

The Influence of Marketing Mix and Perceived Risk Factors on Online Purchase Intentions

Yaty Sulaiman^{*1}, Maha Mohammed Yusr¹, Khairull Anuar Ismail¹

¹School of Business Management, College of Business Universiti Utara Malaysia Sintok, Kedah.

***Corresponding Author:** Yaty Sulaiman, School of Business Management, College of Business Universiti Utara Malaysia Sintok, Kedah.

ABSTRACT

Online market is one of the industries that are currently developing and have potential to become one of the best markets in the world. Many entrepreneurs have started to move from plain brick and mortar business to adopt both physical and online shops to set up their business and attract customers. There are also some entrepreneurs that only focus on online commerce and only set up online shops to perform their business. Improvement in delivery services that now provided more services and allowed for the heavier and bigger products for delivery, have made online business more convenience to perform. These leads to an increase of sales in online market with more people start to participate in online shopping and purchasing online. Students are one of the prospects customers that have interest and skills to patronage and use online shopping. This study aims to identify and examine the factors that influence online purchase intentions among postgraduate students in context of Malaysia. Seven dimensions were used in this study consisting of product, price, promotion, product risk, delivery risk, privacy risk and financial risk. This study was conducted in UUM and 500 questionnaires were distributed and 394 of them were recovered and valid to be used as the sample for the study. This study results reveals that the highest dimensions to affect online purchase intentions are products factors. Meanwhile delivery and financial risk is revealed to have no significant relationship with online purchase intentions among postgraduate students.

Keywords: Online Purchasing Intentions, Products, Prices, Promotions, and Perceived Risks

INTRODUCTION

In the technology evolution era, many changes on different level have been noticed (i.e., business, strategies, markets, lifestyle, etc.). These changes, further, increase the challenges faced by the companies. Therefore, companies and businessmen have no option only to adopt and adapt with evolution in the market, especially, some of the changes have greatly improve the lifestyle of people by reducing the redundant works and making processes more efficient. With the introduction of internet, information has become accessible and more functions have been added daily to improve the lives of the people in the world. Nowadays the usage of internet is rapidly growing either for social purposes, searching information, complete an assignment, shopping and many more other purposes (Freedom on the net, 2015). Undoubtedly, introducing smart phones enhances and facilitates using internet among people over world (Freedom on the net, 2015). Hence, the number of internet users are increasing with every passing years and it is still

increasing (Bernama, 2014; Freedom on the net, 2015). Using internet is growing to extend that people handle and manage many aspects of their life online. Likewise purchasing is one of the life's aspects that started to transform to be online (Zendehdel, Paim, Osman, & Wright, 2015). Due to the several advantages and services which are offered by online purchasing, it becomes more attractive for both consumers and vendors (Lee, Ariff, Zakuan, Sulaiman, & Saman, 2016).

Online purchasing facilitates consumers' buying processes in terms of providing information regarding the products, the availability to compare among the vendors to get best price, saving time, comprehensive assortment of goods and services, much more convenient shopping alternative that has eliminated traditional shopping inconveniences such as squeezing through crowds, stuck in long queue at cashier counter, battling for parking spaces at a busy mall, going beyond the border for shopping. Businesses also enjoy several benefits by selling through online, on top of these benefits is the cost. Reduction

the cost of inventory, transportation, and facilities (i.e., buildings, rental, bills, etc.), reduce the distribution channels, promotion services the main reasons behind going online (Doherty & Ellis-Chadwick, 2010). In general, many have considered online shopping as relatively better compared to traditional shopping in a certain area. Online shopping usually takes less time, easier, simpler, and accessible anytime and anywhere while allow the business and customer to communicate more directly at the same time. Online purchasing also allows the transaction to be completed electronically which is seen as an advantage to the individuals or groups who didn't like to bring more money in their wallet. Due to these advantages, online shopping is not perceived as a complement market by some vendors, rather, it perceived as a major threat by companies that mainly engage in traditional based business (Doherty & Ellis-Chadwick, 2010).

Internet has successfully changed the attitude and behaviour of customers towards purchasing intention and behaviour. Similarly, entrepreneur has been given a birth of many new dimensions in the commercial field such as web pages to share information regarding organization or even new products and services. The improvement and advantages that internet has brought to the world have also attracted them to invest more capital into developing their business in this fields. Internet has created a new market for entrepreneur and customer by creating a new platform which act as an alternative for the traditional market. E-commerce environment, which is internet-based, allows customers to search information and purchase goods and services through direct contact with the internet shop. However, it should be noted that internet-based shopping is not founded on the actual experience of purchasing products but on superficiality, such as image, shape, quality of information and advertising of the products (Darvish, Ghelichi, & Hamdi, 2016).

According to Haubl and Trift (2000), online purchasing has been used in marketing through two perspectives (i.e., business and customer perspective). As a business perspective, companies will use internet for the purpose of communicating with their customer, while customer use the internet in order to search and gather information regarding company's products before they make their purchasing decision. Therefore, many companies become more and more interested in identifying the factors that affect customers' decision towards purchasing online due to the

stimulated growth and increase in online sales (Van der Heijden & Verhagen, 2004). In order to reach online shopping full potential, it become a necessary that the business owner themselves have a clear understanding regarding customer attitude in online shopping. Precisely, the owner need to know who are the buyer in the online shopping, what sort of products they frequently purchased, why they purchased that products and what factors is enticing non-adopter to start to have the intention to purchase online. Better understanding in this area allows the retailers to have better strategies on how to capture the prospects customers' attention and interest. Which helps to start developing purchasing intentions towards online shopping and increase their sales? Therefore, this study will help the vendors to get deeper understanding regarding factors that influence online purchasing intentions. To do so, this study investigates postgraduate students in Malaysia as potential respondents. The reminder of the paper organized as follows. The following section briefly displays the related literature regarding online purchasing intention. Followed by the session through which the predictors of online purchasing will be discussed and the hypotheses will be introduced. The methodology, results of the study and conclusion will be in the last part of this research.

