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# Intention to use internet marketing

## A comparative study between Malaysians and South Koreans

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### Abstract

**Purpose** – This is a pilot study that aims to investigate the factors influencing the intention to use internet marketing among Malaysians and South Koreans, the two fast developing Asian countries with good internet infrastructure. Many businesses in these countries have leveraged on the rapid growth of World Wide Web by investing in internet marketing due to the anticipation that its acceptance and usage rates are on the increasing trend. However, the extent of intent to use internet marketing remains a question of interest.

**Design/methodology/approach** – This research adopts unified theory of acceptance and use of technology as the underpinning theory to assess the intention to use internet marketing. Data were collected using convenience sampling method from 150 Malaysians and 150 South Koreans through the use of self-reporting questionnaires. The questionnaire was prepared in two languages, English and Hangul to obtain accurate responses.

**Findings** – The findings suggest that different factors affect intentions to use internet marketing between Malaysians and South Koreans.

**Research limitations/implications** – This is a pilot study and due to its exploratory nature, future research directions are provided for an actual scientific study to be conducted.

**Practical implications** – The results inform various stakeholders in the two countries and recommend strategies from the perspective of internet marketing's increased adoption.

**Originality/value** – The theoretical and practical contributions of this paper are articulated to guide organizations and policy makers in terms of the strategies to increase internet marketing acceptance and use among the young Malaysians and South Koreans.

**Keywords** Information technology, World Wide Web, Malaysia, Cybernetics, Business systems, Statistical analysis, Internet marketing, Unified theory of acceptance and use of technology, Young users, South Korea

**Paper type** Research paper



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## 1. Introduction

Internet remains one of the most significant and the greatest marketing tool for the global marketplace in this revolutionary era (Samiee, 1998). With the rapid rate of internet growth by means of connection speed, reach, and adoption (Tan *et al.*, 2009), people of all ages are adapting themselves and subsequently using the services facilitated by internet such as electronic government (e-government), online purchase, and online banking transactions. Such changes in behavior have opened up a variety of opportunities for marketers (Pollack, 1999), resulted in an extraordinary pace of change in marketing strategies and operations (Vandarajan and Yadav, 2009). It is therefore not surprising when Park and Jun (2003) conclude that the internet is revolutionizing marketing and trade.

Many countries have taken steps not only to provide internet connection to their citizens but also strive to achieve a high penetration rate due to the realization that internet facilitates the development of a knowledge-based society (Mohd Fairuz *et al.*, 2008a, b). Subsequently, the world is fast becoming a global village not only in terms of information exchanges but also trade due to the facilitation effects of the World Wide Web. Malaysia started to develop its internet infrastructure back in 1995 and subsequently launched the Multimedia Super Corridor Malaysia (MSC Malaysia) project in 1997 to support the development and use of information and communications technology (ICT) throughout the country (Yap, 1995). As a result of these developments, the international telecommunications union (ITU) (<http://itu.int/ITU-D/ict/statistics>) reported that there is a positive correlation between internet use and population growth in Malaysia. In 2010, the penetration rate was 64.6 percent with approximately 16.9 million users. This is compared with the year of 2000 where the rate was only 15 percent or about 3.7 million internet users.

South Korea, on the other hand, has been identified as one of the first countries in Asia to achieve a high penetration rate behind Japan and Singapore after the introduction of internet (Lottor, cited in Internet Society, 1995a, b). The country has since become the second leading country in Asia's technological achievement. According to the ITU statistics, the estimated internet users were 39.4 million or 81.1 percent of the population in 2010 compared to 2000 where there were only 19 million internet users (39.6 percent) out of the population of 48 million. Driven by the huge number of internet users, the Korean Government continues to support internet growth through the establishment of the informationization promotion fund to support the construction of networks, information technology (IT) research and development as well as IT small and medium enterprises (IT SMEs) in the country.

These developments have complemented internet marketing activities in the two countries. Leong and Lee (2009) found that 30 percent of Malaysians have used online shopping although the figure is relatively low compared to more developed countries in the Asia Pacific region. However, Lim *et al.* (2010) predict that the online shopping market is huge in Malaysia. On the other hand, South Koreans are found to spend 57.7 percent of time on internet shopping or selling (Korea Internet and Security Agency, 2010). Internet marketing is so widely accepted in South Korea that a non-profit organization called Internet Marketing Council of Korea (IMCK) was founded in 2001 to research and develop internet marketing in South Korea.

Notwithstanding the developments of internet and internet marketing services, how consumers respond to internet marketing over the conventional marketing medium

can be different across countries. As such, a cross-cultural study is required to better understand the global (or regional in this case) online consumer behavior as envisaged by Javenpaa and Tractinsky (1999). The availability of such comparative studies are scarce (Adam *et al.*, 2002; Al-Qeisi, 2009; Barwise and Farley, 2005) where the majority of studies focused on internet use (National Internet Development Agency of Korea, 2008) rather than internet marketing. This exploratory study is therefore conducted to specifically investigate the factors influencing intention to use internet marketing by Malaysians and South Koreans, a comparison that are yet to be examined to answer the main research question of:

*RQ1.* What are the factors that influence the intention to use internet marketing among Malaysians and South Koreans?

This is accomplished by means of employing a comprehensive theoretical model in order to derive at a more conclusive finding and recommendations thereon.

The next section presents the literature pertinent to the research question. A research framework was developed in which a series of hypotheses were constructed to be tested. The research method employed is discussed next. The data collected were analyzed and the findings were discussed before the paper is concluded with recommendations, limitations, and suggestions for future research.

