

YANGON UNIVERSITY OF ECONOMICS
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CONSUMER ATTITUDE AND REPURCHASE INTENTION
TOWARDS FOOTWEAR FROM ONLINE

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ACADEMIC YEAR (2017-2019)

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A Thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

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ABSTRACT

This paper aims to explore the factors influencing the consumer attitude towards buying footwear products from online and to analyze the effect of consumer attitude on repurchase intention. The findings show that perceived ease of use, perceived enjoyment and trustworthiness are main influencing factors on all three components of consumer attitude. Perceived usefulness has significantly influenced on attitude towards the object and perceived behavioral control. In analyzing the effect of consumer attitude on repurchase intention, the results show that all three components of consumer attitude have significant effect on the repurchase intention of the consumers. Therefore, it is recommended for the online footwear stores to offer product customization service and create catalogues so that the consumers can enjoy more when browsing and shopping for footwear products, and to provide warranty and money back service to earn trust from the consumers, in order to achieve positive attitude of the consumers and thereby, enhance their repurchase intention on footwear from online.

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CHAPTER 1

INTRODUCTION

In today's e-commerce business, the Internet is used for many purposes, some of which includes searching for information regarding the products and services, making reviews and sharing the experience on usage of the particular products or brands, browsing and searching for alternatives, booking flights and reserving hotels, conducting payment transactions and so on. Behavior of shopping from online is explained as a process where the consumers buy products and services through the usage of the Internet. In this globalized world, people's life styles and their preferences are changing in many aspects. People nowadays prefer to shop for products in shopping malls whereas in the past, they shopped from traditional shops or markets. For a small business, the expense of rental fees is a big burden. So, doing their business online eliminates that burden and hence, e-commerce business has become popular among such small and new firms. Moreover, due to rapid advancement of the technology, it has become essential for the existing firms to follow the changing trends and engage in online business. Otherwise, these firms will not be qualified to compete with the competitors in the market.

Footwear industry entirely depends on new ideas and innovation in regards to the expectation of the consumers, especially the youths. With the changing of the trends in the fashion industry, the preferences of the consumers are also changing and so are the their wants and demands. Unlike before, the consumers have more knowledge on the products and services, and there are more alternatives for them to choose from. Since the Internet has provided a variety of media channels, the consumers have more means to discover the footwear fashion trends. This leads to the change in their preference and consumption behavior on footwear. In Myanmar, most of the businesses communicate with the customers via social media, especially through Facebook, which is the most commonly used social media channel all over the country. Online sellers mostly set up their shops on Facebook and this online business is growing year by year. There are many footwear online stores and through these stores, it is possible for people to attain the new and up-to-date footwear products. Therefore, the competition in the footwear online market is very high.

1.1 Rationale of the Study

In Myanmar, social media channels, especially Facebook, are widely used by a lot of people. Due to this, most of the businesses make use of Facebook to make money by advertising their products or services. It is also a communication tool used to interact with the consumers and get their feedback so that the businesses can improve the quality of their products as well as services. Myanmar has millions of Facebook users who are active. So, it is a good channel for the businesses to get close to the consumers and sell their products and online shopping on Facebook is extremely popular and many different things are sold this way. Among them, the most popular products offered on online stores are the fashion products, such as clothes, footwear, bags, watches etc.

In this modern day, people's preferences and demands on footwear products are changing along the fast-changing trends. From the online stores, the consumers are able to attain the latest designs of footwear products, most of which are not available in physical stores. By the time these new footwear products are available in offline stores, they are not the latest trends anymore. There are only a few traditional stores what keep instocks of footwear products of latest designs because they have to consider the other factors, such as expenses of employee salary, rental fees, taxes and so on. Online shops, on the other hand, have less cost since the expenses are not as high as the offline shops. Therefore, the price of the products in online stores is generally lower but some online shops are more expensive than the physical stores. The aim of this study is to explore the consumers' online shopping behavior on footwear products and the results can help the marketers to be more aware of the consumer attitude and their repurchase intention on footwear products from online shops.

1.2 Objectives of the Study

The objectives of this thesis are:

1. To examine the influencing factors on consumer attitude towards purchasing footwear from online.
2. To analyze the effect of consumer attitude on repurchase intention towards footwear from online.

1.3 Scope and Method of the Study

The scope of this study focuses on the buying attitude towards footwear of online consumers in Yangon. The survey is conducted on Facebook users who have at least one time experience in buying footwear products from online stores. The descriptive and analytical research method is used in this study. It is a quantitative study where the structured questionnaires are sent to the respondent. The primary data is collected from 377 respondents via Facebook. The Rasoft is used to find out the sample size for the unknown population in this study. The secondary data is collected from textbooks, international research articles and journals, international research papers, Internet websites and other relevant information sources.

1.4 Organization of the Study

This paper consists of five chapters. Chapter one is the introduction section, which includes rationale of the study, the objectives of the study, scope and method of the study, and organization of the study. Chapter two describes the theoretical background on consumer attitude and repurchase intention towards footwear from online. The attitude model is based on the Multi-Attribute Attitude Theory, and the conceptual framework also includes perceived usefulness, perceived ease of use, perceived enjoyment, perceived risk and trustworthiness. Chapter three covers online shopping and footwear market in Yangon. Chapter four presents the analysis of the consumer attitude and their buying behavior towards footwear from online. Chapter five presents the conclusion that is described by the findings and discussions, suggestions and recommendations, and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter presents the theories and empirical studies relating to the multi-attribute attitude theory, repurchase intention and influencing factors on consumer attitude. This chapter also includes the conceptual framework of the study.

2.1 Multi-attribute Attitude Theory

When measuring the attitude to better understand the consumers, the most popular approach among the researchers and analysts is Multi-Attribute Attitude Model that was developed by Fishbein. This theory includes three models, which are attitude towards the object, attitude towards the act, and theory of reasoned action, (Sumarwan, 2004).

2.1.1 Attitude towards the Object

One of the characteristics of attitude is that attitude has object. Attitude towards the object is a well-suited model when marketers want to measure the consumers' attitude towards a specific band, a group of products or services. It is concerned with evaluation of the properties of the product, service or brand. In other words, it is the conviction of whether certain attributes of these products are present or absent, and the assessment of the degree of importance of these attributes. Schiffman & Kanuk stated that if the consumers perceive that if a particular product or band does not have enough positive properties or desirable traits, they have pleasant attitude towards that product or brand (Schiffman & Kanuk, 2008). On the other hand, an unfavourable attitude will manifest if there are not enough desirable traits or if the product or band has too many negative properties.

In marketing perspective, the attitude of the consumers is related to the object whereas the object is related to concepts concerning marketing, namely product, pricing, media and advertising, promotion and so on. If the marketers wish to measure the consumers' attitude, they need to understand what attributes that the consumers want for a product or a brand, and the level of importance of each attribute.

2.1.2 Attitude towards the Act

Attitude towards the act emphasizes on their action of behavior concerning the object, rather than what they feel about the object itself. The consumers may have favourable attitude towards a product or brand, however their attitude may be unfavourable towards their intention to purchase that product or brand. In other words, positive attitude towards the object may not necessarily result in action of purchase. It is possible for the consumers to have positive attitude towards the object and have unfavourable attitude towards the act.

Theory of reasoned action presents a structure of the attitude components integrated as a whole and this structure is used to better forecast the consumer behavior (Schiffman & Kanuk, 2008). This theory states that behavioral intention of each individual depends on two variables, which are attitude towards the behavior and social influence (Shih & Fang, 2004). Pikkarainen et al. mentioned that this theory has a assumption that consumers behaves rationally since the gathering and analysis of the information is done systematically (Pikkarainen et al., 2004). Based on that decision made rationally, they will take action and continue the next steps. Compared to the attitude towards the object model, this model is closer to the actual behavior.

2.1.3 Perceived Behavioral Control

Ajen and Madden added perceived behavioral control to the theory of reasoned action. This extended theory is known as the theory of planned behavior. Perceived behavioral control is concerned with how the consumers perceive their capability to act or behaves. It includes the perceptions of consumers on their internal as well as external constraints that prevents from performing behavior, for example, whether the consumers have access to the resources, required to perform a behavior. It also denotes the consumers' perception on whether they have control over their ability, knowledge or capability to act. Many studies have found that perceived behavioral control is related to the intention to purchase from online. Various studies have shown that perceived behavioral control have a direct effect on the behavior of shopping online. It is also found that it is strongly related to the actual purchase from online (Limayem, Khalifa, & Frini, 2000). The more control the consumers have over performing a purchase from online stores, the more likely they are going to do so.

2.2 Repurchase Intention

Purchase intention refers to whether it is possible for a consumer to buy or whether the consumer is willing to buy a certain product or service in the future. After an individual has analyzed its properties and perform some evaluation, the individual may or may not have intention to buy that particular product or service. Some of the researchers found that the consumers' intention to purchase depends on their preference, their past experience related to the product, and external factors in the environment for information collection, analysis of alternatives and decision making to purchase.

The consumers who are more willing to make a purchase have a higher intention to purchase the product (Schiffman & Kanuk, 2000). Moreover, many researchers refer purchase intention to purchase or repurchase intention of the consumers. Repurchase intention is referred to the decision made by a person in purchasing a particular product again from the same store.

Some of the researchers have mentioned that the intention to buy from online refers to the likelihood that the consumers will further do the behavior of buying from online again. The researchers defined the repurchase intention as how prepared the consumers are to buy once more from the same online store, based on the experience they obtained from the previous purchase. When engaging in online shopping, the consumers' intention to repurchase is assessed in accordance with the various factors such as satisfaction, ease of use, enjoyment, product and service offered, trust and so on.

In addition, intention to buy is a commonly used tool by the marketers for the forecasting of the sales (Armstrong, Morwitz, & Kumar, 2002). A research of similar study has highlighted the existence of the relationship between the consumer attitude and their intention to buy. The positive attitude will affect the intention to buy to increase and thereby, increase the actual purchase (Byounggho & Young, 2005). This factor is considered critical when the consumers are in the process of making decisions about buying things from online (Fishbein & Ajzen, 1975). Due to these facts, the intention to purchase has come to play a critical role or an essential variable that needs to be carefully considered in purchasing behavior. A researcher has proved that perceived risk, perceived values and the image or reputation of the store affects on intention to purchase (Liljander, Polsa, & Riel, 2009).

Repurchase intention comprises a role as a part of consumer behavior due to the consumer's disposition and propensity to behave before a decision is made for actual purchase. The marketers have a majorly anxious in evaluating consumers' intention to buy. Consumers' intention to shop from electronic commerce stores means that they are willing to buy from those shops. They have the consent to return to the stores in order to buy more from those online sellers. Consumer intention plays a role in accomplishing consumer loyalty. Intention to buy via the Internet towards the stores from the online has a positive relation with the attitude. This can have an influence on how consumers make buying decisions and also on their actual behavior (Jarvenpaa, Tractinsky, & Vitale, 2000).

