

BUYING CONTACT LENSES ONLINE: AN UNDERGRADUATE STUDENTS' PERSPECTIVE

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Abstract

The phenomenon of students wearing contact lenses in universities has become a trend as they want to look different from their normal appearance. The prices of contact lenses in optometrists are quite expensive. Therefore, as students with limited source of income, they will try to find another alternative to get the contact lenses at a lesser price. One of the solutions is to purchase contact lenses from online retailers. Thus, by using the Theory of Planned Behaviour by Ajzen, this study was carried out to identify students' perception in buying contact lenses online. Data was collected by using a questionnaire from 119 undergraduate students. The findings indicated that students have high intention to purchase contact lenses online and mostly are influenced by friends and the mass media.

Keywords: *online retailers, theory of planned behaviour, perception, mass media*

INTRODUCTION

Joines (2003) stated that in the social world it has become wider that everyone can have their better images with their own choices given which is almost been influenced by foreign countries. Asian students most get influenced by other foreign countries especially Western style.

Nosotros (2010) stated that as Asian students they are easily influenced by what the westerners use or wear. Not just through their dressing styles, their choices of food also tend to blend the region together. The Western trends and fads that continue to play a role are "modernizing" Asia mind and heart.

Joines (2003) stated that Asians are influenced by the Western fever right now and they are trying to adapt it with their own culture and society especially in Korea. Korean wave is another term that had been used to describe the adaptation between Asian culture and Western. Nowadays Asian teenagers wanted to become famous and they decided to change their look by having a fairer skin, double eyelids, bigger eyes and this means that the cosmetics industry is booming in Asia with many "Asia Exclusive" products. One of this is the "big eye" phenomenon or "contact lens" phenomenon that has been noticed in the past couple of years.

This unwise phenomenon began when Korean drama series started get into Asian students mind and all their perceived changing to Korean wave. The Big Eyes phenomenon is where contact lenses that can make eyes look bigger and brighter for a super cute look and it designed for a gorgeous doll-like look and outstanding comfort. Besides that, there are also a funky range of fashion contact lenses, natural-looking color contact lenses and these kinds of contact lenses are only offered online.

Contact lenses are considered medical devices and can be worn to correct vision, for cosmetic or therapeutic reasons. Based from the Fogel and Zidile (2008), defined that contact lens are amazing pieces of plastic that allow consumers who are having the sightseeing problem or neutral to see without glasses. In most cases, contact lens is used as a replacement for glasses. Contact lens also been used to care of certain eye diseases or may be used for cosmetic purposes to change the actual color of the eyes.

Online contact lens purchase is a business transaction of buying contact lens via using the internet. Fogel and Zidile (2008) mentioned again that online sites offer a consumer greater selection as well as lower prices often the savings can be as much as 70%. If the customers chose to buy online contact lenses, so they have their right to choose and explore different web

sites that offer from major manufacturers online and compare not just prices but other elements like durability, lens care, and safety measures.

Web sites like shopping.com, geolenses from Facebook, Blogspot, Twitter and a few others are the famous shopping sites that permitted customers with the lowest price in purchasing contact lenses but most online manufactures of contact lenses have no experts in answering every question and guide customers in get the best choices of lenses. There are no explanation and details like which lenses are suitable for sports and when contact lenses are not recommended to use. The advantages of wearing this kind of contact lens is can make the iris of consumers' eye look bigger thus giving the illusion for them in having larger eyes. The promise from this product is consumers can have larger looking eyes without surgery. It totally changes their personal appearance.

The phenomenon of wearing contact lenses in university becomes a trend as they want to look different in public eyes. Goldsmith and Goldsmith (2002) investigated college students' online shopping and found that positive attitudes were associated with buying on the Internet. In addition, they found that online buyers purchased over the Internet more often than non- buyers and were more confident in their ability to buy online. They are more

innovative and knowledgeable about the Internet, it is because this kind of students will spending more time online and were more likely to buy online in the future than were non-buyers.

According to the Leibowitz (2000) an Eye Care Physician stated that there are more than 30 million individuals and around 15 million are students who wear contact lenses but this just happened in Japan, it means that contact lenses become a famous thing that nowadays people choose to wear it. People wear contact lenses for many reasons, often is due to their appearance and practicality. When compared with spectacles, contact lenses are less affected by wet weather, do not steam up, and provide a large field of easiness. They are more suitable for a number of sporting activities.

