Demographic profiles of respondents marketing essay

Generally, frequency is used for looking at detailed information on nominal (category) data and describing the results. Table 1 show the study sample comprises of 220 respondents, which vary on characteristics such as gender, age, educational level, marital status, ethnicity, employment status, income level, airline website that have ever visited and number of online purchases in airasia. com in last one year. The following table 4. 1 summarizes the socio demographic profiles of the respondents of this study.

Table 4. 1 Demographic profiles of respondents

Category

Frequency

Percentage (%)

Gender

Male

71

32. 3

Female

149

67. 7

Age

Below 20

19

8. 6

20-29

181

82. 3

30-39

14

6. 4

40-49

4

1. 8

Above 50

2

0. 9

Educational Level

High School Certificate

51

23. 2

Diploma

18

8. 2

Bachelor Degree

138

62. 7

Master Degree

13

5. 9

PhD (Doctorate)

0

0

Continue…

Continue…

Marital Status

Single

192

87. 3

Married

28

12. 7

Ethnicity

Malay

81

36. 8

Chinese

117

53. 2

Indian

13

5. 9

Others

9

4. 1

Employment status

Employed

140

63. 6

Students

80

36. 4

Income Level

Below RM1500

88

40. 0

RM1501-RM3000

77

35. 0

RM3001-RM4500

31

14. 1

RM4501-RM6000

7

3. 2

RM6001-RM7500

6

2. 7

RM7501-RM9000

1

0. 5

RM9001-RM10500

1

0. 5

Above RM10500

9

4. 1

Airline website that you have ever visited.

Airasia. com

220

100. 0

Malaysiaairlines. com

49

22. 3

fireflyz. com

10

4. 5

Others

9

4. 1

Number of online purchases in airasia. com in last one year.

1-3 times

172

78. 2

4-6 times

29

13. 2

7-9 times

9

4. 1

10-12 times

5

2. 3

13-15 times

1

0. 5

Above 16 times

4

1. 8

In term of gender, the sample indicates that female is more than male, 149(67. 7%) is made up of females and the rest 71(32. 3%) are males. The imbalance number of respondents between male and female could be due to

the sampling process and females are more willing to answer surveys compared to males.

All of the respondents are above the age of 18 years old and they are predominantly young people with age of 20 to 29 years old (82. 3%). The second biggest number of respondents comprised of individuals in below 20 (8. 6%) age group. With respect to of educational level, more than 60 % of the respondents hold at least bachelor degree which has 62. 7%, followed by high school certificate 23. 2%, 8. 2% are diploma and 5. 9% are master degree.

Concerning the marital status of the respondents the majority 192(87. 3%) of the respondents are single and only 28(12. 7%) of them are married. This can be due to fact that the majority of survey respondents are young people who are aged between 20 to 29(70. 2%) years old.

With respect to the ethnic groups of the survey sample, the majority 117(53. 2%) of respondents is made up of Chinese, followed by 81(36. 8%) Malay, 13(5. 9%) Indians and 9(4. 1%) is others which consist of foreigners. The high Chinese respondents reported are slightly imbalanced, however it can be considered as a representative of Malaysian population composition.

Meanwhile, with regard to the employment status of the respondents more than 60% of them are employed. Working respondents consists of 63. 6% followed with the student 36. 4%. It is notable that household income which is below RM1500 is 40%, 35% are between RM1501 to RM3000, 14. 1% are between RM3001-RM4500, 3. 2% are RM 4501 to RM6000, 2. 7% are RM6001 to RM7500 and only 0. 5% are RM7501 to RM9000 and RM9001 to

RM10500 while the remaining 4. 1% of respondents earned more than RM10501 a month. This is could be due to the fact that most of the respondents are young adults such as student.

While for the airline website that respondents have ever visited, all of the respondents had experience of visited airasia. com. This is due to the questionnaires only distributed to respondents who had online shopping experiences at airasia. com. 49 respondents had experiences of visit website of Malaysia Airline, 10 respondents had visit fireflyz. com and only 9 respondents visit other airline website. This is because there are 4. 1% of respondents who are non Malaysian and they had experience of online shopping with other airline website in their origin country.