2.3 Factors Influencing on Consumers' Online Shopping Attitude

There are many different factors that affect the consumers' attitude towards online shopping. Some of these factors consists of usability, security, privacy, after sales service, marketing mix, price, reputation, promotion, product features, perceived values, enjoyment, convenience, and so on. For this study, five factors were used such as usefulness, ease of use, enjoyment, risk and trustworthiness.

2.3.1 Perceived Usefulness

Perceived Usefulness is referred to as the extent to which an individual perceives that job performance will be enhanced with the use of a certain system (Davis, 1989). The word 'useful' is defined as 'able to advantageously be used'. If an individual perceives a system is highly useful, it means the user believes that there is a positive relationship between the usage of the system and the performance, and that using that system will boost their performance. The degree to which the consumers perceive the usefulness of a system depends on how their life can be improved by technology. Many of the studies have proved that perceived usefulness highly affects the intention to perform an action or a behavior concerning the technological products.

2.3.2 Perceived Ease of Use

Perceived ease of use is referred to as the extent to which an individual perceives that less or no effort can be made with the use of a certain system (Davis, 1989). Even if the users accept a specific technology and believe it is useful, they may refuse to use it because it is too difficult and too complex for them to clearly apprehend and use it. The word 'ease' can be defined as not having difficulty or not needing any great effort. 'Effort' is a resource that a person can exert in various activities and it will never run out. Davis argued that all other variables being constant, if users think an application of a system is easy to use, then it is likely that they will accept that system.

In the perspective of e-commerce business, it refers to the consumers' belief that it is effortless for them to engage in online shopping. When consumers perceive that they can easily use web site, they have a positive perception on the usefulness of that web site. If it is easy for the consumers to interact with a web site or an online store, they can easily browse the desired products, find the required information, and make a payment transaction online. This can result in consumers preferring to shop online. When the steps in the process are simplified, the consumers are more inclined to shop online.

2.3.3 Perceived Enjoyment

Perceived enjoyment is used to strongly predict the acceptance of the new technology, which can rouse the consumer intention to purchase online (Karassavogloua, Mandilas, Nikolaidisa, & Tsourgiannisa, 2013). It refers to the degree to which the consumers are satisfied with the site that can make the consumers enjoyable and happy. When the consumers enjoy the process of shopping from a particular website, they will probably purchase from that site (Childers, Carr, Peck, & Carson, 2001) (Dellaert, Monsuwe, & Ruyter, 2004). If the online stores can provide the enjoyable experience to the consumers during the process of shopping, there will be a positive outcome that will be of great help to those stores in retaining the existing customers as well as attracting new customers (Koufaris & Sosa, 2004).

Motivation can be classified into two types, which are intrinsic and extrinsic motivation. In the context of shopping from online, motivation of intrinsic type is for enjoyment whereas motivation of extrinsic type is for the use of technology (Hirschman & Holbrook, 1982). The appreciation or the pleasure obtained from the experience can

result in enjoyment, which is intrinsic value. When shopping from online gives the consumers fun moments, they may experience enjoyment from shopping in that particular store. Hence, perceived enjoyment can result from the entertainment the consumers get out of shopping from online.

The results from the study indicates that attitude of consumers towards buying from online can be strongly predicted by the enjoyment. Positive enjoyment that the consumers feel have a positive effect on their attitude and it is likely that they are going to purchase from online. The term enjoyment consists of escapism, which reflects the enjoyment, pleasure that is the level of happiness and arousal, which is the extent to which the consumers are stimulated when shopping online (Menon & Kahn, 2002).

2.3.4 Perceived Risk

Perceived risk means the type and the extent of risk that the consumers perceive to have when they are trying to make a purchase decision (Cox & Risch, 1964). When consumers desire to buy a product, many kinds of risks are considered first before actually buying it. Consumers anticipate or perceive that there are various kinds of risks associated with the behavior. In general, e-commerce is the preferred method for buying products if there is no need to inspect the physical item (Peterson et al., 1997). If the consumers perceive that shopping online poses low level risks, they will likely perform online purchasing (Tan, 1999).

Whether the perceived risks or the real ones, the risks occur because either the technology fails or the human makes a mistake. Risks concerning the shopping from online stores are risks that are related to product, quality, finance, confidentiality of personal information, delivery of the items and so on. The risks that the consumers perceive to be present are influenced by the degree of uncertainty when engaging in e-commerce purchasing (Bhatnagar et al., 2000).

2.3.5 Trustworthiness

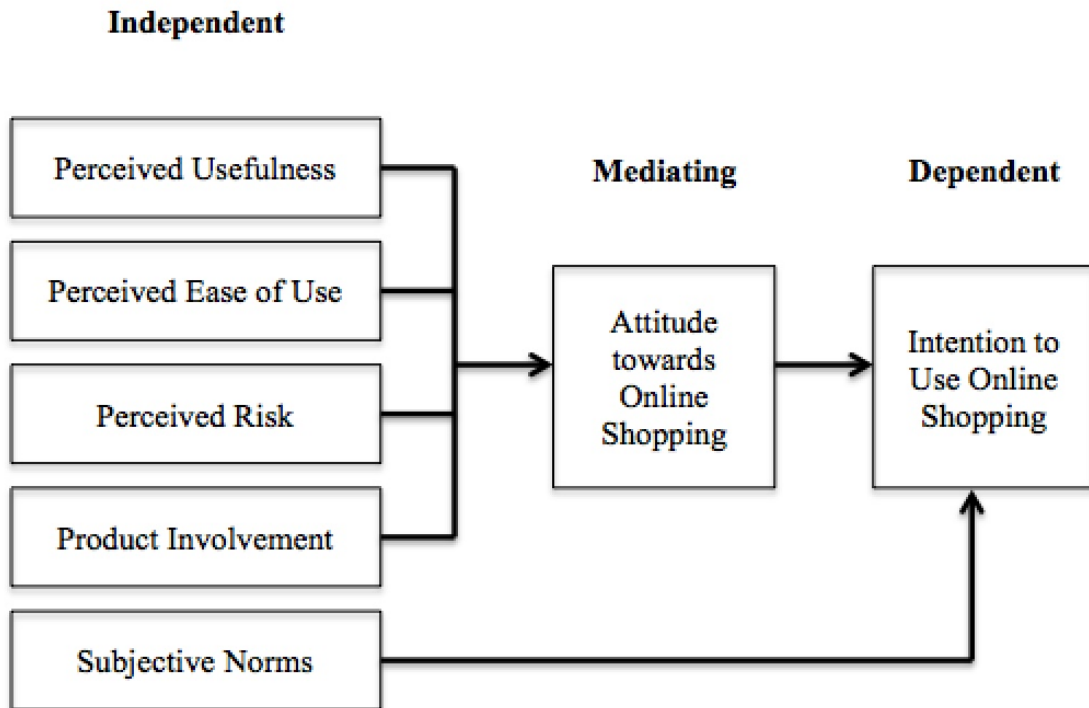
Various studies showed that trust has a significant influence on online purchasing (Gefen, 2000) (Koufaris & Sosa, 2004). In a study, the researchers argue that if the consumers perceive there is low level of risks in making an online purchase, it is likely that they have certain level of trust (Jarvenpaa, Tractinsky, & Vitale, 2000). These researchers also believed that there is a positive relation between the level of trust and the consumer attitude towards online shop. There are various factors that may have impact on the trust of the consumers. For example, a reputation of store or a brand naturally have a great impact on the level of trust the consumers have in that particular store or brand. Negative reputation will result in consumers perceiving that store as not being trustworthy. The online stores with a good reputation will achieve the trust of the consumers more than the store with a unfavourable reputation, even if both stores offer the same products. The size of the business also impacts on trust. The consumers generally think that if the size of a store or a business is large, it is likely that they will have more trust on that store or business. Moreover, it is more possible for the customers with a recent purchase experience to repurchase from online than those who will buy a product or service from online for the first time.

2.4 Previous Studies

In this section, the previous studies on the factors influencing on the consumer attitude and repurchase intention towards online shopping.

In Figure (2.1), the conceptual framework is adopted from the paper by Fairouz Aldhmour. In this study, Technology of Acceptance Model, which consists of usefulness and ease of use, and the subjective norm from Theory of Reasoned Action are emphasized (Aldhmour & Sarayrah, 2016). In addition to these three variables, other independent variables include perceived risk and product involvement. The dependent variable is intention to shop online and the factor that serves as a mediating variable is attitude. For the sample size, although 300 questionnaires were distributed to the respondents, the study is conducted on 230 respondents because 70 distributed questionnaires were invalid.

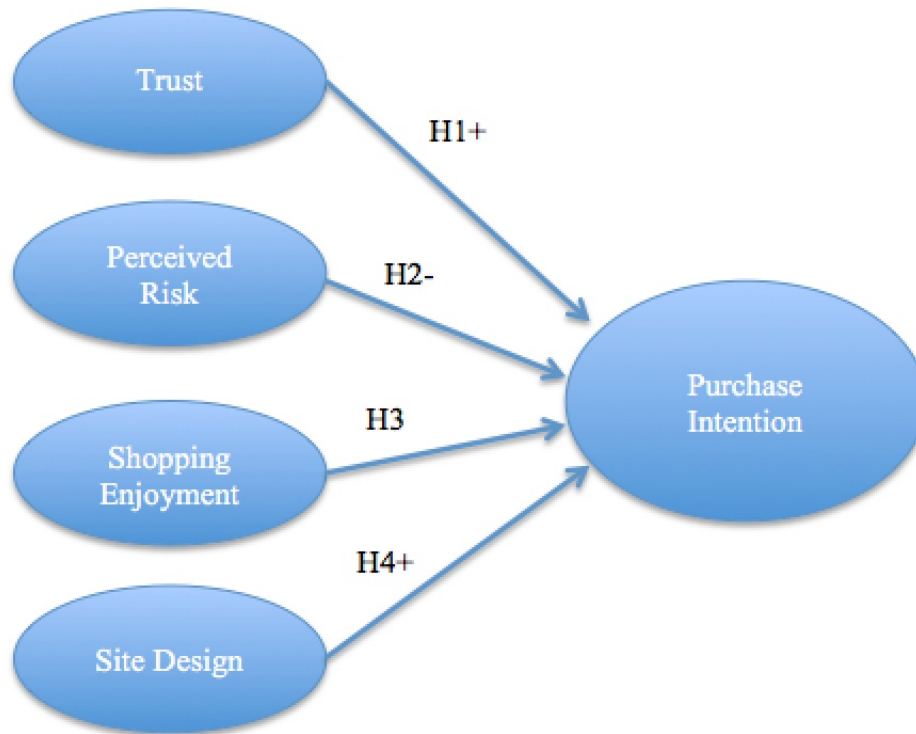
Figure (2.1) Conceptual Framework of the Study by Fairouz Aldhmour



Source: Fairouz Aldhmour, 2016

The findings showed that the variable that has the most significant effect on attitude of the consumers towards buying from online is product involvement. It has a positive and direct effect on consumer attitude. Through the mediating consumer attitude, product involvement also significantly and positively impacts the intention to shop online. There is no direct effect of perceived usefulness, perceived ease of use and perceived risk on attitude but through the attitude, these variables have indirectly affected on intention. In the case of subjective norms, it has positively and directly affected intention. Lastly, the results of this research showed that the attitude of the consumers has directly impacted on their intention to shop from online stores.