Contact lens has becomes a fashionable thing even though those who do not have the eyes problem also choose to wear it. Customers are getting choosy in their needs and wants. They are becomes more knowledgeable with the product, price, and they demand with the products. There are many benefits to shop through online, especially buying a contact lens. It is affordable and has lots of designs. Nowadays, one of the most popular ways to attract attention and to stand out in the crowd is using colour contact lenses. It is not unusual to see Asians with green, blue

or even violet eyes but people who buy online contact lenses may be less careful about their eye health than those who buy from optometry. Customers were forgetting about the pose of a potential health risk which can lead to dangerous disease. For instance there is one case which reported by Kamegasawa (2011) from Singapore National Eye Centre, mentioned about a 17 years old teenage girl who bought a pair of colour contact lenses from online, she never imagine that it could be dangerous to her. What makes her get into a decision in buying a contact lens is just to save money but the effect is pain and redness on this young lady's left eye. She had to be admitted into the hospital and treated with antibiotics before her condition eventually improved.

Contact lens from China is another famous lens that people choose to buy through online because it is the cheapest and it available in different colours and designs but Stephen (2006) stated that China's State Food and Drug Administration has announced colour contact lenses will now be classified as a high-risk medical product and monitored by medical regulations. Companies which produce contact lens almost do not have proper registrations and licenses. The quality and manufacturing of this contact lens have not been approved by authorities

because the lenses serve no medical purposes.

According to the Stephen (2006) again, customers who ordered the online contacts lens can harm human health because it is a low-quality contacts lens and having a pose in high risks to a person's eyesight. FDA had banned the manufacturing of the contact lens in China because they are selling colour contact lens without licenses and can affect the user. The administration of China has urged the companies who is selling the contacts lens to stop sell the low quality product which avoid consumers get a risk in their health. Although the administration already urged and warn the company not to sell the product there are still demands from customers about this kind of contact lenses in market. Goldsmith and Flynn (2005) investigated student's online shopping behaviour, they found that general interest for online buying and of fashion shopping were the best sign of future online fashion purchases. The results suggested that internet will be greater if using online shopping. A second study for Goldsmith and Flynn (2005) compared in-store, catalogue and online fashion buying. It confirmed that online fashion purchasing have the highest form of purchasing history compare with purchasing through catalogues and Joines (2003) found that younger consumers were more interest with

the online shopping than high age consumers. The phenomenon of online purchasing in universities is an interesting topic to explore more. UUM is an institution equipped with a Varsity Mall just to cater daily requirements of students but this Mall is not giving much choice for the students. To get more alternatives, students need to travel to the nearest town; Changlun which is about 10 kilometres away or the nearest city is Alor Setar, which is about 40 kilometres away. Therefore, most of students are willing to save their time and purchase their stuffs through online if they really need it, especially about fashion stuffs like shawl, clothes, shirts, pants and etc. Students are spending their time in front of computer too much and it gives an opportunity for them by satisfying their needs and wants by shopping online. This kind of contact lens becomes a new trend and fashion thing among students. It leads a high intention for students to buy and change their behaviour via grasp it by just online purchase.

Theory of Planned Behaviour

Theory of Planned Behaviour is a cognitive model of human behaviour that focuses on prediction and understanding of certain behaviour. This theory states that human action is based on the intentions and perceptions of behavioural control, while the intention is influenced by attitude

toward behaviour, subjective norms and perceived behavioural control (Ajzen, 1985). TPB is an extension to the Theory of Reasoned Action (TRA), which predicted the intention to do anything derived from two basic predictors which are attitudes toward behaviour and subjective norms (Fishbein, 1980). However, the TRA does not take into account the situation where the behaviour is not adequately controlled by individuals. Ajzen (1985) formed the TPB

by introducing the third element to the prediction of behaviour which is the perceived behavioural control. Thus, TPB discusses three major constructs that explain and predict consumer behaviour, namely: attitude, subjective norms and perceived behavioural control. Ajzen (2001) demonstrated the ability of the theory to predict intentions. This is useful to predict actual behaviour.