ONLINE PURCHASING INTENTIONS

Online Shopping is a process where the customer purchases products and services directly from the seller using the internet as a medium. It is a type of e-commerce where the customer buys goods without any intermediary services. Online purchasing has been considered as an innovative form of trade that takes place on the internet. Where customers visit, various websites offering different products for sale select the product, order the products, makes payments via credit cards and finally seller physically delivered the products. People are mostly more intend to shop online as it saves their time and they can do the work of hours in minutes while sitting in office or home (Rizwan, et al., 2014).

According to Blackwell, Miniard, and Engel (2001) there is a close related between intentions, belief, and feeling to create a consumer attitude. Consumer attitude is an evaluation of judgment of the consumer after they have their subjective judgment and reaction. There are three types of consumer attitude which are toward behaviour, toward object, and preference (Blackwell et al. 2001). After consumer attitude is created, the

next is consumer intention. Consumer intention is how the consumers react before they buy a product. There are some types of intention which are spending intention, purchase intention, repurchase intention, shopping intention, search intention, and consumption intention. Spending intention refer to how much money that consumer willing to spend. Purchase intention is referring to what consumer thinks they will buy. Repurchase intention is whether the consumer will buy the product again or not. Shopping intention is where the consumer will purchase the product. Search intentions refer to consumer's intention to do external search. Consumption intention is consumer's intention to engage in consumption activity.

Purchase intention is the plan to buy a specific product or service within a designated time period (Hair et al., 2011). Online Purchase intentions are also affected by the determination degree that customers hold to purchase from an e-commerce based shop or business. Moreover, online purchase intention is affected by the consumers' determination to purchase from an e-commerce business (Kwek, Tan, & Lau, 2010). After becoming more familiar with how e-commerce operate their transaction and business, the possibility of customers to visit the site with purchasing intention will increase (Gefen, 2000). This theory is explained as the familiarity towards e-commerce show that customers now have a better understanding regards of the context of why and what's are going to happened next when they are performing a transaction online (Gefen, 2000). Demands of the customers in term of their needs as well as wants must be met by the companies in order to increase the purchasing intentions of their prospect customers (Forsythe & Shi, 2003).

Online purchase intention is used to reach the goal of actual purchase and consumers' actual purchase behaviour is dichotomous because consumers have the choices to either have to purchase or not purchase the item (J. Lee & Lee, 2015). Dai (2007) have proposed that perceived risks have a relationship with online purchase intentions and used specific risks to test it. Al-Rawad et al. (2015) also perform similar study using more risks and test them towards customer's online purchase. In another study conducted by Nuseir et al. (2010) the authors establish similar variables plus including e-promotions as well.

PRODUCT

E-Products are one of the elements in E-Marketing Mix which similar to its traditional

counterparts but being sold online. A product is a set of attributes gathered in one identifiable form. Five general products consist of needs, attribute, branding, support services, labelling and packaging need to be utilising in order to meet the need of the customer if the business owner wants to capitalize on the opportunity that e-marketing provided. In the international market, the products attribute plays an important role as even a seemingly minor change on it can be deciding factors to whether the products success or failure. In business, more attention is given towards designing an effective marketing programs and the business itself must have a clear understanding towards what kinds of products and services they are offering to their target consumers. It is important to show that the benefits that customers expect from the products or services are provided in the website

This is very important since it was the benefit that the customer expects from the products or services provided as the idea of the 'product' itself as the fulfiller of customer satisfaction and benefits is very important in term of marketing aspects (Strauss & Forst, 2012). However, some have argued that the most basic point in products are its own bundle of attributes as each one of them needs to be brought out along with the result to provide a greater emphasis in creating subjective difference between certain product and another substitute product on the market through the effort of both elaborate services as well as good promotional strategies (Burke & Jarratt, 2004).

Many researchers have argued that the Internet's capabilities as a communication, transaction and distribution channel are not uniform for all types of products and services (Alba et al., 1997; Palmer, 1997; Peterson, Balasubramanian, & Bronnenberg, 1997; Rosen & Howard, 2000). Three-dimensional scheme is one of the theory that was used to classified products and services which is used to identify products and services that suitable for electronic based retailing. It has three dimensions consisting of the cost and frequency of purchase, value proposition and degree of differentiation. Cost and frequency of the purchase are used to distinguish products that are inexpensive and frequently purchased such as grocery based products as well as products that are highly priced and are seldom purchased such as house and vehicle. Value proposition refer to the products intangibility that materialise in the form of its physical nature. For example, some tangible products such as furniture or clothes can be touched

while services such as cleaning services and insurance are non-physical by nature. The last dimension, degree of differentiation refers to the degree of contrast. For example, products that can be branded and normal products those are found common and general (Peterson et al. 1997). Product influence was shown when most customers at Singapore have a high preference to purchase retail when it comes to groceries products. 96% of the respondents stated they would to buy their groceries via retail route instead of online. It was also found out that products that receive high purchasing rate online seems to correlate with entertainment media such as movies, music, and video games (Sam & Sharma, 2015). According to Ahn, Ryu and Han (2004), product quality and product variety are considered as the most influential factors. When intending to purchase, customers are likely to visit an online retail shop with good quality and wide selection of products. Accordingly, the following hypothesis is formulated

H1: there is a significant relationship between products and online purchase intentions.

