, 1975). The model has been applied in the study of user adoption of different technologies, and has emerged as a reliable and robust model (Vijayasarathy, 2003)

7. Literature And Theoretical Background

The literature review identified a US bias in relevant research, with some focus upon European markets and limited coverage of the SE Asian markets. This research seeks to establish discussion within a global context through an investigation in both London and Bangkok

Online Shopping: International Shoppers

Thompson, Wang, and Leong (2004) investigated the difference between the shopping cultures in different countries, focusing on Chinese and US consumers. Their results showed that behavioural uncertainty and asset specificity are positively related to transaction cost whilst convenience and economic utility are negatively related to transaction cost among both consumers groups.

Dependability is negatively related to transaction cost among US consumers but positively related for consumers in China. Transaction cost is positively related to willingness to buy online amongst both consumer groups. US consumers perceive less product uncertainty, behavioural uncertainty, asset specificity and dependability than consumers in China, as well as more convenience and economic utility.

The Hong Kong population is described as urban and prosperous, with an increasingly sophisticated computer literate younger generation, and rising number of dual income families. Because of the prevailing culture it is reported that they lack leisure time. They also have high levels of computer ownership, low ISP subscription rates and free Internet access. Consequently broadband penetration rates are amongst the highest in the world, with 58.50 percent having an Internet connection (HK 2002 Census; Nielsen / NetRatings, 2002).

A survey of Internet usage by Hong Kong and Singapore consumers by Wee and Ramachanra (2000) showed that 43.20 per cent of respondents had purchased online.

The Nielsen / NetRatings (2003) found that although the growth in the number of consumers visiting online retailers during 2002 had increased by 26 per cent, most were only window shopping and only 18 per cent actually made an online purchase.

The survey indicated that less than one-fifth of Hong Kong consumers were actually buying items online. Research by Teo (2002) in Singapore and Hong Kong found as an example that low adoption rates may be related to the existence of better localised travel agents in both countries, providing a personal service in these compact city areas where much time is spent outside home. These two locations share similar highly concentrated commercial centres that are conveniently placed and according to Teo (2002) the consumers in these locations enjoy traditional shopping and see it as a total experience.

Liao and Cheung (2001) investigated the initial reactions and relationships between consumer attitudes and Internet based shopping in Singapore. At the time of writing the Internet in Singapore had made little impact on the lives of Singaporeans compared with consumers in the US and the UK. An opportunity exists to develop Internet usage in Singapore as the population are technology 'savvy' and the state's future development is linked electronically to enhance its global trading position. They used a regression analysis model to interpret the willingness of consumers to accept the Internet as a shopping medium and measure changes in their shopping behaviour. They reported that content of products, transaction security, price, vendor quality, level of IT education and Internet usage significantly affected the intentions of Singaporeans to shop online. They commented that in order to cultivate the preferences of consumers accustomed to traditional shopping retailers needed to offer goods that do not require touching or feeing before purchase. They also said it was important for the Internet retailers to develop the online market, making the virtual marketplace more attractive and enjoyable, improving the shopping experience of the customers.

Lynch and Beck (2001) investigated the profile of Internet buyers in 20 countries to identify any regional differences in their beliefs, attitudes and perceptions, and their Internet buying behaviour depending on user experience focusing upon social, cultural and economic differences. They sampled 15 to 25 individuals' mainly young males in 26 major cities including the S E Asian cities of Bangkok, Beijing, Hong Kong, Singapore, Seoul and Tokyo. They found that Asians showed them the highest 'net shopping fear' compared with US consumers and the 'most comfortable' shopping on the Internet. They also reported the Asian sample expressed the highest level of shopping enjoyment and demand for brand name products. Respondents also expressed the highest fear of online shopping and the relatively least favourable attitudes towards the Internet (Lynch and Beck, 2001).

Their findings indicated that motivations driving traditional shopping enjoyment could be different to those driving attitudes towards Internet shopping. They thought Asians may place a higher value on the social aspects of shopping, relative to individuals in other world regions. Consequently they display the highest levels of general shopping enjoyment and find the relatively solitary endeavour of shopping on the Internet less attractive, evidenced by less favourable attitudes towards the Internet.