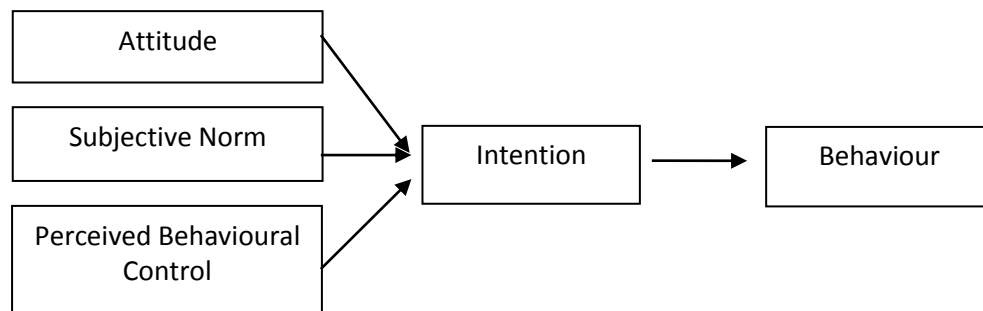


Figure 1
Theory of Planned Behaviour (TPB) (Ajzen, 1991)

Figure 1.2 act as the conceptual framework to explain the of objective in this study which is to examined UUM students' planned behaviour toward buying a contact lens through online which served as the dependent variable and attitude toward the behaviour, subjective norm, and perceived behavioural control.

The research also includes the content inside online contact lens advertisement as an independent variable in order to see its influence towards students' intention in buying online contact lens.

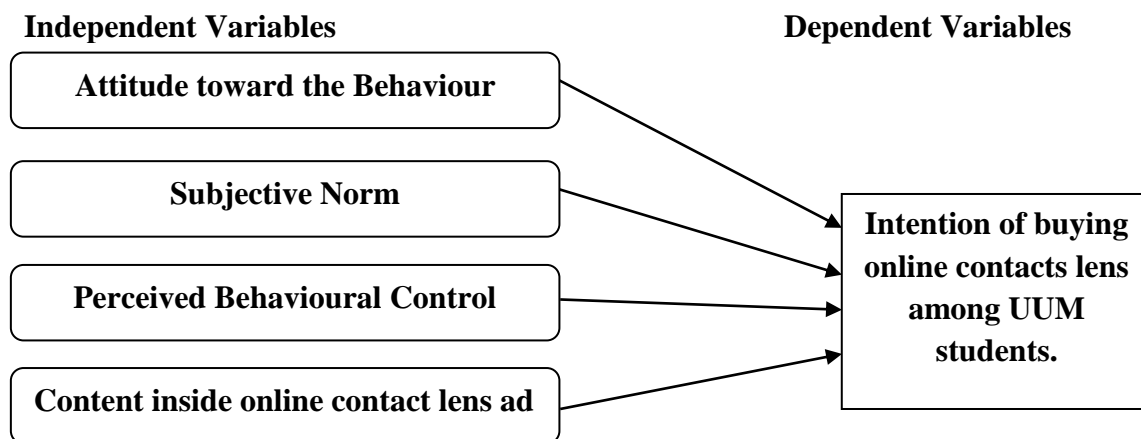


Figure 2. Conceptual Frameworks

online contact lens among UUM students.

Hypotheses

Based on the objectives and research questions, four hypotheses are presented in this study. These hypotheses were built on the theoretical and empirical findings of previous studies.

H1: There is a relationship between attitude toward the behaviour and the intention of purchasing an online contact lens among UUM students.

H2: There is a relationship between subjective norms and the intention of purchasing an online contact lens among UUM students.

H3: There is a relationship between perceived behavioural control and the intention of purchasing an online contact lens among UUM students.

H4: There is a relationship between content inside online contact lens ad and the intention of purchasing an

METHOD

Quantitative research method was employed to determine the interaction of variables in the research framework. The population is students in Universiti Utara Malaysia (UUM) as whole is taken as main population of this study. The total number of the UUM student from the student affairs department recorded by Universiti Utara Malaysia Corporate Planning Unit (2011) is 31457 students. 26068 for undergraduate while 5389 are postgraduate students.