PRICE

Every product has its price which determines the amount of money the consumer will need to obtain the products or services. Price also act as an allocator for resource where it determines what will be produced and who will obtain the products or services provided (Stanton, Walker & Etzel, 1994). Price also affect one business competitive positions as well as its overall market share as depending on the price the amount of net profits and revenues obtained by the company will change. Price is also argued as a perception value that are never constant thus creating a challenge where it is difficult to position the value of the e-products. For example, business can choose to lower the prices or simply adding more benefits to increase the overall appeal of the e-products to the consumer. Strauss & Forst (2012) posit that the internet increases the prices of e-products due to more costs such as on the maintenance of the software for online customer services, e-mail based services, and helpline based services.

In traditional business, price includes activities of finding and including the cost, identifying consumer overall financial willingness to make the purchase, and including competitor prices factor when determining own prices. Internet development have made price more complex and competitive as it creates more competitor that separate not only between traditional

competitor products but also on the retail and online shop. Internet also eliminate some cost such as store and staff cost which in effect creating more opportunity and benefits for online shop owner but at the same time this also create a pressure for the traditional retail shop owner. Due to the convenient of the internet function that permit user to search for the best deal have lead many consumers become more interested in their appeal. Such an easy and complete access to this information has many times helps to maintain the prices stability within the online commerce world. Pricing also reward loyal consumer as with the advance and further development of technology in the world today, consumer who have visit or even purchase the products online before are entitle in few benefits. Currently, in e-banking, payments made over the Internet are almost exclusively conducted through existing payment instruments and networks (Ongubo, 2003). Tools such as M-pesa, Pay Pal Card and Online Credit Card have allowed for a much easier payment procedure.

Chiang and Dholakia (2003) who claimed that 85 percent of online shoppers will look for price information before they make purchase. Customers expect lower price in online environment then in traditional sales channel thus making it worth for the online shoppers to investigate the product online in trade-off through on line which indicate that price influence customers when they decided whether to purchase online or using traditional channel (Broekhuizen & Huizingh, 2009). Therefore, based the above discussion the following hypothesis is introduced:

H2: There is a significant relationship between price and online purchase intentions.

PROMOTION

Using various types of intermediaries and good coordination, an internet is able to enhance the effects of promotion to help reach more people. Despite this, electronic based promotion like traditional ones have some defect which create more challenge for them to achieve their intended quota and goal. For example, advertisement perform using e-mail may be considered inconvenience by many users which might drastically destroy their overall image regarding the owner of the promotions and all of its brands. Thus it becomes imperative that company regularly review their promotion strategy to avoid such occurrence. According to the research conducted by MyBuys, fifty percent (50%) of online adult have been exposed with irrelevant online promotion (Himawan & Abduh,

2015). Half of the online adult are annoyed with the irrelevant online promotion, and forty-eight percent (48%) of them are did not want to visit the websites in the future if they are seeing the irrelevant promotion (Himawan & Abduh, 2015). This means that creating a relevant promotion and targeted right customers will impact the success of the promotion, because making customer visiting the websites are important to direct the customers to buy the product or services (Himawan & Abduh, 2015).

Creating a recognizable domain name is the first step towards a successful electronic based promotion campaign. Creating and successfully positioning the brand on the net is an important key in successful e-promotion. Promotion is very important form many organization as it was through promotional activities that that organization gain the ability to contact and directly communicate with their prospect (Stanton et al., 1994). Promotion role within an organization marketing mix serve the organization by informing, persuading and reminding consumer of the organization current and previous products in order to influence the prospect belief, intention to buy and other online behaviour (Idenya, 2012). There are five types or forms of promotion which include advertising, public relation, personal selling, sales promotion and publicity. However, in online based promotion, the promotion technique is more narrow and specific to the assistance of technology and internet. Some of well-known e-promotion techniques are online advertising, email marketing, search engine optimization, affiliate marketing and social media marketing.

Prolong exposure towards online sales promotions could affect the online shopper purchase intention and make them compulsive buyer. Sales promotion strategy encourages people to go to the websites again and create an intention to buy the product again in the larger amount. Based on cultivation theory, "the more people attend to mass media's portrayal of the world, the more likely they are to accept this representation as compelling". The more exposure of the online promotion, the more people tend to purchase the product. Hence, the following hypothesis is developed:

H3: There is a significant relationship between promotion and online purchase intentions.