Lastly, for the number of online purchases in airasia. com in last one year, large majority of 78. 2% of respondents purchase 1 to 3 times Air Asia airline ticket in last one year. 13. 2% of them purchase 4 to 6 times in airasia. com, 4. 1% of them purchase 7 to 9 times while the remaining 4. 6% of respondents purchase more than 10 times airline tickets.

4. 2 IDENTIFY THE UNDERLYING FACTORS

Factor analysis is used for data reduction and examine how underlying that the questions in the questionnaires asked is relating to the construct that need to study. There are two purposes in doing exploratory factor analysis; one is to identify the representative variables to create new variables the other purpose is to determine factors that would account maximum variance in the study that can be use for multivariate analysis (Quester & Lim 2003).

Factor analysis was conducted for all variables. In this study, two variable had been tested which were internet apprehensiveness and website quality. Variables of internet apprehensiveness contain 14 items while for website quality has 29 items. All the variables included in this study were tested by previous studies. Two separate sets of factor analyses were conducted so that factors were correlated that can produce the conceptual similarities within the two set of scale items (Norusis, 1993).

The eigenvalues setting at 1. 0 which mean factor with a variance greater than 1. 0 are retained. Kaiser (1974) recommends that the KMO accepting values greater than 0. 5 as acceptable. Furthermore, values between 0. 5 and 0. 7 are mediocre, values between 0. 7 and 0. 8 are good, values between 0. 8 and 0. 9 are great and values above 0. 9 are superb. The KMO value must be 0. 50 and above to retained to obtain 80% of significant level. Items with KMO below than 0. 5 were deleted (Hair et al 1998). Factor and item retention in this study were based on:

Items not display when the cross-loadings greater than 0. 40 with other factors.

Items exhibiting principal factor loadings approximating 0. 5 or above

A reliability coefficient for the aggregated scale of 0. 70 or greater.

4. 2. 1 Factor Analysis on Internet Apprehensiveness

Table 4. 2 shows the factor analysis performed on 14 items resulted in two factors explaining 66. 6% of the overall variance. In this study, the KMO is 0. 913, which fall into the range of superb indicating that all the variables for

internet apprehensiveness were interrelated. So the factor analysis is appropriate for these data. For these data, Bartlett's test is highly significant which is p= 0. 000 and therefore factor analysis is appropriate. Two factors were structured in Internet Apprehensiveness which was Transactional Internet Apprehensiveness and General Internet Apprehensiveness.

Table 4. 2 Factor analysis on internet apprehensiveness

Variables

IA1

IA2

Factor 1: Transactional Internet Apprehensiveness

I have fear of using the internet to make on-line purchases

0. 893

I am afraid to make on-line purchases at times

0. 890

I have fear of making on-line purchases.

0. 877

I am worried when using the internet to purchase products or services.

0. 846

I dislike using the internet to make online purchases.

0. 844

Ordinarily, I am not calm when making on-line purchases.

0. 842

I feel uncomfortable using the internet to make on-line purchases under RM1, 000

0. 793

I feel uncomfortable using the internet to make on-line purchases over RM1, 000

0. 673

The security of my credit card for use with on-line purchases concerns me.

0. 560

Factor 2: General Internet Apprehensiveness

I dislike using the internet for a variety of reasons.

0. 881

I am usually not calm while using the internet.

0. 862

Communicating with the internet usually makes me uncomfortable.

0. 851

Generally, I am uncomfortable using the internet to gather information.

0. 725

I would not use the internet to purchase airline tickets, book hotel rooms, or other travel-related service.

0. 520

Eigenvalue

6. 55

2. 773

Percentage of Variance

46. 786

19. 811

Cronbach Alpha(Reliability)

0. 934

0. 827

Bartlett's Test of Sphericity-sig. 0. 000

Percentage of Cumulative Variance: 66. 597

KMO: 0. 913

4. 2. 2 Factor Analysis on Website Quality

Table 4. 3 Factor analysis on Website Quality

Variables

WQ1

WQ2

WQ3

WQ4

The information provided at airasia. com is clear to me.

. 822

The interactions with airasia. com are clear and understandable.

. 805

airasia. com is user friendly.