The samples for this research were selected based on the Purposive Sampling and Snowball Sampling Technique. A researcher may have a specific group in mind, which is focuses only students who are wearing the contact lens or spectacles and asking whether they have an experience in buying online contact lens or not and

Snowball Sampling is picking up the sample along the way. It was achieved by asking a participant to suggest another person for example their friends who might be willing or is appropriate for the study. It was useful in hard to track the populations like that where students have the experience bought the online contact lens before. Besides that Bartlett, Kotrlik and Higgins (2001) concluded that any social science study using 0.05 as the margin error are suitably use 119 respondents for the study with population more than 10000. Finally, this study surveyed 119 students of UUM both postgraduate and undergraduate.

The questionnaire contains measure of respondents' intention regarding buying online contact lens towards attitude toward behaviour, subjective norms, perceived behavioural control and content inside online contact lens advertisement. Besides that, background information of the respondents is also obtained such as gender, race, age, education and frequency of buying the online contact lens. The variables in the questionnaire are categorized into the groups according to the theoretical framework of this research. However in trying to reduce the scale bias, Likert scales are used to measure the dependent and independent variables (Sekaran, 2006).

Data Collection

Questionnaires are distributed personally by the researcher. The locations of the distributions are situated inside, in front of Sultanah Bahiyah Library and in front of Smart Reading Room located on the ground floor outside the library. The researcher asking the students first before distributed the questionnaire, whether there are have an experience in buying online contact lens. Researcher spots the respondents who are wearing spectacles or respondents which are wearing the up-to date of clothes and their personality are attracting be a focus as a respondent. The respondents also been asked like got any friend who have the experience in purchasing the online contact lens and the questionnaire will be distribute to them indirectly.

Pre test and Pilot test

The questionnaire was tested with 30 students which are wearing the contact lens or spectacles and have the experience in buying online contact lens for their daily life and this test has a purpose to examine if there any significant result in buying online contact lens, this is to ensure the reliability and validity of the questionnaire.

The participants were asked to evaluate the questionnaire and clarify any unclear questions to fill before the main data collection. From the feedback of pilot

test, the questionnaire was later redesigned. Table below shows the Cronbach's Alpha for the reliability analysis for Will (2000) and pilot test. Will (2000) mentioned that the

reliable of instrument should be attain 0.7 and above Cronbach's Alpha. The Cronbach's Alpha was mentioned as the Table of 1.1 below:

Table 1. Reliability Result

Variable	Number of Items	Cronbach's Alpha
Attitude toward Behavior	14	0.832
Subjective Norms	11	0.925
Perceived Behavioral Control	10	0.844
Content inside Online Contact Lens Advertisement	10	0.836
Intention to buy Online Contact Lens	10	0.836

questionnaire and the results are 1 respondent is 20 years old (0.8%), 23 respondents are 21 years old (19.3%), 34 respondents are 22 years old (28.6%), 51 respondents are 23 years old (42.9%) and 10 respondents are 24 years old (8.4%). The respondents are also distributed based on

DISCUSSION

This section describes how the data collected were analyzed using various statistical methods. The data were analyzed according to the usable questionnaires collected. The software used to get this analysis was from the SPSS 16.0.

Profile of Respondents

Out of the 119 respondents majority was female while 34 of the respondents (28.6%) are males and 85 of the respondents (71.4%) are female. The respondents are distributed based on the program of their study where 36 of the respondents are from Arts (30.3%), 58 of the respondents are from Business (48.7%), 14 of the respondents from Social Sciences (11.8%) and 11 of the respondents are from Humanities (9.2%). Respondents are required to fill in their age in the

their semester where 1 respondent was in first semester (0.8%), 16 respondents from second semester (13.4%), 2 respondents from third semester (1.7%), 36 respondents from fourth semester (30.3%), 2 respondents from fifth semester (1.7%), 61 respondents from sixth semester (51.3%) and 1 respondent from eighth semester (0.8%). Respondents also share out based on sources that they bought the online contact lens. Respondents get high purchased from Facebook which is 66 of respondents (55.5%), Blog gets 49 of respondents (41.2%), Twitter gets 3 of respondents (2.5%) and others from optometry online 1 respondents (0.8%). On the frequency of buying the online contact lens, 50 respondents (42%) purchased it once in a year, once in many years 45 respondents (37.8%), once in a month 19 of respondents (16%) and more than once in a month 5 respondents (4.2%). Based on the frequency of news updates received of

contact lens launches, marketing campaigns (50.4%) get updated sometimes, while 28 of respondents (23.5%) never get updates on the promotion.