PERCEIVED RISK

The introduction of Online Shopping has increased the landscape of marketing and allowed people nowadays to obtain any products

with less consideration to the geographical restraints. With passing moment, the statistic shows an ever-increasing number of people purchasing products online. However, most of prospect are still hesitate and developed a huge resistance towards accepting online shopping practices as they discover several barriers that prevent them from actively shopping online. According to the theory of perceived risk, the moment of purchasing usually customers perceive the risk, the thing that destructs the purchasing process (Bauer, 1960). Online Shopping have been doubted because it carried a certain risk where purchasing the products can create some poor consequences which they were unconsciously approach to uncertainty (Tanadi, Samadi, & Gharlegghi, 2015). The pioneer concept of perceived risk was first introduced by Bauer in 1960 in consumer behaviour. Bauer further adds that perceived risk can be regarded as uncertainty regarding any positive outcomes of commencing and action. Thus, buying a product or services could be seen as a risk-taking behaviour. Bauer also believes that perceive risk have a big impact on consumer purchasing decision. Building on this preposition by Bauer, several studies have been done in the field of behaviour and most of it begun to acknowledge the perceived risk play within consumer decision making (Tanadi et al. 2015; Khan, Liang, & Shahzad, 2015; Al-Rawad et. al., 2015). Bauer preposition have also been extended to other field such as information system, which in their attempt to comprehend the factor that affect user intention to use any new technology (Doolin, Dillon, Thompson, & Corner, 2005; Farzianpour, Dargahi, Hosseini, And, & Hosseini, 2011; Kuhlmeier & Knight, 2005; Van Slyke, Belanger, & Comunale, 2004). Furthermore, previous studies acknowledge that there is a significant relationship between risk perception and users' willingness to adopt a new technology in many areas such as on online shopping, e-services and e-banking.

Compared to traditional shopping, online shopping includes larger risk that leads to reduce consumer willingness towards online purchasing (Barnes et al., 2007). Researcher have identified that perceived risks were divided into many categories each with its own risk that able to create a barrier towards online shopping acceptance and intention. There are many type of perceive risk that are associate with online shopping such as the delivery risk, after sale risk, privacy risk, quality risk, time risk, health risk, psychological risk, financial risk and social risk. Most of the past studies concentrate on certain risk. In order to identify the which kinds of risks have the most

significant influences on consumer decision to shops online this study compile few kinds of risks to be examined by this study (i.e., product, delivery, privacy, and financial risk).

Product Risk

Product risk is one of the factors that highly affect consumers' decision to go through online purchasing. Due to the fact that customer cannot get access to the physical products to confirm the quality of the products and other aspects of the product, the product risk increased. The only information that customer able to access during online purchasing is the written details about the products in the website as well as provided the picture on the computer screen. This situation makes online purchasing high risk and create a doubt about whether the products in the picture will really be the same products sent to them in the same conditions (Jarvenpaa, Tractinsky, & Vitale, 2000) Product risk can be defined as the perception that the products purchased may not meet the expected function it was bought for (Kim, Ferrin, & Rao, 2008). Therefore, product risk has been reported as the most frequently cited reason for not shopping online. For example, product risk was found to have significant impact on the frequency of purchasing online (Forsythe & Shi 2003). A relatively high level of product risk is expected when being purchased online, particularly for some product categories, due to shoppers' inability to physically examine and test product attributes online. Bhatnagar, Misra and Rao (2000) suggest that the likelihood of purchasing on the Internet decreases with increasing in product risk. Products that are not standardized like clothes have a negative impact on purchase intentions. Standardized products such as mobile phone have a positive effect on online purchase. Customer perceived standardized products as having lesser risk as compared to ordering custom made products when they are ordering it online (Ji, Zheng & Chen, 2012).

Delivery Risk

One of the most concerning risk during shopping online is delivery risk where the potential of the product is not delivered, sent to the wrong address, arrive in damaged condition after consumer already complete the online transaction. Delivery risk also includes risk associate with delay arrival or chances of not obtaining what have been paid before (Zhang et al., 2012). As such delivery risk make it difficult for consumer to accept online shopping as unlike traditional shopping have a lag before the

products comes under the ownership of the consumer. This make them afraid that the company will take a long time to deliver the products or the products might not come at the right time they need it. This lead them to prefer traditional based shopping as the products will come under their possession immediately thus completely removing any risk related to delivery.

The second reason why consumer is wary on the delivery risk is because they are afraid that the products will be heavily damaged due to an improper packaging during transporting (Masoud, 2013). This make them less motivated to purchase the products as some company are not inclined to issue another product if this occur. Transportation companies, on the other hand, are less inclined to take responsibility of the damaged products. Consequently, customer will be leaving alone with damaged products. To avoid this, the retailer must take action to ensure the products can be safely protected during the transfer and able to handle rough handling so that it can arrive in a good state. Retailer also need to provide a guarantee and accurate services in order to increase consumer confidence in their company's ability to deliver not only the products but competency in ensuring that the products will be sent in a good state. By doing so, the overall level of perceived delivery risk by consumer will reduced (Tanadi et al., 2015). Hong (2002) suggested that delivery risk can become a positive effect if it was ordered from a reliable online shops or company. Thus, customers usually seek ways to identify and approach companies that are considered trustworthy in order to reduce risks associated with the delivery as purchasing from them can make customer feel more secure and safe. Doing this also reduce their concern from undesired products delivery problems and improve purchase intention.

Privacy Risk

The contribution of the technology development in the commerce has created an extraordinary leap in marketing that allow products and services to be available in global stage. Moreover, it is increasing consumers' ability to making a better decision to purchase due to accessibility to more information. However, at the same time this also reduces their ability to be anonymous and make them less transparent to the retailers. This privacy issue affects create a strong sense of hesitation among consumers when they planned to purchase online (Miyazaki & Fernandez, 2006). Privacy risk is defined as potential loss of control over personal information, when the

information is used without permission (Featherman & Pavlou, 2003).