Lynch et al (2001) carried out extensive research on the global Internet shopper and surveyed shoppers in twelve countries to find out how important Internet Websites were to the online shopper in terms of quality, trust and how these three key characteristics impact on the consumers' attitude towards a retailer's Web site.

They identified three characteristics; site quality, retailer trust and positive effect, that significantly affect a consumer's purchase intentions. They reported that a Website's trustworthiness is critical in encouraging consumers to shop there and repurchase products from that site. They suggest that adding features such as customer service guarantees, third party certification of a site's credibility, and former buyers' testimonials would be the most important contributions an online retailer could make to their site.

They reported that the impact of site quality on loyalty and purchase intentions depends on the product category and world region. In the case of low touch products such as CD players, in every world market, site quality did not explain loyalty or purchase intentions above that predicted by trust or positive effect. However, for high touch goods such as apparel, site quality was a significant predictor.

Site usability is part of a consumer's experience and this factor can persuade them to buy online and return to the site for future purchases. Both loyalty and purchase intentions appear to be influenced by the experience of positive emotions whilst shopping online.

Internet retailers can improve the combination of their business models, offerings and site presentations to yield real returns (Buckley and Carlton, 2000; Quick, 2000). The importance of consumers making repeat purchases was emphasised by Hof (2000) who used the example of the Amazon.com book selling operation that had become profitable through repeat purchases forming over 70 per cent of sales.

Kim and Kim (2004) investigated apparel shopping on the Internet and examined some of the dimensions of online shopping attributes and the predictors of intention to shop online. They looked at four factors that are the perceived attributes of online shopping, namely; transaction / cost, incentive programmes, site design and interactivity.

Technology improvements

With technological improvements, items thought to be saleable only in the touch and feel environment (e.g. apparel and jewellery) are enjoying widespread sales. Online apparel retailers in USA and Europe such as Land's End, J.C. Penny and Galleries Lafayette have increased profitability by giving consumers access to interactive try on sessions such as a "virtual dress room", "digital supply chain" and "online fit predictions" (See Abend, 2001; Direct Marketing, 2001). According to Schaeffer (2002) the integration of apparel manufacturers into direct Web selling, as well as the continuing incursion of traditional retailers into the online channel, has fuelled the clothing

surge. In both the USA and the UK clothing manufactures are suffering from competition from other channels of distribution, such as virtual Websites and catalogues (Shop.org, 2002; Myers, 2002).

Changing attitudes towards online shopping

According to Kunz (1997) the important attributes and attitudes towards online shopping for clothes products included valuing merchandise quality, merchandise variety and customer service. However, Taylor and Cosenza (2000) reported from their research that consumers rated functional attributes such as price, ease of delivery and returns as important. Shim et al (2000) found that attitudes towards online shopping were stronger for cognitive products such as books and computer hardware than for sensory experiential products such as apparel or accessories

It is important for research to be carried out to discover and examine the attributes that are important to online shoppers and predict their purchasing decisions. Omar and Hirst (2007) study of online purchasing by women provide useful insights into their apparel buying habits. According to Kim and Kim (2004) although previous research insights have focussed on understanding the important attributes of online retailing, these studies have not led to firm conclusions as to what contributes to consumers intentions to shop online.

Theoretical Framework

Fishbein and Ajzen (1975) produced the original Theory of Reasoned Action (TRA). They carried out extensive research into people's attitudes and produced seminal works on attitude formation and defined attitude as the positive or negative feelings of an individual towards a specific behaviour, which are influenced by individual beliefs.

This conceptual model was further developed by Ajzen and Fishbein (1980), then by Fornell and Larcker (1981) by suggesting that an individual's performance in a specific behaviour is determined by their behavioural intentions, which themselves are jointly determined by individual attitudes and subjective norms.