from online retailers in online sites, 31 of respondents (26.1%) always get updated of contact lens launches, 60 respondents

Table 2. Profiles of Respondents

	Frequency	Percent
Gender		
Male	34	28.6
Female	85	71.4
Age		
20	1	0.8
21	23	19.3
22	34	28.6
23	51	42.9
24	10	8.4
College		
Arts & Social Sciences	32	26.9
Business	57	47.9
Law, Government & International Studies	30	25.2
Semester		
1	1	0.8
2	16	13.4
3	2	1.7
4	36	30.3
5	2	1.7
6	61	51.3
8	1	0.8
Source of buying online contact lens		
Facebook	66	55.5
Blog	49	41.2
Twitter	3	2.5
Optometry online	1	0.8
Frequency of buying online contact lens		
Once in a year	50	42.0
Once in many years	45	37.8
Once in a month	19	16.0
More than once in month	5	4.2
Frequency of following news updates of contact lens launches		
Always	31	26.1
Sometimes	60	50.4
Never	28	23.5

The following descriptive analysis result for each measured variables in this research is presented.

Table 3. Attitude Towards Behaviour

No.	Items	\bar{X}	Mean	Standard Deviation
1	I like to wear online contact lens because it changes my personality	119	3.97	0.797
2	Quality of the product is important to me	119	4.39	0.667
3	Details are important to me when purchasing the contact lens online.	119	4.45	0.660
4	When I choose contact lens, I usually wear it for fashion, not for comfort.	119	2.95	1.401
5	Buying fashion contact lens online is a smart shopping decision.	119	3.75	1.002
6	Low price is an important factor to consider for my purchase of fashion products.	119	3.88	0.922
7	Online contact lens has a big promotion.	119	3.95	0.822
8	Fashion counterfeit contact lens is good in quality.	119	3.59	0.969
9	Fashion counterfeit contact lens is affordable.	119	3.55	0.989
10	I discuss about the quality of contact lens products offered in online site.	119	3.85	0.953
11	I love the design and the color of the online contact lens.	119	4.15	0.809
12	I believe the website retailer has my best interests in mind.	119	4.08	0.750
13	I always get new design of contact lens through online.	119	4.03	0.916
14	I uses color contact lenses because it wearable overnight.	119	3.12	1.216

Overall mean 53.71 and overall standard deviation 12.873 for attitude towards behaviour

Table 2.1 depict the descriptive statistics for overall summary statistics in mean scores in the attitudes towards behaviour and the intention among UUM students buying online contact lens. The result shows that mean score for details when buying the online contact lens mean for this statement get high score which is 4.45 and followed by quality of the product is important get 4.39. From this resulted can conclude that students in UUM still discern

and think that the details and quality of online contact lens are important things need to consider when purchase it. However students choose online contact lens wear it for fashion but not for comfort get the lowest which is 2.95 and the colour contact lenses is wearable overnight get 3.12. This result showed that the students wear the contact lens is for comfort and know it cannot be wearable overnight.

Table 4. Subjective Norms

No.	Items	N	Mean	Standard Deviation
1	My parents ask me to buy a contact lens using online because it save their money	119	1.93	1.039
2	My parents allow me to buy online contact lens.	119	2.35	1.183
3	I am buying the online contact lens because my family members are using it.	119	2.16	1.135
4	I am using online contact lens because of the celebrity endorser..	119	2.49	1.213
5	My friends suggest and giving an opinion for me that buying a contact lens through online is good	119	3.11	1.206
6	I like my friend wearing online contact lens and I want to try it too.	119	3.29	1.189
7	Mass media influence me to buy online contact lens.	119	3.11	1.281
8	Mass media is full of reports, news and article suggesting that using online contact lens is good.	119	3.06	1.271
9	People who are important to me think that I should use online contact lens.	119	2.68	1.178
10	People who are close to me think I should use online contact lens.	119	2.65	1.211
11	My boyfriend or my girlfriend thinks that online contact lens can make me look nice.	119	2.62	1.221