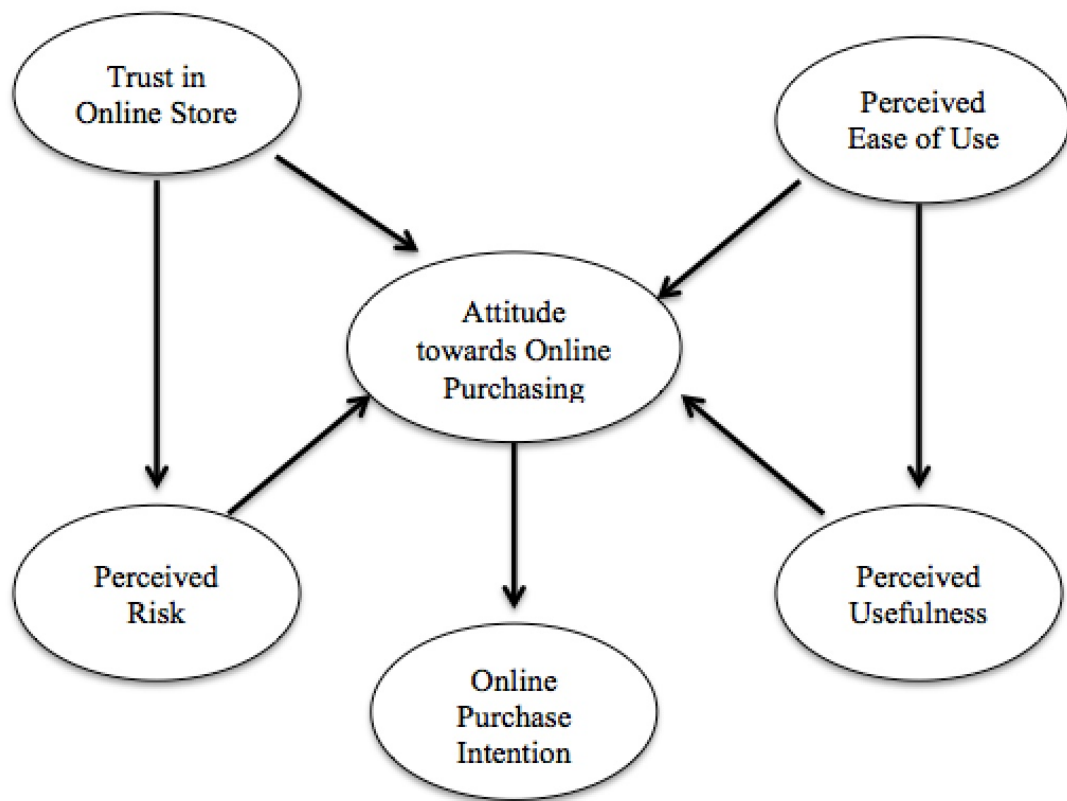
Figure (2.2) Conceptual Framework of the Study by Shirin Aliyar and Clara Mutambala



Source: Shirin Aliyar & Clara Mutambala, 2015

Figure (2.2) is the conceptual framework adopted from the paper “Consumers’ Online Purchase Intention in Cosmetic Products” (Aliyar & Mutambala, 2015). This research aims to examine how the independent variables: trust, shopping enjoyment, perceived risk and design of the website, are related to the purchase intention, which is the dependent variable. The sample size collected for this research is 252. The findings of this research indicate that trust has a positive relationship with consumers’ intention to make a purchase from online. The hypothesis that there is a negative relationship between risk and intention is not supported whereas that of relationship between enjoyment and purchase intention is supported. The quality of the website design has a positive relationship with intention to buy from online.

Figure (2.3) Conceptual Framework of the Study by Hans van der Heijden et al.



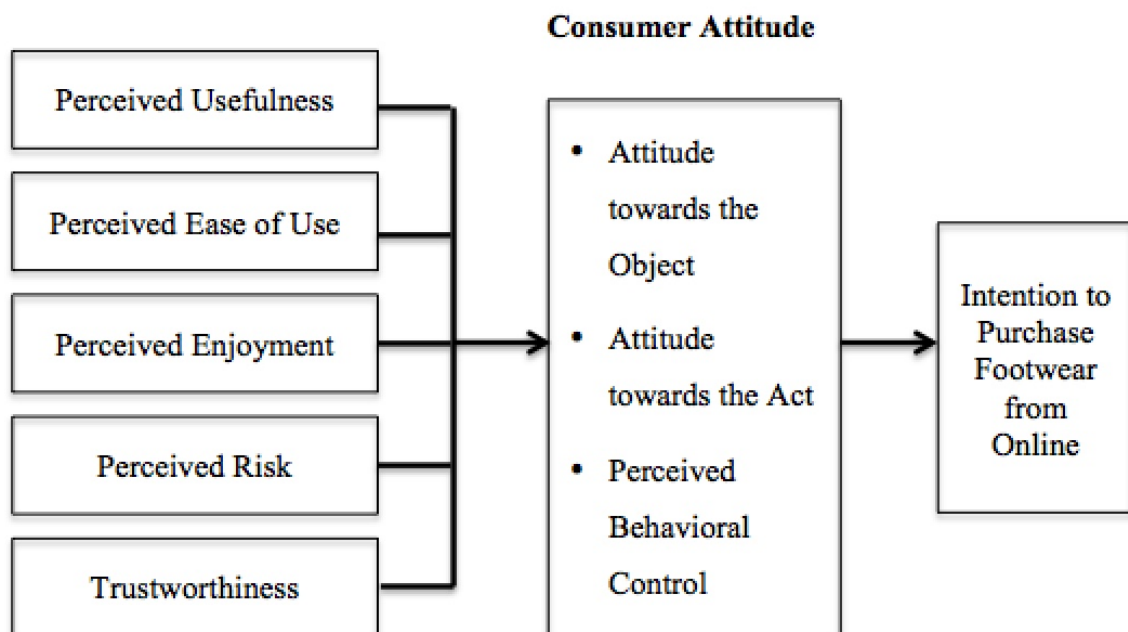
Source: Hans van der Heijden et al., 2003

Figure (2.3) illustrates the conceptual framework of the paper by Hans van der Heijden et al. (Van Der Heijden, Verhagen, & Creemers, 2003). The research objective of this paper is to examine the influencing factors on consumers' attitude and their intention to buy from e-commerce shop. This research is conducted on the perspectives of technology and trust. The sample size conducted is 228 respondents. The data is collected from the respondents who have a potential to shop from online stores, in regards to technology and trust and it is also concerned with attitude and their intention to purchase from a certain online shop. The findings indicated that perceived risk and perceived ease of use has a direct influence on the respondents' attitude towards shopping from online. It is also found that attitude has a strong and positive impact on the intention to buy online.

2.5 Conceptual Framework of the Study

The conceptual framework of the study is developed as below Figure (2.4). The conceptual framework illustrates how the study is performed to analyze the consumer attitude and repurchase intention towards footwear products from online.

Figure (2.4) Conceptual Framework of the Study



Source: Own Compilation, 2019

In this conceptual framework, influencing factors on consumer attitude and repurchase intention on footwear from online are highlighted. It is based on various theories and research papers of consumer attitude and repurchase intention on online shopping. The five factors: perceived usefulness, perceived ease of use, perceived enjoyment, perceived risk, and trustworthiness are the main independent variables to study. The three components of consumer attitude - attitude towards the object, attitude toward the act, and perceived behavioral control are dependents variables of the study. Furthermore, this study also analyses on the effect of consumer attitude on repurchase intention on footwear from online stores.

CHAPTER 3

PROFILE AND ONLINE BUYING BEHAVIOR ON FOOTWEAR

This chapter is about the e-commerce in Myanmar, online shopping and online store, online store versus traditional store, benefits and drawbacks of online shopping and the last part is about demographic profile of the respondents and the consumer experience on buying footwear from online.

3.1 Footwear Market in Yangon

In addition to the imported footwear products, Myanmar also produces its own footwear products. Although in Myanmar, not all parts required to make footwear products can be manufactured, there are many local firms that make footwear products with some of the required parts imported from other countries. The popular local-made footwear products include traditional shoes such as slippers, heels, and sandals made of velvet. Although there are other kinds of footwear made by local businesses, Myanmar people do not have much knowledge about the international branded footwear products. Until recently, it was difficult for consumers to buy international branded footwear and designer products in Yangon. There were limited number of Western footwear products available and most of footwear products sold in retail stores were imported from China and Thailand. The change of Government happened in 2011 and it resulted in Myanmar becoming an opened country. This has initiated the vast growth of the footwear market in fashion industry.

Fashion trends in Myanmar started to develop in recent years in Myanmar. Many different brands have come into the country and the competition in the local market has greatly increased. People are becoming more interested in branded footwear items. Many people would buy these brands regardless of their income. It is because they feel that they have prestige and are proud that they are able to wear such expensive products. More over, people are more aware of the good quality of these brands and believe that it is worth the high price. This has somewhat encouraged the local footwear brands to upgrade their product quality. There are many local footwear businesses that produce quality products and some of these businesses offer customized footwear products.

Footwear fashion retailing has benefitted in recent years from the opening of shopping centers throughout Yangon such as Junction City and Myanmar Plaza. Some of the older centers such as Dagon Center and Taw Win Center, have long sold brands from neighboring countries such as Singapore, Thailand and China. There are high numbers of sellers that not only open the shops in shopping centers but also open online footwear stores. Online shopping patterns on Facebook have been improving in Myanmar since 2013, and the volume of trade has significantly risen. The sales of Footwear products include those for men, women as well as for kids. Not only are these footwear items imported from abroad, they are also produced locally.

3.2 Online Shopping and Online Stores

There are distinct benefits from shopping in online stores. In comparison with the offline stores, people do not have to queue up or wait very long to be served. Another benefits is that people can engage in online shopping from anywhere around the globe, given the accessibility to the Internet. Time is not a constraint for the consumers to shop online. The information available is more detailed and more complete than the physical stores. The study by Hoffman and Novak, they suggested that contact between online shopping connectivity on the Web and traditional media outlets is the specific main or function (Hoffman & Novak, 1996).