. 803

airasia. com is easy to use.

. 775

The information provided at airasia. com is reliable.

. 771

The information on airasia. com is complete for my purchase decisions.

. 762

I feel happy when I use airasia. com.

. 761

I believe the airasia. com provides accurate information to potential customers like me.

. 758

airasia. com is flexible to interact with.

. 745

The information in airasia. com is relevant.

. 711

The information provided on airasia. com is easily understandable.

. 601

I find it easy to obtain information from airasia. com.

. 590

. 528

I can easily find what I need on airasia. com.

. 531

. 503

airasia. com uses good color combinations.

. 829

I like the color combination of airasia. com

. 806

airasia. com is creative in design.

. 786

I like the layout of airasia. com.

. 773

I found it easy to move around in airasia. com

. 556

The start page leads me easily to the information I need.

. 536

. 527

The website and all of its linked pages work well.

Search engine provides accurate results

. 765

Is easily accessed via search engines

. 596

Can be accessed from a variety of other related websites

. 536

I can find all the detailed information I need.

. 525

Continue...

Continue...

The start page tell me immediately where I can find the information I am looking for.

. 503

airasia. com loads quickly

. 823

When I use airasia. com there is very little waiting time between my actions and the website's response.

. 788

All my business can be completed via airasia. com

. 621

Most business processes can be completed via airasia. com

. 537

Eigenvalue

14. 729

2. 705

1. 271

1. 134

Percentage of Variance

50. 790

9. 329

4. 384

3. 910

Cronbach Alpha(Reliability)

0. 959

0. 913

0. 897

0. 831

Bartlett's Test of Sphericity-sig. 0. 000

Percentage of Cumulative Variance: 68. 412

KMO: 0. 938

Table 4. 3 shows the factor analysis results on 29 items that produced only four distinct factors that explaine 56. 71% of the overall variance. One item has been discarded from further analyses because of factor loadings of that item are below 0. 50 which were not acceptable according to Lee and Crompton (1992). Items that are cross loadings were deleted, so in this study three items were deleted and not included in further analysis. The Kaiser-Meyer-Olkin(KMO) was 0. 938 and the Bartlett's Test of Sphericity were significant which is 0. 000 and shows that the items were appropriate in factor analysis (Hair et al. 1998). For the remaining items, the factor analysis was between 0. 503 and 0. 829. The eigenvalues for component 1, component 2, component 3 and components 4 were 14. 729, 2. 705, 1. 271 and 1. 134 respectively.

Table 4. 4 Factor analysis on website quality re-run with the remaining 24 items

Variables

WQ1

WQ2

WQ3

WQ4

Factor 1: Website Usability

The information provided at airasia. com is clear to me.

0. 826

airasia. com is user friendly.

0. 812

The interactions with airasia. com are clear and understandable.

0. 811

airasia. com is easy to use.

0. 787

Continue…

Continue…

The information provided at airasia. com is reliable.

0. 772

The information on airasia. com is complete for my purchase decisions.

0. 771

I believe the airasia. com provides accurate information to potential customers like me.

0. 769

I feel happy when I use airasia. com.

0. 758

airasia. com is flexible to interact with.

0. 750

The information in airasia. com is relevant.

0. 711

The information provided on airasia. com is easily understandable.

0. 614

Factor 2: Website Design

airasia. com uses good color combinations.

0. 840

I like the color combination of airasia. com

0. 818

airasia. com is creative in design.

0. 774

I like the layout of airasia. com.

0. 767

I found it easy to move around in airasia. com

0. 553

Factor 3: Accessibility

Search engine provides accurate results

0. 763

Is easily accessed via search engines

0. 638

Can be accessed from a variety of other related websites

0. 590

I can find all the detailed information I need.

0. 515

Factor 4: Transactional Capabilities

airasia. com loads quickly

0. 830

When I use airasia. com there is very little waiting time between my actions

and the website's response.