Despite the growing online sales volume, concerns regarding privacy remain high among many online shoppers (Miyazaki & Fernandez, 2006). In the hand of unauthorized parties, this information can lead to misuse of information thus potentially harming the customer if it was allowed to be used without a strict control. The result in more insecurity and declining purchase intention, as customers fear that their data will be disseminates freely without their notice and harm them (Featherman & Pavlou, 2003).

Privacy risks influence on online purchase intentions are reduced when customers have sufficient experience on online shopping (Dai, 2007; Miyazaki & Fernandez, 2006). Furthermore, most customers actually avoid any websites that demand personal data for registration purpose. This drives some people to actually provide a false detail or an incomplete registration. (Kayworth & Whitten, 2010). Dai (2007) as cited in Chappell (2005) finds that more than 69 percent of US Internet shoppers limit their online purchases because of concerns related to the privacy and safety of their personal information. However, Forsythe and Shi (2003) find that although privacy concern was a frequently cited reason for not purchasing online, it does not significantly impact the frequency of purchasing online and searching with intent to buy. Thus, the effect of perceived privacy risk on purchase intention remains rather unclear.

Financial Risk

Online Shopping most concern able risk is the financial as it could lead to a major loss in the form of money or currency. Financial Risk come in the form of the possibility the products purchased is not worth the money paid for it and can be purchased at another alternative location in a lesser price compared to the original site (Al-Rawad et al., 2015), losing a certain amount of money in order to make the product operate properly or as it has been designed to perform (Masoud, 2013), potential net loss of money that manifest in sense of insecurity consumer have when it comes to using their credit card to pay for the products which has even provided evidence that it was a major obstacle to an active online shopping (Masoud, 2013).

There are different reasons why online shoppers may suffer monetary loss when shopping online. First, it is hard for online shoppers to determine whether the price of the item purchased at a particular online retailer is the lowest available compared to others. Perception of such financial

risk explains why online shoppers abandon carts (Egeln & Joseph, 2012). Second, financial losses may occur due to credit card fraud, which is a primary financial concern among online shoppers. In addition, Dai [12] cited in Caterinicchia (2005) reports shoppers' concerns regarding financial loss if products purchased online fail to perform as expected. Furthermore, shoppers may be reluctant to purchase products online due to other costs such as shipping.

Overall, financial risk has been negatively associated with online shopping and purchase intentions (Forsythe & Shi, 2003) and is found to be a strong predictor of shoppers' online purchase intentions and behaviours such as tendency to abandon online shopping carts, purchase frequency, amount spent online, and frequency of searching with intent to buy (Egeln & Joseph, 2012; Forsythe and Shi 2003). Based on the discussion above, the following hypothesis introduced:

H4a: There is a significant relationship between product risk and online purchase intentions.

H4b: There is a significant relationship between delivery risk and online purchase intentions.

H4c: There is a significant relationship between privacy risk and online purchase intentions.

H4d: There is a significant relationship between financial risk and online purchase intentions

RESEARCH FRAMEWORK

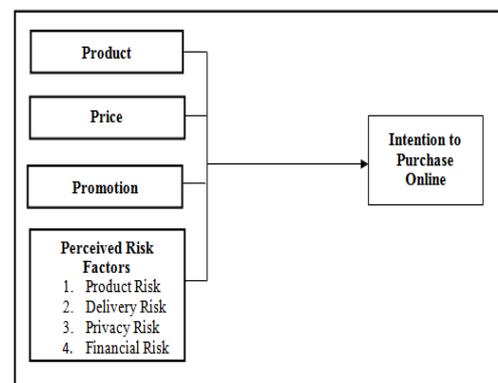


Figure1. Research Framework

METHODOLOGY

Sampling Design

This study will use the simple random sampling method which is one of the probability sampling techniques. Using the method, the sample is chosen randomly from the whole selected population (Student of UUM). In other word, any of the postgraduate students who study at UUM during the period of 2016 to 2017 have an equal chance to be selected as sample. To better obtain an accurate sample size this study will use Krejcie and Morgan (1970)table of sample

The Influence of Marketing Mix and Perceived Risk Factors on Online Purchase Intentions

size determine suitable size from the population to be used as the samples. According to table 1 the total number of Postgraduate students in UUM that are continuing their study are 6,610 people thus according to the table the total sample size required by this study are 361 peoples.

Table1. Sample Size

Total	Sample
5,000	357
6,000	361
7,000	364

Adopted from Krejcie and Morgan (1970)

RESULT AND DISCUSSION

According to the reliability results in table 2 it was shown that the value in this study is

from 0.666 to 0.892. According to Sekaran (2003), a good consistency is 1. If the reliability value is lower than 0.5 then it's consider low and thus unacceptable to be used. Thus, since all the values here are above 0.5 they are considered valid and useable.