Overall mean 29.45 and overall standard deviation 13.127 for subjective norms

Table 2.2 depict of descriptive statistics overall summary statistics in mean scores among subjective norms and the students' intention in buying an online contact lens. Students almost like their friend wearing online contact lens and they want to try it get the highest score for mean which is 3.29 and followed by the suggestion from their friend which is giving an opinion for them that buying online contact lens is good get 3.11. This result showed that students get the intention to

buy online contact lens because influence by their friends. However students parents asked them to buy a contact lens using online because it saves their money get the lowest mean score which is 1.93 and the students were buying the online contact lens because their family members are using it get 2.16 for the mean score. So as a resulted family members were not the major factors influences students to buy online contact lens.

Table 5. Perceived Behavioural Control

No	Items	N	Mean	Standard Deviation
1	I would able to use online contact lens by myself.	119	3.99	0.907
2	I feel interesting to use online contact lens.	119	3.94	0.914
3	I am confident that online contact lens is good.	119	3.87	0.935
4	I am confident to use online contact lens even if I have never used it before.	119	3.97	0.987
5	I trust in the benefits of decisions of the online contact lens.	119	3.96	1.012
6	I am confident to buy online contact lens although there are no any references before this.	119	3.80	1.078
7	I have the ability to buy and use online contact lens.	119	4.06	0.985
8	This online contact lens site keeps its promises and commitments.	119	3.99	0.934
9	The internet contact lens site keeps the best choices.	119	4.03	0.961
10	I like to try new contact lens online before others do.	119	3.91	1.073

Overall mean 39.52 and overall standard deviation 9.786 for perceived behavioural control

Table 2.3 depicts the descriptive of overall summary statistics in mean among perceived behavioural control and the students' intention in buying an online contact lens. Students have their ability to buy and use online contact lens get 4.06 for the mean score get the highest score for mean in this statement and followed by the

internet contact lens site keeps the best choices get 4.03 for the mean score. This result showed that the UUM students have their own credibility to buy the online contact lens. Students felt confident that online contact lens is good 3.87 for the mean score.

Table 6. Content Inside Online Contact Lens Ads

No.	Items	N	Mean	Standard Deviation
1	Online contact lens ads are convincing to me.	119	3.76	1.071
2	Online contact lens ads are persuasive.	119	3.61	1.001
3	Online contact lens ads present information clearly.	119	3.57	1.038
4	Online contact lens ads help to recognize a good quality product or service.	119	3.60	1.099
5	The endorsers inside the ad attract me to buy online contact lens.	119	3.66	1.037
6	The design and layout of the online contact lens ads attract to buy the product.	119	3.53	1.064
7	The graphics feature of online contact lens ads attracts to buy the product.	119	3.44	1.022
8	Ads on online contact lens are remembering to buy the products	119	3.72	1.127
9	The online contact lens ad is creative.	119	3.50	1.119
10	The information inside online contact lens ad is trusted.	119	3.69	0.998

Overall mean 36.08 and overall standard deviation 10.576 for content inside online contact lens ads

Table 2.4 shows the descriptive statistics overall summary statistics in mean which is about content inside online contact lens advertisement and the students' intention in buying an online contact lens. The information inside online contact lens

ad is trusted get 3.69 for the mean score however the online contact lens ad is creative get 3.50 for the mean score. It showed that students think that the content inside online contact lens is trusted and make an intention to purchase the product.