With the use of the Internet, people can easily make a purchase from online stores. Availability of various kinds of products or services, detailed information concerning the product or service and the matter of comparison of product features and pricing are the main reasons people are becoming more interested to shop online than from the physical stores. When the consumers are given more choices and are provided more convenience, it is easier for them to search for the products they want via the Internet (Butler & Peppard, 1998). Some studies indicate that shopping from online stores can bring more satisfaction to those who focus on the convenience of the process (Yu & Wu, 2007).

Because of the online banking network, which can easily transfer money and is more easy for consumers to use than offline banking system, users do not have to pay much attention about the movement of money and payment method. ecause of the online banking network, which can easily transfer money and is more easy for consumers to use than offline banking system, users do not have to pay much attention about the movement

of money and payment method. Consumers can use different payment systems to find different types of products at different prices by clicking the name of the things on the shopping sites. Throughout recent years, banks in Myanmar have only begun issuing debit cards, credit cards, and still have to put a lot of effort to attain international standards. License was given to foreign banks this year but these banks still not permitted to conduct operations of retail banking (Findlay, Park, & Verbiest, 2015). Even if the online payment is not as good and as fast as the foreign countries, the online shopping business is blooming and the market is increasing day by day.

Using the social media, many developments can be done in various aspects such as improving knowledge, skill, communication, education entertainment, media, business and so on. Most popular social media in this country are Facebook, Instagram, Twitter, Viber, We Chat, Line and Tango. Facebook is commonly used and it is a major tool for communication in daily life of people in Myanmar. People

People can post status, photos to share their feelings with others and update information, get the up-to-date news, check out weather conditions, keep watch of technological advancements, pay attention to fashion trends and so many other things. Online shopping is very popular on Facebook and people can buy any products from the online pages and are provided delivery services when receiving the ordered items. More than the traditional shopping, shopping from online stores is more convenient and easier. It also saves time and energy and hence, many people prefer to buy from online.

All business, big or small, uses social media to communicate with the customers and to gather information required for their businesses. According to the survey done by Rohan, Facebook users comprises 29 percent of the total population in Myanmar among the social media channels (Rohan, 2017). Therefore, sales and advertising via Facebook is very effective to reach out to mass people.

3.3 Profile of Respondents

The analysis of the demographic profile of the respondents focuses on gender, age, marital status, education level and income level. For each question, the respondents are given multiple choices out of which the respondents have to choose the most relevant one. Table (3.1) shows the results.

Table (3.1) Demographic Profile of Respondents

No.	Particular	Number of Respondents	Percentage
1.	Gender		
	Male	173	45.9
	Female	204	54.1
2.	Age		
	Under 20 years	49	13.0
	21 to 25 years	154	40.8
	26 to 30 years	108	28.6
	31 to 35 years	27	7.2
	Above 35 years	39	10.3
3.	Marital Status		
	Single	276	73.2
	Married	101	26.8
4.	Income		
	Under 100,000 MMK	60	15.9
	100,001 to 300,000 MMK	78	20.7
	300,001 to 500,000 MMK	86	22.8
	500,001 to 1,000,000 MMK	125	33.2
	Above 1,000,000 MMK	28	7.4
5.	Education Level		
	Lower than Bachelor Degree	72	19.1
	Bachelor Degree	232	61.5
	Master Degree	59	15.6
	Higher than Master Degree	14	3.7
Total		377	100.0

Source: Survey Data, 2019

According to the results in the Table, it is found that most of the respondents are female with 54.1%. The online shops engaging in fashion products such as clothing and footwear are mostly conducted by women and most of the buyers are also women. Although many of the online footwear stores offer products for both men and women wear, mostly the women are more interested in buying from online.

In terms of age, the majority of the respondents includes in the group of 21 to 25 years of age. The second largest group of 26 to 30 years of age comprises 28.6% of the respondents. This indicates that the youths and young adults are the dominant group because they are online most of the time and they are more interested in fashion trends and they very much care about their appearance.

The marital status is classified into two; single and married. The results show that most of the respondents are single with 73.2% whereas the married ones comprises the remaining 26.8%. Since most of the people who are married have to allocate their income in accordance with the various expenses for their households and so they do not buy the footwear products as much as single people.

For the aspect of monthly income, most of the respondents are in the monthly income level of 500,001 to 1,000,000 MMK with 33.2%. The lowest percentage is 7.4% where the respondents have the monthly income of above 1,000,000 MMK.

In terms of education, the majority of the respondents got the Bachelor Degree with 61.5%. The respondents comprising 72% have the education level of lower than Bachelor Degree. 59% got Master Degree and lastly, the education of 14% of the respondents is higher than Master Degree. According to these results, it can be indicated that most of the respondents are well educated.

3.4 Online Buying Behavior on Footwear

This section includes frequency of respondents' online shopping time, their experience of online shopping period, and the frequency of buying footwear from online during the last six months.

3.4.1 Experience of Online Shopping

The following Table (3.2) shows the respondents' experience period of time of shopping from online stores. The categories are 1 to 6 months, 6 to 12 months, 1 to 2 years and over 2 years of online shopping experience.

Table (3.2) Experience of Online Shopping

Particular	Frequency	Percentage
1 to 6 months	23	6.1
6 to 12 months	83	22.0
1 to 2 years	146	38.7
Over 2 years	125	33.2
Total	377	100.0

Source: Survey Data, 2019

The results in the Table (3.2) show that most of the respondents have one to two years' experience of shopping from online stores with 38.7%. The second highest percentage is 33.2% where the respondents have been shopping online. 22.1% of the respondents have experience time of six to twelve months of shopping from online stores. Lastly, 6.1% have one to six months' experience of online shopping. An easy access to the Internet has been available in Myanmar since 2011 and it has caused the e-commerce business to blossom since then. The online shopping business has vastly developed due to the increasing number of sellers and buyers online.

3.4.2 Frequency of Buying Footwear from Online during the Last Six Months

In this section, the frequency of buying footwear from online stores during the last six months is illustrated. The categories consist of buying footwear from online shopping at least one time, 1 to 3 times, more than 3 times and not even once in six months. The following table shows the results.

Table (3.3) Frequency of Buying Footwear from Online in the Last Six Months

Particular	Frequency	Percentage
None	81	21.5
At least once	192	50.9
1 to 3 times	69	18.3
More than 3 times	35	9.3
Total	377	100.0

Source: Survey Data, 2019

According to Table (3.3), the highest number of respondents bought footwear from online shops at least once with 50.9%. The second highest number of respondents of 21.5% did not buy any footwear products from online shops in the last six months. 18.3% bought for 1 to 3 times. And the respondents who bought footwear from online for more than 3 times comprised 9.3%. The respondents buy footwear from online stores for many reasons such as time-saving, wider choice of products, reviews of the products, availability of brand new products, convenience, etc.

3.4.3 Types of Footwear that Respondents Buy from Online Shops

There are many different types of footwear available in the market. The online stores have the wider variety of footwear products than the traditional retail stores. Moreover, the respondents can get the products of new designs, which sometimes cannot be found in the traditional shops since some of the designer collections are not available in these shops. Therefore, the online stores have more choices of footwear products.

Table (3.4) Types of Footwear that Respondents Mostly Bought from Online Shops

Particular	Frequency	Percentage
Sneakers	115	30.5
Socks	2	0.5
Shoes	37	9.8
Boots	34	9.0
Sandals	33	8.8
Slippers	53	14.1
Flip-flops	29	7.7
High-heels	48	12.7
Others	26	6.9
Total	377	100.0

Source: Survey Data, 2019

The Table (3.4) shows the types of footwear that the respondents mostly buy from online shops. Among these different types of footwear, most of the respondents buy sneakers the most with 30.5%. The sneakers are very useful and comfortable when going on trips as well as a casual wear. And it is suitable for both young and old people. Slippers comprise the second largest percentage. Slippers are the most common type of footwear that Myanmar people casually wear in their daily life. The third highest percentage is the high-heels and almost all of the respondents who bought high-heels are women. Not only in special occasions, high-heels are also worn casually.

3.5 Reliability Analysis

In order to test the strength of internal consistency of the variables in the questionnaire in this study, the reliability analysis is carried out. The Cronbach's Alpha is the most commonly used measure for this test (Tavakol & Dennick, 2011). Presented by the symbol α , the highest possible value is 1.0. If the α value is 0.7 and above, it is acceptable. Below 0.7, it is questionable and value below 0.5 is not acceptable. Value of 0.8 and above presents the good result. The value of 0.9 indicates the strong internal consistency. The higher the α value, the stronger the variables are internally consistent.

Table (3.5) Reliability Analysis

Category	Cronbach's Alpha	Number of Items	Interpretation
Perceived Usefulness	0.803	5	Good
Perceived Ease of Use	0.823	5	Good
Perceived Enjoyment	0.838	5	Good
Perceived Risk	0.816	5	Good
Trustworthiness	0.851	5	Good
Attitude towards the Object	0.872	5	Good
Attitude towards the Act	0.896	5	Good
Perceived Behavioral Control	0.865	5	Good
Repurchase Intention	0.899	5	Good

Source: Survey Data, 2019

The above Table (3.5) illustrates the reliability analysis of the variables in this study. The Cronbach's Alpha of the perceived usefulness is the lowest at the value of 0.803 and the repurchase intention variable has the highest Alpha value at 0.899. According to the overall results, the Cronbach's Alpha values of all the variables are above the value of 0.8, which indicates that all the variables have strong internal consistency and stability.

CHAPTER 4

ANALYSIS ON THE CONSUMER ATTITUDE AND BUYING BEHAVIOR ON FOOTWEAR FROM ONLINE

In this chapter, the analytical research on the consumer attitude and repurchase intention towards footwear from online is presented. Firstly, the analysis on the influencing factors on multi-attribute attitude of the consumers towards footwear products from online is conducted. Then, the analysis on the effect of multi-attribute attitude on the repurchase intention is conducted.

4.1 Factors influencing Consumer Attitude towards Purchasing Footwear from Online

This section presents the influencing factors on multi-attribute attitude of the consumers. It includes five influencing factors, which are perceived usefulness, perceived ease of use, perceived enjoyment, perceived risk, and trustworthiness.

4.1.1 Perceived Usefulness

Perceived usefulness of the respondents is shown in Table (4.1) and there are five questions to analyze the mean values. Before purchasing, the consumers have expectations of obtaining information that is useful to them and of conveniently browsing through all kinds of products or services they can possibly get. Since there are many online stores that offer the same or similar products for sale, the consumers will turn to other competitors if the online stores cannot satisfy these expectations. This means that in the presence of high risks, consumers' intention to buy is influenced by perceived usefulness.