Davis (1989) was investigating individual attitudes towards acceptance of computer systems in the workplace and developed a model to explain users' behavioural intentions to use computer systems. He adopted and developed Fishbein and Ajzen's (1975) Theory of Reasoned Action and produced the Technology Acceptance Model (TAM) which was specifically tailored for modelling user acceptance of computers systems. The model proposes that the two key elements of a) Perceived Usefulness and b) Perceived Ease of Use are of prime relevance in explaining the users' behavioural intention to use computer systems.

Davis (1989:207) defined perceived usefulness as "the degree to which a person believes that using a particular system would enhance his or her job

performance" and defined perceived ease of use as "the degree to which a person believes that using a particular system would be free of effort." In the TAM model computer usage is determined by a behavioural intention to use the system and is jointly determined by a person's attitude towards using the system and its perceived usefulness.

In order to develop an in-depth understanding of consumer attitudes towards online shopping and their intention to shop on the internet, Monsuwe et al (2004) proposed a framework based on previous research on consumer adoption of new technologies and services (See Davis, 1989; Dabholkar and Bagozzi, 2002; Monsuwe et al., 2004).

The Technology Acceptance Model (TAM) appears to be the most widely used by information system researchers because it is widely know to be useful for measuring attitudes towards the introduction of new technology in the workplace and has the benefit of a wealth of recent empirical research, (Amoako-Gyampah and Salam 2003). The TAM model has been used extensively as a basis for past research in computer systems dealing with behavioural intentions and usage of information systems in the workplace (See Davis, 1989; Mathieson, 1991; Adams et al, 1992; Gefen and Straub, 1997; Igbaria and Tan, 1997).

Although the TAM model was originally designed to understand the attitude formation and behavioural intentions and usage of information technology, it has proven to be a suitable theoretical foundation for adoption by e-commerce to better understand behavioural intentions of online shoppers (Lederer et al, 2000; cited in Monsuwe et al, 2004; Moon and Kim, 2001; Chen et al, 2002). There are two main determinants of a person's attitude toward using a new technology (Monsuwe et al, 2004); "usefulness", which refers to the degree to which a person believes using the new technology will improve his/her performance or productivity; and "ease of use", which refers to the extent to which a person believes that using the new technology will be free of effort. In addition, "enjoyment" constructs consider the extent to which the activity of using the new technology is perceived to provide reinforcement in its own right, apart from any performance consequences that may be anticipated (Davis et al, 1992; cited in Monsuwe et al, 2004). Venkatesh (2000) recommended adding more factors to the existing technology acceptance model such as "control", "intrinsic motivation" and "emotion".

Venkatesh and Davis (1996) noted that a better understanding of the antecedents of the two belief constructs underpinning TAM, the perceived Usefulness of technology and the perceived Ease of Use, would enable a better understanding of user acceptance of new technology and IT systems. Research efforts have been devoted to extensions of the TAM theory by examining the antecedents of the two underlying beliefs' constructs.

As Venkatesh (2000) suggested, additional factors including 'control' (computer self-efficacy), 'intrinsic motivation' (computer playfulness), and 'emotion' (computer anxiety) were integrated into the existing technology

acceptance model. It is proposed that these factors act as significant determinants for 'ease of use' (Monsuwe et al, 2004).

The introduction of 'consumer traits' and 'situational influences' variables to the TAM framework by Dabholkar and Bagozzi (2002), resulted in their attitudinal model of technology-based self-service. Although other researchers had modified the original TAM framework to suit their investigations, Monsuwe et al, (2004) integrated six further factors with the three primary variables of 'ease of use', 'usefulness', and 'enjoyment' in order to develop a better understanding of consumer intentions to shop online. These variables are 'consumer traits', 'situational factors', 'product characteristic', 'previous online shopping experience', 'trust in online shopping', and 'product attributes'.