Table 7. Intention to Purchase Online Contact Lens

No.	Items	N	Mean	Standard Deviation
1	I am interested in buying online contact lens.	119	4.22	0.703
2	I have considered in many review before buying online contact lens.	119	4.20	0.754
3	Online purchasing contact lens gives me the great choices.	119	4.18	0.766
4	I can recognize a good quality product or service.	119	4.03	0.802
5	After viewing online contact lens ad, I would consider in purchasing the product.	119	4.25	0.692
6	I buy the online contact lens because it really saves my pocket money.	119	4.21	0.801
7	I care about my eyes with have an eye check before buying contact lens through online.	119	3.34	1.209
8	The online contact lens design inspired me to buy.	119	4.28	0.688
9	I like to buy online contact lens because of the design which other optometrist do not offer.	119	4.34	0.706
10	I trust of the buying online contact lens.	119	4.44	0.547

Overall mean 41.49 and overall standard deviation 7.668 for intention to purchase online contact lens

Table 2.5 shows the descriptive statistics of mean score which is about intention to buy online contact lens. Students trust in buying online contact lens gets the highest mean which is 4.44 for the score. Followed by students like to buy online contact lens because of the design which other optometrist do not offer get 4.34 for the mean sore. Students have an eye check before buying contact lens through online get the lowest score which is 3.34 for the mean sore. Students can recognize a good quality product or service

get second lowest which is 4.03 of mean score.

Correlation Analysis

H1: There is a relationship between attitude toward the behaviour and the intention of purchasing an online contact lens among UUM students.

The relationship between attitude toward the behaviour and the intention of purchasing an online contact lens was measured by continuous scale of (Attitudes toward behaviour) and intention of purchasing as measured by scale of

(Intention), was established by running Pearson correlation. It is found that there is a relationship between attitude toward the behaviour and the intention of purchasing an online contact lens [$r=.35$, $n=119$, $p<0.05$], the result of this is presented in

Table 3.1. The tested hypothesis is an accepted hypothesis and the research question for number one has been answered and the research objective number one also achieve.

Table 8.

H2: There is a no relationship between subjective norms and the intention of purchasing an online contact lens among UUM students.

		Intention
Attitude	Pearson Correlation	.355**
Toward	Sig. (2-tailed)	.000
Behavior	N	119

This study examine for second hypothesis is similarly tested with Pearson correlation, to confirm the hypothetical stands of the relationship between subjective norms and the intention of purchasing an online contact lens among UUM students. The result was showed at Table 3.2. It is found that there is no

relationship between subjective norms and the intention of purchasing an online contact lens among UUM students [$r=.00$, $n=119$, $p>0.05$] so the tested hypothesis is not accepted and the research question for number two has been rejected and the research objective number two also not achieved.

Table 9.

H3: There is a relationship between perceived behavioural control and the intention of purchasing an online contact lens among UUM students.

		Intention
Subjective Norms	Pearson Correlation	.003
	Sig. (2-tailed)	.974
	N	119

This study examine for third hypothesis is tested with Pearson correlation. The result was showed at Table 3.3. It is found that there is a relationship

between perceived behavioural control and the intention of purchasing an online contact lens among UUM students, [$r=.31$, $n=119$, $p<0.05$]. The tested hypothesis is an accepted hypothesis and the research

question for number three has been answered and the research objective number three also achieve.

Table 10
H4: There is a relationship between content inside online contact lens ad and the intention of purchasing an online contact lens among UUM students

		Intention
Perceived Behavioral Control	Pearson Correlation	.312
	Sig. (2-tailed)	.001
	N	119

This study examine for fourth hypothesis is similarly tested with Pearson correlation, to confirm the hypothetical stands of the relationship between content inside online contact lens ad and the intention of purchasing an online contact lens among UUM students. The result was showed at Table 3.4. It found that there is no

relationship between content inside online contact lens ad and the intention of purchasing an online contact lens among UUM students, [r-.20, n-119, p<0.05] so the tested hypothesis is accepted and the research question for number four has been accepted and the research objective number four also achieved.

Table 11. Linear Regression

		Intention
Content inside online contact lens ads	Pearson Correlation	.203
	Sig. (2-tailed)	.027
	N	119

All the variables have also been examined using linear regression, to see how most variance in the dependent variables can be explained from independent variables over using the correlation method. From the table 4.5 below can see that attitude towards behaviour have significant data (t= 3.283, p<0.05). It means that the analysis show that there is a significance with the attitudes toward behaviour, therefore attitude toward

behaviour have influence on intention to buy the online contact lens. (H1) is accepted.