Table2. Reliability Test

Constructs	Crobach's Alpha
Online Purchase Intentions	0.791
Products	0.666
Prices	0.755
Promotions	0.765
Products Risks	0.774
Delivery Risks	0.892
Privacy Risks	0.893
Financial Risks	0.794

Table3. Path Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T-value	Sig.	Results
	B	Std. Error	Beta			
Product	.255	.059	.264	4.352*	.000	Accepted
Price	.144	.051	.152	2.828*	.005	Accepted
Promotion	.155	.056	.166	2.783*	.006	Accepted
Product Risk	-.139	.053	-.155	-2.633*	.009	Accepted
Delivery Risk	-.042	.044	-.065	-.950	.343	Rejected
Privacy Risk	.088	.044	.124	1.980**	.048	Accepted
Financial Risk	.055	.052	.064	1.052	.294	Rejected

a. Dependent Variable: Online Purchase Intention

* $p < 0.001$; ** $p < 0.01$

The first variable in this study are product factors. Product factor are tested against online purchase intentions to check their relationships. The result shown by Pearson Correlation indicates that they are a relationship between product and online purchase intentions and it's significant. The correlation analysis shows that the relationship between product and online purchase intention are .436. This means that they are a positive relationship between product factors and online purchase intentions. According to table 3, the significant value for products is .000. Hence the H1 was supported which means that there is a relationship between products factors and online purchase intentions.

The second variables of hypothesis in this study are price factors. Price factor are tested against online purchase intentions to check their relationships. The result shown by Pearson Correlation indicates that they are a relationship between price and online purchase intentions and it's significant. The correlation analysis show that the relationship between price and online purchase intention are .364. This means that they are a positive relationship between price factors and online purchase intentions. According to table 3, the significant value for

price is .005. Hence the H2 was supported which means that there is a relationship between price factors and online purchase intentions.

The third variables of hypothesis in this study are promotion factors. Promotion factor are tested against online purchase intentions to check their relationships. The result shown by Pearson Correlation indicates that they are a relationship between promotion and online purchase intentions and it's significant. The correlation analysis show that the relationship between product and online purchase intention are .406. This means that they are a positive relationship between promotion factors and online purchase intentions. According to table 3, the significant value for promotion is .006. Hence the H3 was supported which means that there is a relationship between promotion factors and online purchase intentions.

The fourth variable of hypothesis in this study is product risk factor. Product risk factors are tested against online purchase intentions to check their relationships. The result shown by Pearson Correlation indicates that they are a relationship between product risk and online purchase intentions and it's significant. The correlation analysis show that the relationship

between product and online purchase intention are $-.228$. This means that they are a negative relationship between product risk factors and online purchase intentions. According to table 3, the significant value for products is $.009$. Hence the H4a was supported which means that there is a relationship between products risk factors and online purchase intentions.

The fifth variable of hypothesis in this study is delivery risk. Delivery risk factors are tested against online purchase intentions to check their relationships. The result shown by Pearson Correlation indicates that they are a relationship between delivery risk and online purchase intentions and it's significant. The correlation analysis shows that the relationship between product and online purchase intention are $-.175$. This means that they are a negative relationship between product risk factors and online purchase intentions. According to table 3, the significant value for products is $.343$. Hence the H4b was rejected which means that there is no significant relationship between delivery risk factors and online purchase intentions.

The sixth variable of hypothesis in this study is privacy risk factors. Privacy risk factors are tested against online purchase intentions to check their relationships. The result shown by Pearson Correlation indicates that they are a relationship between privacy risk and online purchase intentions and it's significant. The correlation analysis shows that the relationship between product and online purchase intention are $-.142$. This means that they are a negative relationship between product risk factors and online purchase intentions. According to table 3, the significant value for products is $.048$. Hence the H4c was supported which means that there is a relationship between privacy risk factors and online purchase intentions.

The seventh and last variable of hypothesis in this study is financial risk factors. Financial risk factor is tested against online purchase intentions to check their relationships. The result shown by Pearson Correlation indicates that they are a relationship between financial risk and online purchase intentions and it's significant. The correlation analysis show that the relationship between product and online purchase intention are $-.228$. This means that they are a negative relationship between product risk factors and online purchase intentions. According to table 3, the significant value for products is $.294$. Hence the H4d was rejected which means that there is no relationship between products factors and online purchase intentions.

CONCLUSION

This study goal is to identify factors that influence online purchase intention. Seven variables have been used, Product, Price, Promotion, Product Risks, Delivery Risks, Privacy Risks, and Financial Risks. The result has shown that these variables have a good relationship with online purchase intention. In term of relationships, product, price, promotion have been shown to have a positive and moderate relationships with Online purchase intention while Product Risks, Delivery Risks, Privacy Risks, and Financial Risks have been shown to have a negative and low relationship with Online purchase intention. The factors that have been used in this study are just a small number of many other factors that have been researched before in regards of testing online purchase intentions and as such cannot be said to be accurate. To solve this more variables should be included to obtain a better view, scope and understandings in identifying factors that able to influence online purchase intentions. With better understanding in the factors that influence online purchase intentions better strategy can be used and studies to attract more postgraduate students to start purchasing online and improve the overall sales of online market industries.