Table (4.1) Perceived Usefulness of Respondents

No.	Perceived Usefulness	Mean
1.	Fast process when buying footwear online.	3.61
2.	Easy to purchase footwear online.	3.62
3.	Improves performance when buying footwear online.	4.04
4.	Providing alternatives of footwear products.	3.90
5.	Enhancing effectiveness when acquiring information about footwear.	3.64
Overall Mean		3.76

Source: Survey Data, 2019

The highest mean value is that the Internet improves the performance when the consumers search for information about the footwear products they want and when they buy the products. The mean score of 4.04 is a very high value and it indicates that the respondents highly agree with this usefulness. The second highest mean value is that there is a wide selection of footwear products. Unlike in the traditional stores, the online stores offer newer and more different kinds of footwear products. The consumers have a lot of alternatives to choose when purchasing footwear. The third highest mean score is that the Internet is of great help to the consumers because it enhances their effectiveness when they acquire information about footwear products. Fourth is that the application of the Internet is useful because the shopping of footwear products from online stores is an easy process. Lastly, this process of purchasing footwear from online is as also fast one since the transactions can be done with a click on the mobile phone or on computers. The overall mean score indicates that the respondents agree that Internet is a useful tool for buying footwear products.

4.1.2 Perceived Ease of Use

Perceived ease of use of the respondents is shown in Table (4.2) and there are five questions to analyze the mean values. This variable of perceived ease of use is an important factor that affects consumer attitude and buying behavior due to many barriers that prevent the consumers from engaging in online shopping. Some of these barriers are

that the consumers may not be able to use the Internet, or they may have difficult time accessing the Internet. The technology being very complex and not being able to smoothly use the electrical devices such as computer, may also serve as obstacle.

Table (4.2) Perceived Ease of Use of Respondents

No.	Perceived Ease of Use	Mean
1.	Flexible website for interaction.	3.52
2.	An easy medium for buying footwear.	3.74
3.	Easy to find the desired products of footwear.	3.40
4.	Easy and convenient online ordering layout.	3.42
5.	Clear, precise and easy to understand online information.	3.91
Overall Mean		3.60

Source: Survey Data, 2019

According to the results, the highest mean score is that the information about footwear products available online is clear, precise and it is very easy for the consumers to understand. Some people do not go to traditional stores because they may not have time or it may be because they simply do not want to go there. Therefore, being able to attain the desired information without going to the physical stores is very convenient for them. The overall mean score for this variable is 3.6, and it indicates that the respondents believe it is easy and convenient to use Internet to buy footwear products.

4.1.3 Perceived Enjoyment

Perceived enjoyment of the respondents is shown in Table (4.3) and there are five questions to analyze the mean values of each question. When the consumers enjoy shopping, they feel pleasure from the time they spend on shopping and searching for products.

Table (4.3) Perceived Enjoyment of Respondents

No.	Perceived Enjoyment	Mean
1.	Enjoyable to shop footwear online.	3.09
2.	Enjoyable to browse footwear online.	3.14
3.	Interesting to buy footwear online	3.08
4.	Exciting to buy footwear via Internet.	3.20
5.	Enjoyable net surfing when shopping footwear online.	3.23
Overall Mean		3.15

Source: Survey Data, 2019

It is shown in Table (4.3) that the highest mean value is that the respondents enjoy the process of surfing the net to search for and receive information with the purpose of purchasing footwear. The respondents think it is interesting to purchase footwear from online and they get the enjoyment from browsing the various footwear products from online. The Internet provides a lot of excitement to them. The overall mean score of the perceived enjoyment presents that they slightly agree that they feel enjoyment from shopping footwear online. This overall mean score of perceived enjoyment is the pretty low compared to that of other variables.

4.1.4 Perceived Risk

Perceived risk of the respondents is illustrated in Table (4.4) and there are five questions. Generally, consumers determine the degree of risks in the online shopping business in accordance with the information online. This information is related to the confidentiality of personal information and to whether the transactions done are secure or not.

Table (4.4) Perceived Risk of Respondents

No.	Perceived Risk	Mean
1.	Personal information being stolen.	3.57
2.	Receiving malfunctioning merchandise.	3.69
3.	Hard to judge the quality of the products.	3.80
4.	Cannot easily cancel orders.	3.64
5.	Not receiving the items.	3.75
Overall Mean		3.69

Source: Survey Data, 2019

The above Table (4.4) shows that the highest mean score for the variable of perceived risk is 3.8, meaning that it is not possible to properly judge the quality of the footwear products over the Internet. Even if the online store provides the detailed information about the footwear products, some factors may a little bit different from the actual products. Especially, the colour of the products may not be the same as the photo when receiving the products because of the lighting effects the online sellers use to make their products look better to attract the buyers. And since these products cannot be touched, unlike in physical stores, it is hard to evaluate the quality. The overall mean value of the perceive risk indicates that the respondents think there are risks to buy footwear from online. There are many risks when purchasing footwear products online. One risk is that the size ordered may not fit. The consumers also have the risk of receiving the malfunctioning products or counterfeit products, or may not receive the products at all. Sometimes, the consumers are required to pay for the products in advance and it can result in loss of money if the items are not delivered. The matter of personal information being stolen is also major issue nowadays.

4.1.5 Trustworthiness

Trustworthiness of the respondents is shown in Table (4.5) and there are five questions to analyze the mean values. When consumers perceive that an online website is trustworthy, they are empowered to take risks to certain extent. There are many studies that found that trust influences on consumers' intention towards online purchasing. The importance of establishing trust of the consumers is emphasized in some studies. It is due to the fact that it is claimed to be directly related to purchase intention and actual purchase.

Table (4.5) Trustworthiness of Respondents

No.	Trustworthiness	Mean
1.	Honest online sellers.	3.29
2.	No overcharging in online stores.	3.45
3.	Best interest in mind for the consumers.	3.51
4.	Online sellers keep promises and commitments.	3.34
5.	Online stores are trustworthy.	3.70
Overall Mean		3.46

Source: Survey Data, 2019

The highest mean value of trustworthiness variable is 3.70 and the lowest score is 3.29. The overall mean value is 3.46, which is above the satisfactory level. The price of the products are generally lower than the traditional stores and so it can be said that the consumers do not have to worry about being overcharged when purchasing footwear online. Although there are many online stores that deceive consumers, there are also many online stores are honest with their consumers about their products and services. Most of them have the best interest in mind for the consumers and try to live up to their promises in order to win over the customers so that they will buy again in the future. Overall, the respondents believe that the online sellers and online stores are trustworthy.

4.1.6 Multi-Attribute Attitude of Consumers

Consumers chose the footwear products depending not only on the factors associating with the products, but also on their attitude and behavior. Consumer behavior is a critically related to the purchase intention. An analysis of the multi-attribute attitude of the consumers is conducted and the result of the attitude towards the object, attitude towards the act and perceived behavioral control are shown in the following Table (4.6).

Table (4.6) Multi-Attribute Attitude of Respondents

No.	Attitude towards the Object	Mean
1.	Reasonable price on online stores.	3.52
2.	Footwear products of comfortable material.	3.34
3.	Durable footwear products.	3.19
4.	Availability of footwear products of latest designs.	3.61
5.	A sense of high prestige.	3.55
Overall Mean		3.44
No.	Attitude towards the Act	Mean
1.	Appealing idea to buy footwear online.	3.28
2.	Beneficial to use Internet when shopping footwear online.	3.43
3.	Like buying footwear online.	3.44
4.	Advised to buy by influential people.	3.46
5.	Advised to buy by important people.	3.25
Overall Mean		3.37
No.	Perceived Behavioral Control	Mean
1.	Capable of buying footwear online.	3.59
2.	Having control over buying footwear online.	3.60
3.	Having resources to buy footwear online.	3.47
4.	Having knowledge to buy footwear online.	3.71
5.	Having ability to buy footwear online.	3.57
Overall Mean		3.59

Source: Survey Data, 2019

For attitude towards the object component of the multi-attribute attitude theory, the latest designs of the products attract the consumers to purchase from online stores. Myanmar people are more interested in fashion products and follow the trends in the market. Many of the popular brands from overseas have come to Myanmar and the products of these brands are sold in physical stores. However, these stores do not have the latest designs and newest products as instocks in their stores. Some of the limited edition products are not available in these stores at all. Therefore, the consumers rely on the online stores to get the latest designs, which are not available in offline retail stores. According to the overall mean scores, the respondents have moderate positive attitude on the attributes of the footwear products sold online.

Regarding the attitude towards the act component of the multi-attribute attitude model, the consumers are greatly influenced by other people who are important to them when purchasing footwear products. A popular practice nowadays in buying products is that consumers discuss about their experience concerning with the products and services. A lot of people make reviews on their experience after they have bought footwear products and share their experience and some insights. Consumers sometimes seek advice from others before purchasing footwear products. Consumers seek the opinions of people who are important to them and who have influence over them, such as family, friends, professionals and so on. Overall, the respondents have a positive attitude on the online purchasing of footwear and they are inclined to buy these products from the online stores.

Concerning with perceived behavioral control of multi-attribute attitude, the consumers purchase the footwear products in accordance to their ability and capability to purchase and to whether they have the resources required for purchase. In order to purchase footwear from online, the consumers must first have access to the Internet and then, they should have some kind of device to connect to the Internet, such as mobile phone or computer. Moreover, knowledge of how to use the device and how to purchase the products is also necessary. In other words, the consumers must have control over the process of purchasing footwear online first in order to have the purchase intention. Overall, the respondents believe that the process of online purchase of footwear products is entirely within their control and that they have the ability and resources to make a purchase.

4.1.7 Effect of Influencing Factors on Consumer Attitude towards Buying Footwear from Online

In this study, linear regression model is used to analyze the influencing factors on the consumer attitude. The following Table (4.7) illustrates the effect of perceived usefulness, perceived ease of use, perceived enjoyment, perceived risk and trustworthiness on the attitude towards the object component of the Multi-Attribute Attitude of the consumers.

Table (4.7) Influencing Factors on Attitude towards the Object

Independent Variables	Unstandardized		Standardized	t	Sig.	VIF
	B	Std.	(Beta)			
(constant)	.069	.197		.353	.724	
Perceived Usefulness	.188***	.046	.168	4.070	.000	1.493
Perceived Ease of Use	.160**	.068	.137	2.366	.019	2.942
Perceived Enjoyment	.210***	.050	.178	4.214	.000	1.570
Perceived Risk	.005	.058	.004	.081	.935	1.979
Trustworthiness	.447***	.060	.427	7.436	.000	2.895
R	0.760					
R Square	0.578					
Adjusted R Square	0.572					
Durbin-Watson	1.365					
F	101.517***					

Source: Survey Data, 2019

Note: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

Correlation coefficient, which is symbolized by R is used to measure the linear relationship between two variables and this value is R falls between 0 and 1. R is referred to as how dependent variable is correlated to independent variable. In the above Table (4.7), R value is 0.760, and it demonstrates the correlation between five influencing factors presented by respondents and attitude towards the object. In table (4.7), the R Square value is 57.8 percent, this proves that the variation of the respondents' attitude towards the object can be explained by this particular model. Due to the 0.578 value of Adjusted R Square, it can be said that the model explains 57.2% the variance of attitude towards the object, which is dependent variable in this study, and five influencing factors, which are independent variables.