Subjective norms shows that there is no significant result with intention to purchase because (t=-0.362, P>0.05). The result shows the lower bound is -0.78, therefore subjective norms have no influence on intention to buy an online contact lens. (H2) is rejected.

For the third variable which is perceived behavioural control show that there is significant result, ($t=2.952$, $P<0.05$). The result showed that there is a significant influence of perceived behavioural control on intention to purchase online contact lens. (H3) is accepted.

For the last variable which is content inside online contact lens ads

showed that there is no significant result, ($t=0.473$, $P>0.05$) so the analysis shows that there is no significant influence of content inside online contact lens ads on intention to purchase the online contact lens. (H4) rejected.

Table 12. Linear regression analysis

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error				Lower Bound	Upper Bound
1	(Constant)	2.316	.376		6.155	.000	1.571	3.062
	Attitude	.285	.087	.297	3.283	.001	.113	.457
	Subjective	.017	.048	.031	.362	.718	-.078	.113
	Perceived	.154	.052	.257	2.952	.004	.051	.258
	Content	.023	.049	.043	.473	.637	-.074	.121

a. Dependent Intention

Variable:

CONCLUSION

This research showed that students have the intention to purchase online contact lens based on their attitudes towards behaviour and their perceived behavioural control. Attitude toward behaviour in purchasing online contact lens was the most significant factor influencing purchase intention. The more favourable a respondent's attitude, the more likely they were to purchase. This suggests that retail strategy should put an emphasis on

developing significant beliefs about the positive consequences of online contact lens. It shows that students are easily attracted to the featured and design of online contact lens which can change their appearance as well but in the same time this attitude from what they have practice can harm their eyes as if still continuously purchasing the counterfeit product through online. This strategy can be carried out by marketer to emphasize the attributes of consumers' attitudes toward online contact

lens as important item where is marketers must care about the quality of the product itself before market it to the mass and not just think about the profit.

The perceived behavioral control showed the second highest influence in purchasing the online contact lens. While students appear to be just a following the fashion trend by own control perception so the danger is still alarming with many teenagers ordering online contact lens without consulting optometrists on the safety of the products. Students are confident by showing their intention in purchasing the online contact lens. It showed the ability for the students who can control their behavior by themselves.

However subjective norms in this study were not influence on purchase intention toward online contact lens. This finding was consistent with the TPB. This study indicated that consumers' motivation to comply with their close friends and other important people around them had no significant effect on their purchase intentions. In other words, consumers' close friends and other important people around them do not influence their decision to have purchase intention. As a result, the subjective norm was not making a help in purchasing product. Based on the finding in this study it showed that purchase intentions were not influenced by the recommendation, opinion, or references

given by their close friends and the important people around them.

The modified of TPB with the addition of content inside online contact lens ads as to show the significant improvement on the basic TPB structure. Online advertisement have not consider as a theoretical contribution of this study. It did not give in a significant improvement on the basic TPB structure.

In addition, this study found that almost the respondents do not have eyes check up before buying online contact lens because they are trusted with the website before purchase the product. Thus, the result of this research and several other studies strongly support consumers' past experiences about their intention to buy fashion product and there are the significant factors influencing purchase intention which are attitude towards behaviour and perceived behavioural control.

Finally, this study indicated that there students are no statistically significant with subjective norms and content inside online contact lens in their buying fashion process. Thus, this study has presented a practical perception to marketers in Malaysia by how students' in Malaysia cater in purchasing products through online.

Based on this research, several suggestions for future research are made. First, the results of this study indicated that respondents' have relationship purchase

intention toward contact lens via the Internet by perceived behavioural control and attitude towards behaviour. Future research should deeply examine how a perceived behavioural control affects purchase intention in TPB. Perceived risks as an attribute for consumers' attitudes toward online contact lens was not specific examined in this study which is want to know deeply about the students concern with their eyes. Therefore, as future research, it would be productive to examine how consumers' perceived risks consciousness influences their attitudes and purchase intentions toward online contact lens.

Third, this study just using a sample of 119 students from UUM but there are not caters from others university in Malaysia (IPTA and IPTS). The future can be examine from other university to know their students perception about this research and it should be focus on Malaysia's government by how this issue have been handled with the rules on internet usage to avoid the spread of counterfeit products selling through online.

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