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Factor Accepting Internet of Things (IoT) among Online Shoppers in Malaysia

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ABSTRACT

With the rapid advancements in the Internet technology, many retailers are embracing Internet of things technology in their operation. The usage of IoT is to enhance customer experience and improve efficiency. The rise of usage IoT in retail sector is believed to associate with the increasing number of Malaysian internet users in spending online. Therefore, there is urge in investigating factor affecting IoT among online shoppers in Malaysia in terms of purchasing online. This study will extend the UTAUT Model by analyzing the original 4 construct with the additional analysis of interactive communications towards accepting IoT technology among online shoppers in Malaysia.

Keywords: Internet of Things (IoT), online shoppers, UTAUT Model, interactive communication

INTRODUCTION

The Internet of Things (IoT) is a progression of the conventional internet towards a system of intelligent things and devices connecting the physical and digital world. The IoT describes the pervasive presence of objects which can interact with each other through wireless telecommunication (Atzori *et al*., 2010). By augmenting physical things and devices with abilities to sense, compute and communicate, these objects form a collective network (Guo *et al*., 2013). Building on Tan and Wang (2010), this study continues with the IoT in retailing as a smart and supportive environment which is based on connecting objects and assortment items via sensitive, responsive, and adaptive technologies with devices enabling the consumer to experience an augmented shopping experience in- and outside the physical store.

RESEARCH METHOD

This study intent to employ the quantitative research design concerning concentrating on cross sectional study based on survey method. In determining the respondents, random sampling which is a probability sampling technique, and a convenience sampling approach are used to select the respondents. The Malaysian online shopper is the study's analytical unit. Malaysia has high rates of e-commerce usage because of its internet and mobile access, as well as public sector incentives. 50 percent of Malaysia's population, or 15.3 million people, buy online, while 62 percent of mobile users utilize their devices for this purpose. When using a quantitative method, the sample size is chosen based on Sekaran and Bougie's (2013) recommendation that it be 300 when the population is greater than 100,000. Due to the practical sampling method's low cost, quick execution, and ease of use, it was used for this study.

LITERATURE REVIEW

IoT technologies have received a lot of attention and have a wide range of applications ((Dudhe *et al*,