Perceived Usefulness variable has the positive sign and at level of one percent, it is highly significant. The positive relationship indicates that the increase in perceived usefulness lead to the effect on attitude towards the object component of the consumers. The Internet usage can enhance the effectiveness and improves the consumers' performance when they buy footwear from online shops. It can make the consumers have good attitude on the attributes of the products. This usefulness can help them focus on the attributes and let them be aware of the good quality of the footwear products.

Perceived ease of use variable has the positive sign and at coefficient level of five percent, it is highly significant. The positive relationship indicates that the increase in perceived ease of use lead to the effect on attitude towards the object component of the consumers. The easy usage of Internet when buying footwear products from online shops can also affect the consumers to discover the goodness in the attributes of these products. Since the information obtained from online shops are easy to understand, the consumers can find the kind of products they desired more easily.

Perceived enjoyment variable has the positive sign and at level of one percent, it is highly significant. The positive relationship indicates that the increase in perceived enjoyment lead to the effect on attitude towards the object component of the consumers. Enjoyment also affects the consumers to be more conscious of the attributes of the footwear products. Consumers who enjoy online purchasing of footwear get the pleasure from browsing for and shopping for the products.

Trustworthiness variable has the positive sign and at coefficient level of one percent, it is highly significant. The positive relationship indicates that the increase in

trustworthiness lead to the effect on attitude towards the object component of the consumers. If the consumers perceive that the online merchants and the online shops are trustworthy, naturally, they will have positive attitude towards the footwear products. For the online stores that sell famous footwear brands, it is important that they deliver the authentic products to the consumers. The consumers nowadays are more knowledgeable about the products and if they receive the promised quality of products from the online stores, they will have trust on these stores and on the products they sell.

In this regression, Beta represents the Standardized Coefficient and the scores illustrates that all the influencing factors are positively related to attitude towards the object. Beta of trustworthiness has the highest value of 0.427 among the five variables, which shows that trustworthiness has the greatest influence on attitude towards the object of consumers. All VIF values are less than 10 and it means that there is no multicollinearity problem. F test value refers to the overall significance of the model, and at level of one percent, it is highly significant.

In summary, the results show that most of the factors have significant value. Trustworthiness and perceived enjoyment, perceived ease of use and perceived usefulness significantly influence the attitude towards the object of the consumers towards purchasing footwear products from online. It means that consumer' attitude towards the object is influenced by how honest the online sellers are about the products offered and by how they feel pleasant and convenient about the footwear products. A sense of high prestige the consumers get from the products can greatly influence the attitude of the consumers. The usefulness of shopping footwear online also significantly influences the consumers' attitude towards the object.

In this research, Table (4.8) illustrates the effect of perceived usefulness, perceived ease of use, perceived enjoyment, perceived risk and trustworthiness on the Attitude towards the Act Component of the Multi-Attribute Attitude of the consumers.

Table (4.8) Influencing Factors on Attitude towards the Act

Independent Variables	Unstandardized		Standardized	t	Sig.	VIF
	B	Std.	(Beta)			
(constant)	.313	.214		1.461	.145	
Perceived Usefulness	.079	.050	.066	1.569	.118	1.493
Perceived Ease of Use	.236***	.074	.188	3.201	.001	2.942
Perceived Enjoyment	.251***	.054	.198	4.621	.000	1.570
Perceived Risk	.035	.063	.027	.552	.581	1.979
Trustworthiness	.470***	.065	.418	7.181	.000	2.895
R	0.752					
R Square	0.566					
Adjusted R Square	0.560					
Durbin-Watson	1.768					
F	96.791***					

Source: Survey Data, 2019

Note: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

Correlation coefficient, which is symbolized by R is used to measure the linear relationship between two variables and this value is R falls between 0 and 1. R is referred to as how dependent variable is correlated to independent variable. In the above Table (4.8), R value is 0.752, and it demonstrates the correlation between five influencing factors presented by respondents and attitude towards the act. In table (4.8), the R Square value is 56.6 percent, this proves that the variation of the respondents' attitude towards the act can be explained by this particular model. Due to the 0.560 value of Adjusted R Square, it can be said that the model explains 56% the variance of attitude towards the act, which is dependent variable in this study, and five influencing factors, which are independent variables.

Perceived ease of use variable has the positive sign and at coefficient level of one percent, it is highly significant. The positive relationship indicates that the increase in

perceived ease of use lead to the effect on attitude towards the act component of the consumers. Most of the respondents are young people and are well educated and hence, they may be good with using computers and may have good knowledge on the technology aspects. With this, the navigation of the shopping websites and pages can somehow be well managed. The e-shopping environment that is easy to use encourages the consumers to want to shop the footwear products more from online stores.

Perceived enjoyment variable has the positive sign and, at level of one percent, it is highly significant. The positive relationship indicates that the increase in perceived enjoyment lead to the effect on attitude towards the act component of the consumers. The feeling of pleasure and enjoyment obtained from visiting the online stores can rouse the positive attitude of the consumers towards online shopping. If the consumers encounter the enjoyable experience when browsing and searching information for footwear products, they will be more eager to shop the products from online.

Trustworthiness variable has the positive sign and at level of one percent, it is highly significant. The positive relationship indicates that the increase in trustworthiness lead to the effect on attitude towards the act component of the consumers. Trust is an important factor to be considered in online purchasing of footwear. The online sellers who are honest in their business doing will achieve the trust of the consumers and it can result in consumers considering to buy the products from online in the future.

In this regression, Beta represents the Standardized Coefficient and the scores illustrates that all the influencing factors are positively related to attitude towards the act. Beta of trustworthiness has the highest value of 0.418 among the five variables, which shows that trustworthiness has the greatest influence on attitude towards the act of consumers. All VIF values are less than 10 and it means that there is no multicollinearity problem. F test value refers to the overall significance of the model, and at level of one percent, it is highly significant.

In summary, the results show that most of the factors have significant value. Among the factors, trustworthiness, perceived enjoyment and perceived ease of use significantly influence the attitude towards the act of the consumers towards purchasing footwear products from online. It means that consumer' attitude towards the act is influenced by how the process of shopping footwear from online is easy to understand and to use for them. It also means that consumers' attitude on purchasing the footwear

products from online depends on the effectiveness of Internet usage for finding information about the products. The matter of how trustworthy the online stores also affects the consumers to buy or not to buy footwear from online.

Table (4.9) illustrates the effect of five factors on the Perceived Behavioral Control Component of the Multi-Attribute Attitude of the consumers.

Table (4.9) Influencing Factors on Perceived Behavioral Control

Independent Variables	Unstandardized		Standardized	t	Sig.	VIF
	B	Std.	(Beta)			
(constant)	.399	.203		1.966	.050	
Perceived Usefulness	.154***	.048	.146	3.233	.001	1.493
Perceived Ease of Use	.138**	.070	.126	1.979	.049	2.942
Perceived Enjoyment	.220***	.051	.199	4.281	.000	1.570
Perceived Risk	.080	.060	.070	1.341	.181	1.979
Trustworthiness	.325***	.062	.331	5.240	.000	2.895
R	0.700					
R Square	0.490					
Adjusted R Square	0.483					
Durbin-Watson	1,630					
F	71.225***					

Source: Survey Data, 2019

Note: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

Correlation coefficient, which is symbolized by R is used to measure the linear relationship between two variables and this value is R falls between 0 and 1. R is referred to as how dependent variable is correlated to independent variable. In the above Table (4.9), R value is 0.700, and it demonstrates the correlation between five influencing factors presented by respondents and perceived behavioral control. In table (4.9), the R

Square value is 49 percent, this proves that the variation of the respondents' perceived behavioral control can be explained by this particular model. Due to the 0.483 value of Adjusted R Square, it can be said that the model explains 48.3% the variance of perceived behavioral control, which is dependent variable in this study, and five influencing factors, which are independent variables.

Perceived Usefulness variable has the positive sign and, at value level of 1 percent, it is highly significant. The positive relationship indicates that the increase in perceived usefulness lead to the effect on perceived behavioral control component of the consumers. Using the Internet, the consumers are able to obtain the desired information about the footwear products. The ability to get this information about the products and being able to make comparisons rouses a sense of being in control in consumers' mind.

Perceived ease of use variable has the positive sign and at coefficient value level of 5 percent, it is highly significant. The positive relationship indicates that the increase in perceived ease of use lead to the effect on perceived behavioral control component of the consumers. The consumers who have good knowledge in computers have easy time conducting the online shopping process. When they are capable of maneuvering the electronic devices and the Internet, they have the control in the process of buying footwear products from online.

Perceived enjoyment variable has the positive sign and at level of 1 percent value, it is highly significant. The positive relationship indicates that the increase in perceived enjoyment lead to the effect on perceived behavioral control component of the consumers. Some of the consumers are not very fond of going to the offline stores and online shopping gives them a sense of satisfaction and enjoyment. Having resources, they are able to acquire the desired information or desired products, and hence, being able to enjoy shopping for footwear products.

Trustworthiness variable has the positive sign and at coefficient level of value of one percent, it is highly significant. The positive relationship indicates that the increase in trustworthiness lead to the effect on perceived behavioral control component of the consumers. Trust is essential factor in making an online purchase. Having trust on the online stores and the products from these stores means that the consumers believe in the authenticity of the online stores. The consumers can attain the reliable information and

this can affect their attitude positively, that is, it gives them a sense of being capable of obtaining the desired knowledge about the footwear products from online.

In this regression, Beta represents the Standardized Coefficient and the scores illustrates that all the influencing factors are positively related to perceived behavioral control. Beta of trustworthiness has the highest value of 0.331 among the five variables, which shows that trustworthiness has the greatest influence on perceived behavioral control of consumers. All VIF values are less than 10 and it means that there is no multicollinearity problem. F test value refers to the overall significance of the model, and at level of one percent, it is highly significant.

In summary, the results show that most of the factors have significant value. Among the factors, most consumers who have perceived behavioral control component mainly focus on usefulness and enjoyment of shopping footwear from online and on trustworthiness of the online stores when purchasing footwear from online. The perceived behavioral control on buying product from a Web merchant positively influences the intention to buy products form the Web merchant.

4.2 Effect of Consumer Attitude on Repurchase Intention on Footwear from Online

This section analyzes the effect of multi-attribute attitude of consumers on repurchase intention towards footwear from online. The multi-attribute attitude consists of three components: attitude towards the object, attitude towards the act, and perceived behavioral control.

4.2.1 Repurchase Intention

Repurchase Intention of the respondents is shown in Table (4.10) and there are five questions to analyze the mean values. Many studies have advocated that consumers' intention towards online purchasing can be used to predict the actual purchase. Actual purchase behavior of consumers is dichotomous since there are two options for consumers; whether or not they have to purchase the product.