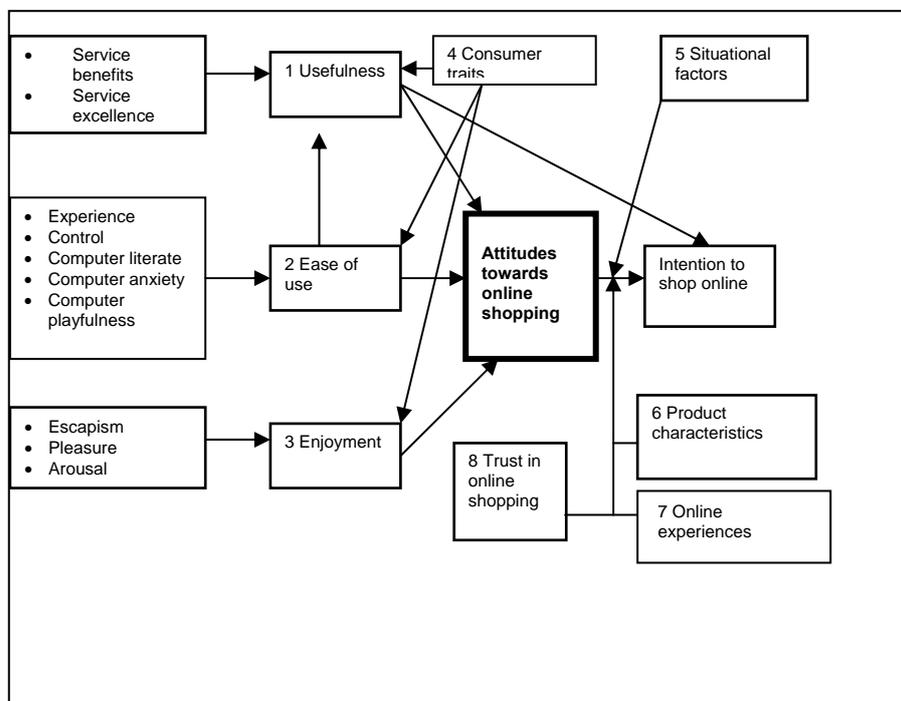The conceptual framework shown in Figure 2 below identifies these key variables.

Figure 2: Framework for shoppers' intention to buy online Monsuwe et al., (2004)

Support for the TAM framework came from a critical review of the technology acceptance model (TAM) by Legris et al (2002) who reviewed over 80 published articles from 1980 to the first quarter of 2001. The documents were critically analysed using the following criteria; a) TAM is used in an empirical study, b) the integrity of TAM is respected, c) the research methodology is well respected and d) the research is available and complete

Legris et al (2002) noted that what was significant in the work of Davis (1993) was the rejection of the variable of subject norms, because he estimated that it had a negligible effect on behavioural intentions.

They concluded that the TAM has proven to be a useful theoretical model in helping to understand and explain use behaviour in information system implementation. The model has been empirically tested many times and proven to be of quality, and yield statistically reliable results. They proposed that the predicative capacity of the TAM framework be incorporated into a broader model that includes organisational and social factors.

Further support for the extended TAM model came from Shih (2004) who tested the model with a survey of 203 Taiwanese office workers. The empirical results confirmed TAM as an appropriate model and demonstrated that relevance of information needs strongly determine perceived usefulness, perceived ease of use and user attitude towards Internet use for information seeking, as well as strongly influencing individual performance during the information stage. More importantly, relevance has a greater positive effect on perceived performance and perceived usefulness for enterprise Intranet users. The sample had a more positive attitude towards the Internet and more positive perceptions of system effectiveness for supporting office tasks. Also, perceived ease of use was the strongest determinant of user attitude towards the Internet applications. Overall, Shih (2004) commented that the extended TAM explains the behaviour of enterprise Intranet users.

Shih (2004) further empirically tested TAM using data collected from 212 respondents on their attitudes to online shopping. It was combined with elements from the Theory of Reasoned Action (TRA) and the extended model was used to predict consumer acceptance of electronic shopping. The results showed the extended model measures and demonstrates that individual attitudes towards shopping online are strongly and positively correlated with user acceptance. The empirical results confirmed that the perceived use of trading online and perceived usefulness significantly determine individual attitudes towards online shopping, as well as confirming the significant effect of perceived use of the Internet. They also reported that user satisfaction with the Internet and their perceptions of information, system and service were shown to affect user acceptance significantly. Shih (2004) suggested that the proposed model could be used to predict consumer intentions to shop on the Internet.