REFERENCES

- [1] Ahn, T., Ryu, S., & Han, I. (2004). The impact of the online and offline features on the user acceptance of Internet shopping malls. *Electronic Commerce Research and Applications*, (4), 405–420. <https://doi.org/10.1016/j.elerap.2004.05.001>
- [2] Al-Rawad, M. I., Al Khattab, A., Al-Shqairat, Z. I., Krishan, T. A., & Jarrar, M. H. (2015). An Exploratory Investigation of Consumers' Perceptions of the Risks of Online Shopping in Jordan. *International Journal of Marketing Studies*, 7(1), 157–167. <https://doi.org/10.5539/ijms.v7n1p157>
- [3] Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A., & Wood, S. (1997). Interactive Rome Shopping: Consumer, Retailer, and Manufacturer Incentive to Participate in Electronic Marketplaces. *Journal of Marketing*, 61(3), 38–53.
- [4] Barnes, S. J., Bauer, H. H., Neumann, M. M., & Huber, F. (2007). Segmenting cyberspace: a customer typology for the internet. *European Journal of Marketing*, 41(1/2), 71–93. <http://dx.doi.org/10.1108/MRR-09-2015-0216>
- [5] Bauer, R.A. (1960) Consumer Behaviour as Risk-Taking, *Dynamic Marketing for Changing World*. American Marketing Association, Chicago, 389.

- [6] Bhatnagar, A., Misra, S., & Rao, H. R. (2000). On risk, convenience, and Internet shopping behaviour. *Communications of the ACM*, 43(11), 98–105. <https://doi.org/10.1145/353360.353371>
- [7] Blackwell. R. D., Miniard. P. W., Engel. J. F. (2001). *Consumer Behaviour*. 9th ed. South-Western.
- [8] Broekhuizen, T., & Huizingh, E. K. R. E. (2009). Online purchase determinants Is their effect moderated by direct experience? *Management Research News*, 32(5), 440–457. <https://doi.org/10.1108/09574090910954864>
- [9] Burke, G. I., & Jarratt, D. G. (2004). The influence of information and advice on competitive strategy definition in small- and medium-sized enterprises. *Qualitative Market Research: An International Journal*, 7(2), 126–138. <https://doi.org/10.1108/13522750410530039>
- [10] Chiang, K.-P., & Dholakia, R. R. (2003). Factors driving Consumer Intention to Shop Online an Empirical Investigation. *Journal of Consumer Psychology*, 13(1), 177–183. <https://doi.org/10.1207/S15327663JCP13-1>
- [11] Dai, B. (2007). The Impact of Online Shopping Experience on Risk Perceptions and Online Purchase Intentions: The Moderating Role of Product Category and Gender.
- [12] Darvish, Z. A., Ghelichi, M. A., & Hamdi, S. H. (2016). The Caspian Sea Journal studying the Effect of Brand Community on Making a Commitment to a Brand. *The Caspian Sea Journal*, 10(1), 171–175.
- [13] Doherty, N. F., & Ellis-Chadwick, F. (2010). Internet retailing: the past, the present and the future. *International Journal of Retail & Distribution Management*, 38(11/12), 943–965. <https://doi.org/10.1108/09590551011086000>
- [14] Doolin, B., Dillon, S., Thompson, F., & Corner, J. L. (2005). Perceived Risk, the Internet Shopping Experience and Online Purchasing Behavior. *Journal of Global Information Management*, 13(2), 66–88. <https://doi.org/10.4018/jgim.2005040104>
- [15] Egelin, L. S., & Joseph, J. a. (2012). Shopping Cart Abandonment in Online Shopping. *Atlantic Marketing Journal*, 1(1), 1–14.
- [16] Farzianpour, F., Dargahi, H., Hosseini, S., And, S. S. H., & Hosseini, S. (2011). Program Evaluation of Health Care Management: Is it adjusted for Student's Needs? *American Journal of Economics and Business Administration*, 3(2), 420–424.
- [17] Featherman, M. S., & Pavlou, P. A. (2003). Predicting e-services adoption: A perceived risk facets perspective. *International Journal of Human Computer Studies*, 59(4), 451–474.
- [18] Forsythe, S. M., & Shi, B. (2003). Consumer patronage and risk perceptions in Internet shopping. *Journal of Business Research*, 56(11), 867–875.
- [19] Gefen, D. (2000). E-commerce: the role of familiarity and trust. *Omega*, 28(6), 725–737.
- [20] Haubl, G., & Trifts, V. (2000). Consumer Decision Making in Online Shopping Environments: The Effects of Interactive Decision Aids. *Marketing Science*, 19(1), 4–21.
- [21] Himawan, L., & Abduh, D. (2015). Analysis of Online Sales Promotion toward Youth Purchase Intention in Indonesia (Case Study of Apparel Industry). *IJABER*, 13(7), 4679–4692.
- [22] Hong-Youl Ha. (2002). the effect of Consumer Risk Perception on Pre-purchase Information in Online Auctions: Brand, Word-of-Mouth, and Customized Information. *Journal of computer-mediated communication*, 8(1), p0.
- [23] Idenya, E. K. (2012). Adoption of E-Marketing in Pharmacies in Nairobi.
- [24] Jarvenpaa, S. L., Tractinsky, N., & Vitale, M. (2000). Consumer Trust in an Internet Store. *Information Technology and Management*, (1), 45–71. <https://doi.org/10.1111/j.1083-6101.1999.tb00337.x>
- [25] Ji, Shu-xian., Zheng, X., & Chen, D. (2012). Perceived Risk and Its Impact on Customer Intention to Online Shopping Based-on Different Products. *Advances in information Sciences and Service Sciences (AISS)*. Vol 4, pp. 1-11.
- [26] Kayworth, T., & Whitten, D. (2010). Effective Information Security Requires a Balance of Social and Technology Factors Quarterly. *MIS Quarterly Executive*, 9(3), 163–175.
- [27] Khan, S. A., Liang, Y., & Shahzad, S. (2015). An Empirical Study of Perceived Factors Affecting Customer Satisfaction to Re-Purchase Intention in Online Stores in China. *Journal of Service Science and Management*, 8(June), 291–305.
- [28] Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564.
- [29] Krejcie, R. V, & Morgan, D. W. (1970). Determining Sample Size for ResearchActivities Robert. *Educational and Psychological Measurement*, 38(1), 607–610.
- [30] Kuhlmeier, D., & Knight, G. (2005). Antecedents to internet-based purchasing: a multinational study. *International Marketing Review*, 22(4), 460–473.
- [31] Kwek, C. L., Tan, H. P., & Lau, T. C. (2010). Investigating the shopping orientations on online purchase intention in the e-commerce environment: A Malaysian study. *Journal of Internet Banking and Commerce*, 15(2), 1–22.
- [32] Lee, J., & Lee, J.-N. (2015). How purchase intention consummates purchase behaviour: The stochastic nature of product valuation in electronic commerce. *Behaviour and Information Technology*, 34(1), 57–68.
- [33] Lee, T. S., Ariff, M. S. M., Zakuan, N., Sulaiman, Z., & Saman, M. Z. M. (2016).