0. 799

All my business can be completed via airasia. com

0. 619

Most business processes can be completed via airasia. com

0. 521

Eigenvalue

13. 055

2. 604

1. 209

1. 117

Percentage of Variance

50. 213

10. 015

4. 652

4. 298

Cronbach Alpha(Reliability)

0. 956

0. 904

0. 771

0. 831

Bartlett's Test of Sphericity-sig. 0. 000

Percentage of Cumulative Variance: 69. 177

KMO: 0. 930

The first run of factor analysis did not produce a clean factor structure and there are three items were cross loadings, factor analysis had to re-run again in order to get better result. Table 4. 4 shows the factor analysis results on website quality construct resulted in four factor explaining 69. 17% of the total variance explained. The second run of factor loadings on the remaining 24 items were between 0. 515 and 0. 840. The Kaiser-Meyer-Olkin (KMO) was at a superb value of 0. 930 and the Bartlett's Test of Sphericity was significant that is 0. 000 at the 5% level of significance. Therefore, the use of factor analysis was suitable in this study. The factor loading for each factor was high and stands alone in one factor. Therefore, the four dimensions in website quality were independently structured. For the first factor which is Website Usability contained 11 items with an eigenvalue of 13. 055 and has 50. 213 percent of the variance in the data. While for the second factor that is Website Design contained 5 items which has an eigenvalue of 2. 604 and explained 10. 015 percent of variance. The third factor Accessibility that has 4 items explaining 4. 652 percent of variance with an eigenvalue of 1. 209. Lastly, for the factor of Transactional Capabilities also has 4 items with an eigenvalue of 1. 117 with 4. 298 percent of variance.

4. 2. 3 Factor Analysis on Satisfaction

Table 4. 5 Factor analysis on satisfaction

Variables

Factor Loadings

My choice to visit airasia. com was a wise one.

0. 909

I am satisfied with my recent decision to purchase from airasia. com

0. 900

Overall, I was satisfied with airasia. com

0. 898

I think I did the right thing by visiting airasia. com.

0. 888

My choice to purchase from airasia. com was a wise one.

0. 872

I recommend airline. com to my colleagues.

0. 871

I recommend airasia. com to my friends.

0. 862

I have truly enjoyed purchasing from airasia. com

0. 858

I was satisfied with online buying when compared to offline buying.

0. 816

Eigenvalue

7. 45

Percentage of Variance

74. 497

Bartlett's Test of Sphericity-sig. 0. 000

Percentage of Cumulative Variance: 74. 497

KMO: 0. 929

Table 4. 5 above summarized the result of factor analysis on satisfaction that produced only one factor. The result also shows that the ten statements explained 74. 50% of total variance and the value of KMO is 0. 929 which means this data is appropriate for factor analysis. All of the factor loadings in satisfaction were greater than 0. 80 that are between 0. 816 and 0. 909. The Bartlett's Test of Sphericity is significant which 0. 000 at the 5% level which means the items reject the null hypothesis.

4. 3 RELIABILITY ANALYSIS

Table 4. 6 Result of reliability test

Variable

Number of items

Cronbach's Alpha

General Internet Apprehensiveness

5

0. 827

Transactional internet apprehensiveness

9

0. 934

Website Usability

11

0. 956

Website Design

5

0. 904

Accessibility

4

0. 771

Transactional Capabilities

4

0. 831

Satisfaction

10

0. 961

The result of reliability analysis is presented in table 4. 6 above. A Conbach's alpha reliability coefficient was used to check the reliability of the questionnaires (Cronbach, 1951). The Cronbach alpha values were conducted as 0. 827, 0. 934, 0956, 0. 904, 0. 771 0. 831 and 0. 961 for Transactional Internet Apprehensiveness (IA1), General internet apprehensiveness (IA2), Website Usability (WQ1) , Website Design (WQ2), Accessibility (WQ3, Transactional Capabilities (WQ4) and Satisfaction (SAT) respectively.

All of the Cronbach's Alpha values are greater than 0. 7 which are exceed the acceptable value of 0. 7 and above suggested by (Hair et al. 1998). None of the above variable will be deleted according to Nunally (1978) which suggested that the Cronbach's Alpha less than 0. 50 will be deleted. The result of reliability test in this study revealed that all the seven factors fulfilled the requirements.