This extended TAM framework developed by Monsuwe et al, (2004) has been adapted as the most suitable framework for developing an understanding of the determinants of consumer's attitude towards the Internet and additionally highlights both the direct and positive effect on shoppers' intentions to actually use the Internet for shopping (Davies, 1993; Bobbitt and Dabholkar, 2001).

8. **Research Design And Methodology**

Research Design

The literature on online shopping behaviour was extensively reviewed and critically analysed to identify and evaluate the various online shopping models. As a result it was decided to adopt the extended TAM framework (Monsuwe et al, 2004) to measure the extent of online shopping adoption in London and Bangkok.

In order to obtain an understanding of online shopper's perceptions of main issues when purchasing goods online in London and Bangkok, the research used quantitative methodology to collect relevant data. Firstly, research variables were developed from literature, specifically from the extended TAM framework. An initial pre-test, followed by a pilot test of the questionnaire enabled the researchers to develop the instrument for the final survey phase.

Data Collection & Sample

The population of interest is individuals who use the Internet for shopping online (Moon and Kim, 2001). The unit of analysis was the individual user of the Internet for shopping online. The data used was based on surveys carried out in London and Bangkok. The participants responded to questions about their consumption experience and knowledge of shopping online whilst living in London and Bangkok.

Traditionally, Internet users are well-educated and relatively wealthy. However, the changing demographics among Internet users suggest that this user group is moving from elite to mainstream. Although still male dominated, over 40 per cent of Internet users are women (Caswell, 2000), who comprise half, or more than half of the new users (Weber and Roehl, 1998).

Traditionally, about 43 per cent of adult Web users were reported as having a college degree (Caswell, 2000). By comparison, only 29 per cent of adult newcomers to the Web were educated to this level or higher (Weber, 1998) indicating increasing Web usage across all education levels. Although Web users tend to be wealthier, the trend is toward greater usage by middle-income individuals (Weber andRoehl, 1998).

Sample

The sample consisted of over 1,000 people living in London and Bangkok. A convenience sample was selected, respondents were chosen because they were Internet literate and likely to represent young well-educated online shoppers. The London group would represent Europe and consumers with highly developed use of the Internet as a shopping medium. Bangkok would represent a leading developing country in Asia where the Internet is beginning to penetrate deeper. Its usage is mainly as an information medium, it is not fully developed as shopping medium. The data was gathered by distributing over 1,000 questionnaires in London and Bangkok, of 360 returned questionnaires 210 were found to be usable for statistical analysis giving a response rate of 21 per cent. This figure was made up of 145 from London and 65 from Bangkok.

Measurements

The survey instrument was designed to measure attitudes towards shopping online using several question formats. Many of the questions were presented so that the participants could respond on a five point Likert-type scale; with 1 = strongly disagree to 5 = strongly agree. Some open-ended questions were included to reflect the respondents' opinions.

Attitudes for both genders concerning their online shopping habits were measured with 30 questions, most recorded on five-point scales. Online shopping experience was measured with the question: "How long have you been using the Internet?" Demographic characteristics were assessed in terms of age, household income, and education. Finally, willingness to provide credit card information online if the price, brand quality, and retailer's reputation was acceptable, was measured with three questions on five point scales (1 = strongly disagree to 5 = strongly agree) (See also Lee and Johnson, 2002).

9. **Data Analysis And Results**

In order to conduct the analysis, all the cases in the data set where identification numbers (ID) could not be traced were eliminated. The final data set produced 210 cases. In Bangkok n = 65 and in London n = 145. The Statistical Package for the Social Sciences Version 14 (SPSS 14) was used to reduce the data to a manageable size. Descriptive statistics were used to determine and compare the characteristics of the sample.