Table (4.10) Repurchase Intention of Respondents

No.	Repurchase Intention	Mean
1.	Intend to buy footwear online again.	3.32
2.	Likely to buy again in the near future.	3.58
3.	Using social media for future purchase of footwear.	3.30
4.	Visiting online shopping pages again in the future.	3.32
5.	Recommend others to buy from online.	3.44
Overall Mean		3.39

Source: Survey Data, 2019

According to the results in Table (4.10), the highest mean value of the repurchase intention is 3.58, where it is likely that the respondents will purchase footwear products from online stores in the near future. When doing so, the social media will be the medium the respondents intend to use and they will also recommend other people to purchase footwear products from online. The overall mean value of the repurchase intention variable indicates that the respondents have the positive attitude on this factor and they have the intention to purchase footwear products from online stores again in the future.

4.2.2 Effect of Consumer Attitude on Repurchase Intention

It is important for the marketers to understand the consumers' attitude and their buying behavior. In order to analyze the relationship between the consumer attitude and repurchase intention towards footwear shopping online, linear regression model is used and the results are shown in Table (4.11).

Table (4.11) Effect of Consumer Attitude on Repurchase Intention

Independent Variables	Unstandardized		Standardized	t	Sig.	VIF
	B	Std.	(Beta)			
(constant)	.097	.074		1.314	.190	
Attitude towards the Object	.377***	.041	.355	9.265	.000	4.839
Attitude towards the Act	.526***	.035	.533	15.092	.000	4.101
Perceived Behavioral Control	.114***	.034	.101	3.371	.001	2.948
R	0.942					
R Square	0.887					
Adjusted R Square	0.886					
Durbin-Watson	2.235					
F	971.576***					

Source: Survey Data, 2019

Note: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

Correlation coefficient, which is symbolized by R is used to measure the linear relationship between two variables and this value is R falls between 0 and 1. R is referred to as how dependent variable is correlated to independent variable. In the above Table (4.11), R value is 0.942, and it demonstrates the correlation between multi-attribute attitude presented by respondents and repurchase intention. In table (4.11), the R Square value is 88.7 percent, this proves that the variation of the respondents' attitude towards the object can be explained by this particular model. Due to the 0.886 value of Adjusted R Square, it can be said that the model explains 88.6% the variance of repurchase intention, which is dependent variable in this study, and three multi-attribute attitude components, which are independent variables.

Attitude towards the object variable has the positive sign and at level of one percent, it is highly significant. The positive relationship indicates that the increase in attitude towards the object lead to more effect on repurchase intention of the consumers. The positive attitude towards the attributes of the footwear products can encourage the

consumers to purchase again from the online stores. Not only do they intend to make a purchase again, they may also recommend the footwear products from these online stores to other people.

Attitude towards the act variable has the positive sign and at value level of coefficient 1 percent, it is highly significant. The positive relationship indicates that the increase in attitude towards the act lead to more effect on repurchase intention of the consumers. When consumers' attitude towards online shopping is positive, their perception that the Internet is a good tool for making online purchase of footwear is reinforced. Since they think that online shopping of footwear products is a good idea, their intention to purchase again in the future is increased. The suggestions of the influential and important people can encourage the positive attitude towards online shopping, which can raise the consumers' repurchase intention.

Perceived behavioral control variable has the positive sign and at level of coefficient one percent, it is highly significant. The positive relationship indicates that the increase in perceived behavioral control lead to more effect on repurchase intention of the consumers. Having the ability and resources can have high impact on whether the consumers intend to buy the footwear products again from the online sellers in the future. The consumers who perceive themselves as having knowledge and resources and being capable of buying footwear from online express more intention to make a repurchase.

The standardized Coefficient (Beta) indicates that all the components of multi-attribute attitude have positive relationship with repurchase intention. The Beta of attitude towards the act has the highest value of 0.533 among the three variables, which indicates that the attitude towards the act has the greatest effect on the repurchase intention of consumers. All the VIF values are less than 10 and it shows that there is no multicollinearity problem in this case. The value of F test, the overall significant of the model, is highly significant at 1 percent level. This specified model could be said valid.

In this regression, Beta represents the Standardized Coefficient and the scores illustrates that all three components are positively related to repurchase intention. Beta of attitude towards the act has the highest value of 0.533 among the three variables, which shows that attitude towards the act has the greatest influence on repurchase intention. All VIF values are less than 10 and it means that there is no multicollinearity problem. F test

value refers to the overall significance of the model, and at level of one percent, it is highly significant.

To summarize, the results show that all the factors have significant value. Attitude towards the act component has the most significant impact on the repurchase intention of the consumers towards footwear products from online. It means that consumer' intention to repurchase is influenced by how the action of shopping footwear online is appealing and beneficial to them, and how others perceived and comment about it. When the consumers are very eager to shop footwear from online stores, their intention to repurchase has increased. Attitude towards the object component of the multi-attribute attitude significantly influence the repurchase intention of the consumers towards footwear products from online. It means that consumer' intention to purchase is influenced by the factors relating to the footwear products, such as price, design, durability and so on. Perceived behavioral control component of the multi-attribute attitude significantly influence the repurchase intention of the consumers towards footwear products from online. It means that consumer' intention to repurchase is influenced by how they have the ability and resources required to purchase footwear products from online.

CHAPTER 5

CONCLUSION

This research study analyzes the consumer attitude and repurchase intention towards footwear from online stores. This chapter covers the findings and discussions, suggestions and recommendations, and needs for further study.

5.1 Findings and Discussions

The study focuses on five influencing factors, which are perceived usefulness, perceived ease of use, perceived enjoyment, perceived risk and trustworthiness. It also examines consumer attitude and repurchase intention. This study is conducted by collecting primary data from 377 respondents who have at least one time experience on buying footwear products from online. The structured questionnaires were sent out to the respondents via Facebook. There are many different products sold in online stores but this paper only focuses on the footwear products.

In this study, the individual factor analysis includes demographic profile of respondents, frequency and characteristics of footwear purchasing from online. In the demographic profile of the respondents, according to the survey data, most of the respondents are female and are single. They are mostly youths. Most of the respondents are educated people with majority having the education level of Bachelor Degree. Although most of the respondents are young adults, the monthly income level is pretty high. Some of the teenagers who still have not got a Bachelor Degree have high income. This may be because they have their own small businesses, such as running an online store themselves, in addition to buying from other online stores.

Regarding the online shopping experience, most of the respondents have a few years of experience in online shopping and they mostly buy footwear products from online once in six months. Almost all of the respondents use Internet everyday. It is because the Internet has become an essential tool not only for our entertainment, but also in our working life. There are many different kinds of footwear products available in online stores. The type of footwear product that the majority of the respondents mostly buy from online is sneakers. The sneakers were not the most favourite of Myanmar

people in the past. However, these products have become popular in recent years because of the increase in the influence of international culture and the decrease in price of the products. Since the most of the respondents are female, the choice of high-heels as the most-bought type of footwear is also high.

For the first objective, the study explores the influencing factors on the attitude of the consumers: perceived usefulness, perceived ease of use, perceived enjoyment, perceived risk, and trustworthiness. According to the results, trustworthiness has the most significant influence on the consumer attitude. The transactions in conducting online shopping of footwear products is anonymous and complex but despite that, the respondents show the high level of trust on the online sellers and online stores. And it results in positive attitude towards buying footwear from online. The respondents' believe that the online merchants keep their promises and have their best interest in mind and this leads to increasing positive attitude of the consumers.

Perceived ease of use, perceived enjoyment and trustworthiness have significant influence on all three components of the multi-attribute attitude. The Internet being an easy medium and the online stores having an easy online ordering layout, the consumers are able to find the desired footwear products and the information about the products. This ease of use can make the consumers to have positive attitude towards online purchase of footwear products. The results show that generally, the respondents enjoy browsing and shopping for footwear from online stores and this enjoyable experience can make the consumers to have positive attitude. Interactive community of networking can encourage the consumers to experience the shopping enjoyment and their attitude towards online purchasing of footwear to be increased.

Perceived usefulness has a significant influence on attitude towards the object and on perceived behavioral control. The Internet truly helps increase the effectiveness and the speed of conducting the process of buying footwear products. This usefulness can make the consumers discover the attributes of the footwear products from online and their positive attitude on these products may be increased. It can also arouse the consumers' sense of being able to control the process of buying footwear from online.

For the second objective, the study examines the effect of consumer attitude on repurchase intention. All three components of the multi-attribute attitude significantly affect the repurchase intention towards footwear from online and the component that has

the most impact is attitude on repurchase intention is attitude towards the act component. In regards to the attributes of footwear products from online stores, the respondents agree with the good qualities of the products and this positive attitude towards the object can encourage them to visit the online stores again and increase their repurchase intention. Since the respondents think that the idea of buying footwear from online is an appealing idea, they are inclined to buy the footwear from online stores. This arouses their repurchase intention. Repurchase intention of the consumers is also affected by the perceived behavioral control of the consumers. When the consumers have the required resources and are able to make an online purchase of footwear products, the chance that they will repurchase will be increased. Generally, positive consumer attitude has the positive impact on repurchase intention of the consumers.

5.2 Suggestions and Recommendations

Nowadays, there are a lot of online stores that sell fashion products. The competition in the market has increased in recent years and so, the online sellers should secure their position in the market by establishing strong relationship with their old customers as well as new customers. Based on the findings mentioned above, the online footwear stores should focus on targeting the young adults and adults. These online stores should work more on attracting young women who are single.

Regarding the perceived usefulness, the online stores should improve their technological aspects using the Internet. In addition to the online shopping page on Facebook, they should sell their products by developing websites and mobile applications. Although there are many online stores that have done this, still a lot of stores are satisfied with selling just on Facebook. This could be done by providing functional benefit by establishing alliances with related product companies this way customer can get increased information. This will make customer feel usefulness of visiting the company's website which will drive positive attitude and will lead to online shopping intention. Moreover, the online stores should develop user guidance. For example, making step-by-step visual guides and tutorials can help the consumers who are not familiar with the process of online purchasing.

Regarding the perceived ease of use, the online footwear stores should design their ordering process in a very easy way so that people of all ranges can easily

understand it. They should also organize their footwear products by making catalogues for each type of footwear. This way, it will be easier for the consumers to browse and choose the desired products. User-friendly facilities and customization of the homepages could be another way to create positive impact on its consumers and finally leading to positive attitude towards online shopping.

Regarding the perceived enjoyment, this variable can significantly affect the consumers' attitude. In order to keep the consumers entertained, the online stores should offer the variety of footwear products very often in order for the consumers not to get bored due to repeated offering of the same kind of products. And another suggestion is that they should share some insights on health, beauty and fashion trends that are useful for the consumers and this can attract more customers. Promotion, lucky draws and give-away presents are also a good way to make the consumers happy and satisfied. Furthermore, the online sellers should improve the informative content and their page design that would offer the enjoyable experience of shopping footwear products.

