

ONLINE BUYING INNOVATIVENESS: EFFECTS OF PERCEIVED VALUE, PERCEIVED RISK AND PERCEIVED ENJOYMENT

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ABSTRACT

This paper proposes a model using the Structural Equation Modeling technique to identify the influence of perceived value, perceived risk and perceived enjoyment on online shoppers' innovativeness in relation to adoption of online shopping. A self-administered questionnaire was used to gather information from 554 respondents. Results from Structural Equation Modeling reveals that perceived risk was an important indicator not to be overlooked by e-retailers to evaluate Malaysian Internet users' innovative behaviour in online shopping with respect to their attitude toward online shopping. Consideration of perceived risk factor by e-retailers could improve the Malaysian online shoppers' innovative behaviour and thus create added value in their decision to shop through virtual stores than traditional/physical shopping stores. When consumers enjoy positive experience in shopping for products via the Internet, they will increase the amount of online purchases. Results from this study would greatly aid online marketing managers in developing successful targeting and positioning strategies to gain better insights about the purchase behaviour of innovative online shoppers, and constitute a future research foundation area for a more scrupulous analysis by both information systems analysts and marketing researchers.