The demographic profiles of respondents in the two cities are shown in Table 4.

Characteristics	Bangkok shoppers (n = 65)	London shoppers (n = 145)
Age (years)		
16-25	8.4	25.2
26-35	14.1	33.0
36-45	18.5	34.3
46-55	16.0	28.3
56 and over	8.0	24.2
Household Income (£)		
10000 – 25000	13.2	16.8
26000 – 35000	31.4	22.6
36000 – 45000	17.6	24.0
46000 – 55000	12.0	19.6
56000 and over	25.8	17.0
Level of Education		
Higher degree	14.0	6.6
First degree	35.4	26.4
Diploma	28.2	37.0
O/A level	18.3	15.2
No qualifications	4.1	14.8

Table 4: Demographic Characteristics of Shoppers in Bangkok and London (%)

In order to determine the appropriateness of using factor analysis a correlation matrix of all the 36 variable items, as well as Kaiser-Meyer-Olkin's measure of sample adequacy were performed. The results support the use of factor analysis. For this process a varimax factor rotation method as suggested by Cooper and Weekes (1983) was employed. Varimax factor rotation was applied to the 36 components using the minimum Eigenvalue of one as the criterion to control the number of factors extracted. Seven factors were initially extracted but finally reduced to three factors (ease of use; security; and user advantage) using varimax rotation. The three extracted factors were used as scales for measuring the different components of shoppers' attitude towards online shopping in the two locations (see Table 5). Altogether, 15 statements were retained with factor loading between 0.25–0.79 with a variance of 51.45 percent. Cronbach's alpha coefficients for the three scales ranged from 0.85 to 0.70.

Item	Factor loading	Eigenvalue	Percentage of variance explained	Cronbach's alpha
Ease of use		1.55	7.51	0.70
Shopping online is easy for me	0.78			
Shopping online is clear and understandable	0.73			
I am capable of shopping online	0.69			
Security (safety)		2.78	12.00	0.82
Shopping online is a safe way to shop	0.79			
Online retailers are trustworthy	0.67			
Shopping online is very risky	0.25			
I don't trust the Internet service providers to give personal details online	0.62			
User's relative advantage		4.22	19.65	0.85
Online shopping makes me feel proud	0.68			
Shopping online improves my shopping confidence	0.65			
Shopping online gives me control over what I buy	0.62			
Shopping online fits well with my status	0.67			
Shopping online enables me to shop very quickly	0.61			
Shopping online is compatible with my lifestyle	0.58			
Shopping online allows me to get a better price	0.54			
Shopping online enables me to view variety of other items before buying	0.52			

Table 5: Factor analysis of online shoppers' attitudes in Bangkok and London

The results regarding the respondents' willingness to provide financial and personal information online indicated that the purchasers in London and Bangkok were significantly different in respect to their level of agreement to do so (Table 6). In general, the respondents' willingness to provide information is significant at the level $p < 0.001$ if the retailer is trustworthy.

Variable	Group Mean		F - value	η^2	F- test
	Bangkok shoppers	London shoppers			
Demographics				16.84***	
Age	35.78	35.69	11.792***	0.020	
Income	6.67	5.98	7.56***	0.016	
Education	3.76	3.74	4.69**	0.007	
Attitudes towards online shopping					6.456***
Advantage	0.298	- 0.004	21.32***	0.0297	
Ease of use	0.136	- 0.003	11.54***	0.021	
Enhances status	0.056	- 0.021	3.84	0.005	
Safe to use (safety)	0.218	- 0.035	11.52**	0.021	
Willing to provide information online					3.534***
Right price	3.12	3.04	1.010	0.002	
High quality	3.01	2.79	1.210	0.002	
Reputable retailer	3.82	3.78	7.988***	0.018	

Note: *** $p < 0.001$; ** $p < 0.01$

Table 6: Results of multivariate and univariate analyses showing differences between Bangkok and London shoppers

10. **Discussion and Implication**

Limitations

Similar to several previous studies, we used self-report measures that may have made the results subject to individual differences. The patterns observed in this study may only be limited to the study sample. Using a convenience sample to select respondents may limit the generalisability of the research findings. Finally, this study, like other survey research, is subject to common limitations due to many other factors, for example non-response error, and use of an incomplete sampling frame.