4. 4 REGRESSION

Linear Regression was used in this study to measure the significance of the relationship between scales of Transactional Internet Apprehensiveness, General internet apprehensiveness, Website Usability, Website Design, Accessibility and Transactional Capabilities, which were identified in literature review. The results from the regression analysis are presented in the table 4. 7 below.

Table 4. 7 Regression analysis

Independent

Unstd. B

Std. Beta

T

Sig.(P value)

Constant

. 370

General Internet Apprehensiveness

. 002

. 002

. 041

0. 967

Transactional internet apprehensiveness

-. 059

-. 075

-1. 571

0. 118

Website Usability

. 437

. 393

5. 712

0. 000

Website Design

. 157

. 158

2. 364

0. 019

Accessibility

. 249

. 219

3. 310

0. 001

Transactional Capabilities

. 110

. 109

1. 734

0. 967

R= 0. 753 R Square= 0. 567

Sig. F= 0. 000

From the result obtained from analysis of linear regression in table 4. 7 above shows that three attributes which was Website Usability (0. 000), Website Design (0. 019) and Accessibility (0. 001) are all significance and positive relationship with satisfaction at the significant level of $p < 0. 05$. Therefore it can be concluded that three attributes are significantly associated with the satisfaction of air passengers towards airasia. com. Thus, null hypothesis is rejected, and it is concluded that there is significant relationship between independents variables and dependent variable.

In the other hand, three attributes which was General Internet Apprehensiveness, Transactional internet apprehensiveness and Transactional Capabilities have no effect on customer satisfaction.

The R-Square is 0. 567 explains 56. 7% of the dependent variable is explained by the independent variable and another 43. 3% is not explained. The output from the regression analysis shows that Website Usability has the largest absolute value of standardized beta coefficient (β= 0. 393) emerges as the most important factor that effect air passengers satisfaction towards Air Asia's website. Website Usability has the strongest effect and become the important role of air travelers' satisfaction which accounted 39. 3%. The data also indicated that Accessibility is the second most important element driving customers' satisfaction (β= 0. 249). Accessibility is followed by Website Design (β= 0. 157), Transactional Capabilities (β= 0. 110) and General Internet Apprehensiveness (β= 0. 002). The results also indicate that there is a significant negative relationship between Transactional internet apprehensiveness (β=-0. 059) and the satisfaction towards airline website.

4. 5 DIFFERENCE IN AIR PASSENGERS' SATISFACTION BASED ON SOCIO DEMOGRAPHIC

Independent T-test and One way ANOVA analysis were conducted to assess whether air passengers' satisfaction towards airasia. com will differ according to their socio-demographic characteristics.

4. 5. 1 T -Test

T-Test is normally used when there are only two values in a variable. In this study, Independent T-Test was used to compare means among gender, marital status and employment status to know is there any difference between demographic profile of respondents and factors.

In T-test, items that have a probability that is less than 0. 05, null hypothesis of equal variance will be reject and the value of T of items are based on equal variance not assumed will be utilized. Therefore, if the items have a probability that is more than 0. 05 confidence level and for the value of T, those items are based on the equal variance assumed will be utilized and indicates that the variance of the two samples is approximately equal.

Table 4. 8 T-Test result between gender and factors that influence customers' satisfaction.

I tem

Male

Female

T

Sig

General Internet Apprehensiveness

2. 18

2. 26

-. 648

. 227

Transactional internet apprehensiveness

3. 24

3. 92

-4. 452

. 549

Website Usability

4. 37

4. 19

1. 630

. 472

Website Design

3. 98

4. 14

-1. 303

. 448

Accessibility

4. 20

4. 11

. 820

500

Transactional Capabilities

3. 73

3. 73

. 048

. 325

Table 4. 8 above shows the result between gender and six dimensions that effect customers' satisfaction towards airasia. com. Table 4. 8 indicates that none of the values give a probability that is less than the significant level of 0. 05. Thus, the null hypothesis of equal mean is not rejected. In other word, differences between gender and factors were not found.

Table 4. 9 T-Test result by marital status and factors that influence customers' satisfaction.

