

UNIVERSITI TEKNOLOGI MARA

**DETERMINANTS OF ONLINE
SHOPPING INTENTION TOWARDS
SPORT PRODUCTS AMONG
SELANGOR FOOTBALL FANS**

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ABSTRACT

The blooming of online shopping has attracted academic researchers and practitioners in diverse industries to investigate the determinants of online shopping intention among consumers. Although various approaches have been taken, there is no consensus of theoretical models to explain online shopping intention, especially in sports industries. In response to this gap, the present study has incorporate three theories: Technology Acceptance Model (TAM), Theory of Reasoned Action (TRA), and organizational trust model to investigate online shopping intention among Selangor football fans. Based on related literature review, five independent variables: attitudes, subjective norm, perceive usefulness, perceive ease of use, and trust were identified to explain online shopping intention of football fans. The empirical data were collected, using self-administered questionnaire, from 400 Selangor football fans. Structural Equation Modelling (SEM) approach was used to analyse survey responses. The structural model showed good fit to the data as well as appropriate nomological and convergent validity, and stable reliability. The findings revealed that perceive usefulness is the most prominent predictor of online shopping intention among Selangor football fans, and followed by attitude, vendor trust, and lastly perceive ease of use. The results also indicated that attitude plays mediator roles in both the relationship between perceive ease of use and online shopping intention, and also relationship between trust and online shopping intention. A relevant contribution of the current study is the introduction of a robust model of online shopping intention of football fans. For future study, it is suggested to include sport marketing theory such a SPEED motives in sports consumption to better understand online shopping intention among sport fans.

Keyword: Perceive usefulness, perceive ease of use, subjective norm, structural equation

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