Whilst there may be other influences on cultural differences the writers wish to emphasise that this aspect has not been evaluated in the paper. The main focus of the paper was on usage difference between online shoppers living in London and Bangkok.

Future research directions

On the basis of the findings of this research, a profile of respondents living in London and Bangkok who purchase online was developed. Overall online purchasers were more likely to perceive online shopping as having relative advantages providing a safe, easy way to shop, and secure. This group of online shoppers tended to be more mature with high incomes, and were willing to provide personal information online. Of interest was the fact that women who shop online were more willing to provide credit card and purchasing information over the Internet if the retailers were deemed reliable. This finding is consistent with those from previous research by Lee and Johnson (2002) who reported that those who made none apparel purchases via the Internet were less likely to perceive Internet shopping as having relative advantages and as being safe, and they were less likely to provide financial information even if the retailers were reliable.

In terms of attitudes towards online shopping, women who purchased items online were found to be different to those who did not. Non-purchasers associate online shopping with high risk. The high level of perceived risk associated with online shopping is related to credit card fraud and online theft. This finding is partially consistent with the literature suggestion that a high level of perceived risk on the part of non-users of the Internet was a deterrent to shopping. It is unlikely that women who do not shop for apparel online will change their attitudes and become online shoppers in the near future. These non-purchasers may only change their minds if the associated perceived risks are reduced or removed completely in the future.

In order that the online retailers may effectively compete with brick-and mortar stores or other main distribution channels (catalogue), online retailers must address the factors identified in this research by providing a safe online shopping environment. They should provide information on their web sites that draws the shoppers' attention to their financial security and emphasises the

safeguarding of personal information. They should provide information online which tells the shoppers of the advantages of using online as compared to physical retail outlets. The most important point is that online retailers must provide information which guides the shoppers by giving clear instructions on how to access the Web site without difficulty.

11. Conclusions

Online retailers need to be aware of the overall shopping process and how its various components affect the consumers' total shopping experience. The research findings support theoretical contributions in this area of research into the use of the extended TAM framework to investigate online shopping behaviour. The extended TAM model provided the key variables to measure their behaviour and these are discussed below.

The importance of the 'usefulness', 'eases of use' and 'enjoyment' factors have been manifested by their strong association with overall satisfaction. It is evident from the results of this study that the quality of Internet service providers (ISPs) has a significant effect on consumers' online shopping experiences. This is of concern for online retailers as they may not have control over ISP they use. This complicates their efforts to improve the Internet shopping environment. Most retailers have incorporated an ISP into their overall Internet shopping infrastructure.

The transaction factor is an integral part of online shopping. For many consumers who buy online, convenience, ease of use, security, usefulness, and value are unmistakably the fundamental benefits. Online retailers need to create and maintain superior performance in various convenience and value factors to build long-term sustainable competitive advantages. Ability to conduct careful product evaluation is another distinctive advantage for virtual retailing. Retail managers need to continue to provide adequate and easy-to-access product and comparison information to facilitate online transactions. Enjoyment (fulfilment) is a factor that cannot be ignored as shown in this framework. It is an important means to improving the shoppers' confidence in online transactions. The major area of concern for the online retailer is the post-purchase phase as they often outsource the delivery of products to third parties. The study identified two negative aspects is respect of home delivery; one having to make arrangements to wait for delivery (inconvenience) and returning unwanted products (time-consuming).

Finally, online shopping represents a new segment that retail management must address in order to develop capabilities to serve their customers better. McKinsey (2007), in a quarterly update on marketing online, predict that globally by 2010 the majority of consumers will discover new products or services online and one third to purchase goods online. In order to survive online retailers will have to address the negative issues that have been identified to ensure their consumers of the confidentiality of personal information and the security of their credit card numbers.

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