I tem

Single

Married

T

Sig

General Internet Apprehensiveness

2. 21

2. 41

-1. 041

0. 12

Transactional internet apprehensiveness

3. 69

3. 77

-0. 381

0. 88

Website Usability

4. 24

4. 33

I tem

-0. 776

0. 035

Website Design

4. 08

4. 15

-0. 393

0. 082

Accessibility

4. 14

4. 11

0. 218

0. 1

Transactional Capabilities

3. 72

3. 76

-0. 202

0. 847

The result of t-test between marital status and factors influencing consumer satisfaction towards airline website is presented in table 4. 9 above indicates that the value of T for Website Usability is -0. 776 and gives a probability of 0. 035 which shows that website usability was significantly difference at 0. 05 confidence level. Thus, the null hypothesis of equal mean is rejected. The remaining five dimensions are not significant difference meaning that null hypothesis for those factors is not rejected.

Table 4. 10 T-Test by Test result by employment status and factors that influence customers' satisfaction.

I tem

Employed

Student

T

Sig

General Internet Apprehensiveness

2. 13

2. 42

-2. 150

0. 008

Transactional internet apprehensiveness

3. 54

3. 98

-2. 850

0. 503

Website Usability

4. 24

4. 27

-. 280

0. 694

Website Design

4. 05

4. 16

-. 941

0. 993

Accessibility

4. 15

4. 11

. 352

0. 286

Transactional Capabilities

3. 67

3. 84

-1. 437

0. 342

In general, the results in table 4. 10 indicated only General Internet apprehensiveness was significant differences that gives the probability of 0. 008 and the value of T is -0. 2150. The other five dimensions were found that no significantly difference between the working people and students.

4. 5. 2 One Way ANOVA

One Way ANOVA is used when there are three or more values in a variable and used to compares mean of one group or more groups based on independent variable. In this study, One way ANOVA is used to analyze between the factors that affect air travelers' satisfaction towards an airline website with respondents' demographic profile such as age, education level, ethnicity, household income and Numbers of online Shopping Experience at airasia. com.

Table 4. 11 One Way ANOVA between age group

Variable

Age (Mean)

F

Sig.

< 20

20-29

30-39

40-49

> 50

General Internet Apprehensiveness

2. 68

2. 16

2. 39

2. 50

3. 30

2. 283

0. 61

Transactional internet apprehensiveness

3. 94

3. 67

3. 66

3. 69

3. 89

0. 265

0. 90

Website Usability

3. 83

4. 27

4. 48

4. 25

4. 73

1. 954

0. 103

Website Design

3. 88

4. 08

4. 40

4. 50

4. 00

0. 958

0. 431

Accessibility

3. 92

4. 15

4. 18

4. 25

4. 50

0. 539

0. 707

Transactional Capabilities

3. 49

3. 77

3. 46

3. 88

3. 88

0. 863

0. 487

Table 4. 11 displayed above shows that there is no significant level of 0. 05 for the different age groups. Thus, the null hypothesis of equal mean is accepted

Table 4. 12 One Way ANOVA between educational levels.

Variable

Educational level (Mean)

F

Sig.

High school

Diploma

Bachelor Degree

Master Degree

General Internet Apprehensiveness

2. 47

2. 60

2. 15

1. 71

3. 981

0. 009

Transactional internet apprehensiveness

4. 10

3. 85

3. 59

3. 09

4. 259

0. 006

Website Usability

4. 08

4. 20

4. 29

4. 61

1. 881

0. 134

Website Design

4. 02

4. 00

4. 09

4. 55

1. 452

0. 229

Accessibility

3. 88

4. 04

4. 20

4. 62

4. 304

0. 006

Transactional Capabilities

3. 71

3. 57

3. 88

3. 73

0. 375

0. 771

Table 4. 12 above shows the F value for Transactional internet apprehensiveness and Accessibility are 4. 259 and 4. 304 respectively. Both variables result a probability of 0. 006 which is less than a significant level of 0. 05. Besides that, that, General Internet Apprehensiveness also shows a significant difference that has a probability of 0. 009 and the value of F was 3. 981. Therefore, the null hypothesis is rejected and this proposes that there are significant differences among different education levels and Transactional internet apprehensiveness, General Internet Apprehensiveness and Accessibility. The remaining three variable shows that there is no significance differences among different education levels and Website Usability, Website Design and Transactional Capabilities.

Table