Regarding the trustworthiness, it is the most influential factor on the consumer attitude towards buying footwear from online and so it is important to gain the trust of the consumers. The online stores should have the consumers' best interest in mind and should try to be able to always deliver the promised items on time. This way the consumer may tend to develop faith and trust for making online purchase. Moreover, the online footwear stores should provide the warrantee and other services to its customers, such as money back offer on the products, where the customers can return the goods and get money back when they are not satisfied with the products or service they received. These services shows that the online stores are sincere in the business doing and hence achieve the trust of the consumers. It shows that the online merchants cares for consumers and this will increase their trust towards the online stores. The word of mouth advertising can also spread the consumers' perceptions to their family members and friends. Therefore, the online stores need to achieve positive word of mouth among the community since it will increase the consumers' perceptions on the trustworthiness of the online footwear stores.

5.3 Needs for Further Research

The study focuses on respondents in Yangon region only and therefore, the further research including more regions should be studied for comparison with Yangon region. Only a small subset of factors that affect the online shopping behavior, in terms of perceived usefulness, perceived ease of use, perceived enjoyment, perceived risks, and trustworthiness, is taken into account in this paper. Other aspects of usability, lifestyles, privacy, security, economy, impact on society, marketing mix and so on need to be studied due to the rapid growth of the market. This study does not take into account consumers of other products besides footwear. Therefore, consumers' online shopping behavior of variety of other products should also be studied further. For businesses engaging online shopping, it will be fruitful as a better understanding of these factors can help increase sales and profits.

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APPENDIX

APPENDIX I – Survey Questionnaire

This questionnaire is designed for the study of **Consumer Attitude and Repurchase Intention towards Footwear from Online.**

Please tick the score boxes, which explains your opinion.

PART A: Demographic Profile

1. Gender

- Male
- Female

2. Age

- Under 20 years
- 21 to 25 years
- 26 to 30 years
- 31 to 35 years
- Above 35 year

3. Marital Status

- Single
- Married

4. Income (per month)

- Under 100,000 MMK
- 100,001 to 300,000 MMK
- 300,001 to 500,000 MMK
- 500,001 to 1,000,000 MMK
- Above 1,000,000 MMK

5. Level of Education

- Lower than Bachelor Degree
- Bachelor Degree
- Master Degree
- Higher than Master Degree

6. How long have you been doing online shopping?

1 to 6 months

6 to 12 months

1 to 2 years

Over 2 years

7. How many times did you buy footwear products from online shopping during the last six months?

None

At least once

2 to 3 times

More than 3 times

8. What type of footwear products do you mostly buy from online stores?

Sneakers

Slippers

Socks

Flip-flops

Shoes

High-heels

Boots

Others

Sandals

PART B: Influencing Factors on Consumer Attitude and Purchase Intention

Instruction: Please choose one of the following numbers on each line according to the index.

Index: 1 = strongly disagreed

2 = disagrees

3 = neutral

4 = agree

5 = strongly agreed

	Perceived Usefulness	1	2	3	4	5
9.	The process of purchasing footwear online is fast.					
10.	It is easy to purchase footwear online.					
11.	The internet improves my performance while searching for and purchasing footwear.					
12.	Online Shopping provides many product alternatives of footwear.					
13.	The internet enhances my effectiveness in searching and purchasing footwear.					

	Perceived Ease of Use	1	2	3	4	5
14.	The website is flexible to interact with when purchasing footwear online.					
15.	Using the internet as a medium to buy footwear would be easy for me.					
16.	It is easy to find the desired products of footwear from online.					
17.	Online ordering layout for footwear is easy and convenient.					
18.	Online footwear information is clear, precise and easy to understand.					

	Perceived Enjoyment	1	2	3	4	5
19.	I enjoy shopping footwear online.					
20.	I enjoy browsing for footwear online.					
21.	I think that purchasing footwear from internet is interesting.					
22.	Using the internet to purchase footwear would provide me a lot of excitement.					
23.	I enjoy surfing the net for the purpose of purchasing footwear and receiving information.					

	Perceived Risk	1	2	3	4	5
24.	I am afraid that someone might steal my personal information.					
25.	I might receive malfunctioning merchandise.					
26.	It is hard to judge the quality of footwear over internet.					
27.	It is not easy to cancel orders when shopping online.					
28.	I might not receive the footwear ordered online.					

	Perceived Trustworthiness	1	2	3	4	5
29.	I believe that footwear online stores are honest with their consumers.					
30.	I will not be overcharged by footwear online stores during sales transactions.					
31.	I believe that footwear online stores have my best interest in mind.					
32.	I believe that footwear online stores keep their promises and commitments.					
33.	I believe that footwear online stores are trustworthy.					

	Attitude towards the Object	1	2	3	4	5
34.	I believe that the price of footwear on online stores is reasonable.					
35.	I believe that footwear from online stores is of comfortable material.					
36.	I believe that footwear from online stores is durable.					
37.	I think that footwear of latest design, which is not available in offline retail stores, is available on online stores.					
38.	I think footwear that gives a sense of high prestige is available on online stores.					

	Attitude towards the Act	1	2	3	4	5
39.	The idea of buying footwear online is appealing.					
40.	Using internet to do online purchases for footwear is beneficial to me.					
41.	I like the idea of buying footwear online.					
42.	People who influence my behavior would think that I should buy footwear over the internet.					
43.	People who are important to me would think that I should buy footwear products over the internet.					

	Perceived Behavioral Control	1	2	3	4	5
44.	I am capable of buying footwear products over the internet.					
45.	Buying footwear products over the internet is entirely within my control.					
46.	I have the resources to buy footwear products over the internet.					
47.	I have the knowledge to buy footwear products over the internet.					
48.	I have the ability to buy footwear products over the internet.					

	Purchase Intention	1	2	3	4	5
49.	I have the intention to purchase footwear products online again.					
50.	It is likely that I will purchase footwear products again from the online stores in the near future.					
51.	I will use social media as a medium in the future for online purchasing of footwear.					
52.	I will visit the footwear online shopping pages again in the future.					
53.	I will recommend others to buy from online.					

APPENDIX II

Regression Model 1 – Influencing Factors on Attitude towards the Object

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.760 ^a	.578	.572	.56972	1.365

a. Predictors: (Constant), Trustworthiness Mean, Perceived Risk Mean, Perceived Usefulness Mean, Perceived Enjoyment Mean, Perceived Ease of Use Mean

b. Dependent Variable: Attitude towards the Object Mean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	164.752	5	32.950	101.517	.000 ^b
Residual	120.419	371	.325		
Total	285.171	376			

a. Dependent Variable: Attitude towards the Object Mean

b. Predictors: (Constant), Trustworthiness Mean, Perceived Risk Mean, Perceived Usefulness Mean, Perceived Enjoyment Mean, Perceived Ease of Use Mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.069	.197		.353	.724		
Perceived Usefulness Mean	.188	.046	.168	4.070	.000	.670	1.493
Perceived Ease of Use Mean	.160	.068	.137	2.366	.019	.340	2.942
Perceived Enjoyment Mean	.210	.050	.178	4.214	.000	.637	1.570
Perceived Risk Mean	.005	.058	.004	.081	.935	.505	1.979
Trustworthiness Mean	.447	.060	.427	7.436	.000	.345	2.895

a. Dependent Variable: Attitude towards the Object Mean

Regression Model 2 – Influencing Factors on Attitude towards the Act

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.752 ^a	.566	.560	.62083	1.768

a. Predictors: (Constant), Trustworthiness Mean, Perceived Risk Mean, Perceived Usefulness Mean, Perceived Enjoyment Mean, Perceived Ease of Use Mean

b. Dependent Variable: Attitude towards the Act Mean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	186.532	5	37.306	96.791	.000 ^b
Residual	142.996	371	.385		
Total	329.527	376			

a. Dependent Variable: Attitude towards the Act Mean

b. Predictors: (Constant), Trustworthiness Mean, Perceived Risk Mean, Perceived Usefulness Mean, Perceived Enjoyment Mean, Perceived Ease of Use Mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.313	.214		1.461	.145		
Perceived Usefulness Mean	.079	.050	.066	1.569	.118	.670	1.493
Perceived Ease of Use Mean	.236	.074	.188	3.201	.001	.340	2.942
Perceived Enjoyment Mean	.251	.054	.198	4.621	.000	.637	1.570
Perceived Risk Mean	.035	.063	.027	.552	.581	.505	1.979
Trustworthiness Mean	.470	.065	.418	7.181	.000	.345	2.895

a. Dependent Variable: Attitude towards the Act Mean

Regression Model 3 – Influencing Factors on Perceived Behavioral Control

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.700 ^a	.490	.483	.58749	1.630

a. Predictors: (Constant), Trustworthiness Mean, Perceived Risk Mean, Perceived Usefulness Mean, Perceived Enjoyment Mean, Perceived Ease of Use Mean

b. Dependent Variable: Perceived Behavioral Control Mean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	122.914	5	24.583	71.225	.000 ^b
Residual	128.048	371	.345		
Total	250.962	376			

a. Dependent Variable: Perceived Behavioral Control Mean

b. Predictors: (Constant), Trustworthiness Mean, Perceived Risk Mean, Perceived Usefulness Mean, Perceived Enjoyment Mean, Perceived Ease of Use Mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.399	.203		1.966	.050		
Perceived Usefulness Mean	.154	.048	.146	3.233	.001	.670	1.493
Perceived Ease of Use Mean	.138	.070	.126	1.979	.049	.340	2.942
Perceived Enjoyment Mean	.220	.051	.199	4.281	.000	.637	1.570
Perceived Risk Mean	.080	.060	.070	1.341	.181	.505	1.979
Trustworthiness Mean	.325	.062	.331	5.240	.000	.345	2.895

a. Dependent Variable: Perceived Behavioral Control Mean

Regression Model 4 – Effect of Consumer Attitude on Repurchase Intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.942 ^a	.887	.886	.31259	2.235

a. Predictors: (Constant), Perceived Behavioral Control Mean, Attitude towards the Act Mean, Attitude towards the Object Mean

b. Dependent Variable: Repurchase Intention Mean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	284.800	3	94.933	971.576	.000 ^b
Residual	36.446	373	.098		
Total	321.246	376			

a. Dependent Variable: Repurchase Intention Mean

b. Predictors: (Constant), Perceived Behavioral Control Mean, Attitude towards the Act Mean, Attitude towards the Object Mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.097	.074		1.314	.190		
Attitude towards the Object Mean	.377	.041	.355	9.265	.000	.207	4.839
Attitude towards the Act Mean	.526	.035	.533	15.092	.000	.244	4.101
Perceived Behavioral Control Mean	.114	.034	.101	3.371	.001	.339	2.948

a. Dependent Variable: Repurchase Intention Mean