- Online Sellers' Website Quality Influencing Online Buyers' Purchase Intention. In IOP Conference Series: Materials Science and Engineering (Vol. 131, p. 12014).
- [34] Masoud, E. Y. (2013). The Effect of Perceived Risk on Online Shopping in Jordan. *European Journal of Business and Management*, 5(6), 76–88.
- [35] Miyazaki, B. A. D., & Fernandez, A. (2006). *Consumer Perceptions of Privacy and Security Risks for Online Shopping* (Vol. 35).
- [36] Nuseir, M., Arora, N., Al-Masri, M. M. A., & Gharabeh, M. (2010). Evidence of Online Shopping: A Consumer Perspective. *International Review of Business Research Papers*, 6(5), 90–106. Retrieved from http://www.biresearchpapers.com/8_Nitin_Arora-FINAL.pdf
- [37] Ongubo, J. N. (2003). Determinants of brand loyalty for prescription brand medicine by doctors in Nairobi. Retrieved from <http://erepository.uonbi.ac.ke/handle/11295/23052>
- [38] Palmer, J. W. (1997). Electronic Commerce in Retailing: Differences across Retail Formats. *The Information Society*, 13(1), 75–91. <https://doi.org/10.1080/019722497129296>
- [39] Peterson, R. A., Balasubramanian, S., & Bronnenberg, B. J. (1997). Exploring the Implications of the Internet for Consumer Marketing. *Journal of the Academy of Marketing Science*, 25(4), 329–346. <https://doi.org/10.1177/0092070397254006>
- [40] Rizwan, M., Umair, S. M., Bilal, H. M., Akhtar, M., & SajidBhatti, M. (2014). Determinants of customer intentions for online shopping: A Study from Pakistan. *Journal of Sociological Research*, 5(1), 248–272. <https://doi.org/10.5296/>
- [41] Rosen, K. T., & Howard, A. L. (2000). E-Retail: Gold Rush or Fool's Gold? *California Management Review*, 42(3), 72–100.
- [42] Sam, C.-Y., & Sharma, C. (2015). An Exploration into the Factors Driving Consumers in Singapore towards or away from the Adoption of Online Shopping. *Global Business and Management Research. An International Journal*, 7(1), 60–73.
- [43] Stanton, W. J. Walker, B. J. Etzel, M. J. (1994). *Fundamentals of Marketing*. 10th Ed. New York, McGraw-Hill.
- [44] Strauss, J. Frost, R. (2012). *E-marketing*. 6th Ed. New Jersey, Pearson Education.
- [45] Tanadi, T., Samadi, B., & Gharleghi, B. (2015). The impact of perceived risks and perceived benefits to improve an online intention among generation-Y in Malaysia. *Asian Social Science*, 11(26), 226–238. <https://doi.org/10.5539/ass.v11n26p226>
- [46] Van der Heijden, H., & Verhagen, T. (2004). Online store image: Conceptual foundations and empirical measurement. *Information and Management*, 41(5), 609–617.
- [47] Van Slyke, C., Belanger, F., & Comunale, C. L. (2004). Factors influencing the adoption of web-based shopping. *ACM SIGMIS Database*, 35(2), 32–49. <https://doi.org/10.1145/1007965.1007969>
- [48] Zendejdel, M., Paim, L. H., Osman, S. B., & Wright, L. T. (2015). Students' online purchasing behaviour in Malaysia: Understanding online shopping attitude. *Cogent Business & Management*, 2(1), 1078428. <https://doi.org/10.1080/23311975.2015.1078428>
- [49] Zhang, L., Tan, W., Xu, Y., & Tan, G. (2012). Dimensions of Consumers' Perceived Risk and Their Influences on Online Consumers' Purchasing Behaviour. *Communications in Information Science and Management Engineering*, 2(7), 8–14. https://doi.org/10.1007/978-3-642-24823-8_1

Citation: Yaty, Sulaiman et al. "The Influence of Marketing Mix and Perceived Risk Factors On Online Purchase Intentions." *International Journal of Research in Business Studies and Management*, vol 4, no. 9, 2017, pp. 30-40.

Copyright: © 2017 Yaty, Sulaiman. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.