## 2. Literature review

### 2.1 *Unified theory of acceptance and use of technology (UTAUT)*

The UTAUT proposed by Venkatesh *et al.* (2003) has since become a common model used by IT researchers in researching intention and use behavior (Abd Latif *et al.*, 2011; AlAlwadhi and Morris, 2008; Al-Qeisi, 2009; Anderson and Schwager, 2004; Carlsson *et al.*, 2006; Cheng *et al.*, 2008; Hennington and Janz, 2007; Lin and Anol, 2008; Marchewka *et al.*, 2007; Wu *et al.*, 2007; Yeow *et al.*, 2009; Lee *et al.*, 2013). As a matter of fact, the UTAUT has been identified as the most comprehensive model in overcoming the limitations of the technology acceptance models (TAMs) available (Yeow *et al.*, 2009). The UTAUT model integrates as many as eight previously established theories and models on individual acceptance and use of IT such as the TAM (Davis, 1989), Theory of reasoned action, motivational model, theory of planned behavior (TPB) (Wu and Zhu, 2012), combined theory of TAM and TPB, model of personal computer utilization, diffusion of innovation theory (Zenko and Mulej, 2011), and social cognitive theory. As a matter of fact, the UTAUT has been tested for its validity where it is able to account for 70 percent of the variance (adjusted  $R^2$ ) in usage intention, thus making it an appealing model for researching on intention and use behavior.

Venkatesh *et al.* (2003) identify four dimensions as direct determinants of users' behavioral intention and subsequently technology usage. They are:

- (1) performance expectancy;
- (2) effort expectancy;
- (3) social influence; and
- (4) facilitating conditions.

Over the years, additional dimensions were added to the UTAUT model such as voluntariness of use (Anderson and Schwager, 2004), anxiety and attitudes

(Carlsson *et al.*, 2006); self-efficacy and anxiety (Marchewka *et al.*, 2007); and perceived credibility and anxiety (Yeow *et al.*, 2009). Nevertheless, there were studies which retained the original dimensions of the model (AlAlwadhhi and Morris, 2008; Hennington and Janz, 2007; Lin and Anol, 2008), yet there is another study which incorporated demographics of respondents such as gender, age, experience, voluntariness of use, and education level (Wu *et al.*, 2007; Liébana-Cabanillas *et al.*, 2013).

Due to its exploratory nature, this study retains the use of the four original UTAUT dimensions to examine behavioral intentions, which is defined in this study as users' intention rather than actual use of internet marketing. As justified by Sun (2003), measurement of intention is as good as actual use, particularly when data about actual use is difficult to obtain (Sun and Xiao, 2006). For the purpose of this study, behavioral intention is operationalized in terms of the intention to use internet marketing in the near future over the traditional marketing channels and whether the respondents are the firsts to use internet marketing among their friends or family members (see Table I for details).

Internet marketing is generally defined in this study to include banner advertisements, search engines, direct mails, infomercials (online magazines, online guides, testimonials), e-commerce, and home shopping channels. It includes online advertisement which uses internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers.

The variables and items adopted are explained in the following sub-sections.

### 2.2 Performance expectancy

Davis *et al.* (1989) define performance expectancy as the degree to which an individual believes that using a system will help him or her attain gains in job performance. In this study's context, performance expectancy refers to the belief that by using internet marketing will help users gain benefits such as increased productivity, efficiency, and time saving as a result of the availability and customization of information (Burke, 1997; Srinivansan *et al.*, 2002). As a matter of fact, customization eliminates excessive amount of information and service required (Srinivansan *et al.*, 2002), and raise the interest of users in browsing a site (Ansari and Mela, 2003). Due to the expected benefits perceived from the use of internet marketing, it is posited that performance expectancy will influence behavioral change towards greater intention to use internet marketing. Accordingly, the following hypotheses are proposed:

- H1a. In Malaysia, performance expectancy has significant relationship with the behavioral intention to use internet marketing.
- H1b. In South Korea, performance expectancy has significant relationship with the behavioral intention to use internet marketing.

### 2.3 Effort expectancy

Effort expectancy refers to the degree of ease associated with the use of a particular system (Venkatesh *et al.*, 2003). This construct is captured by three constructs found within three established models, namely TAM in terms of perceived ease of use (Jack *et al.*, 2007), model of personal computer usage in terms of complexity (Al-Qeisi, 2009), and ease of use in the innovation diffusion theory (Yeow *et al.*, 2009). Corroborating Venkatesh *et al.* (2003), longer experience in information systems use can

*Section 1: demographic profiles of respondents*

- 1 Gender
- 2 Age group
- 3 Education level
- 4 Time spent on internet
- 5 Respondents owning a web site
- 6 Usage of Facebook
- 7 Usage on checking e-mails
- 8 Usage on checking for information
- 9 Usage on entertainment
- 10 Experience in using internet marketing

*Section 2: performance expectancy*

- 11
  - (i) I find that internet marketing is useful in my life
  - (ii) Using internet marketing enables me to complete my tasks quickly
  - (iii) Using internet marketing increases my productivity
  - (iv) Using internet marketing increases my efficiency
  - (v) Internet marketing updates my life
  - (vi) Using internet marketing would increase my performance
  - (vii) In my opinion, internet marketing is useful
  - (viii) I save my time by using internet marketing
  - (ix) I am able to customize my choices with internet marketing

*Section 3: effort expectancy*

- 12
  - (i) I would find my interaction with the internet marketing web site clear and understandable
  - (ii) Learning to participate in internet marketing would not take much of my time
  - (iii) I would find internet marketing easy to use
  - (iv) I would find internet marketing to be flexible to interact with
  - (v) In my opinion, internet marketing comes in handy
  - (vi) It is easy for me to be skilful at using internet marketing
  - (vii) I can easily adapt myself to the new concept of internet marketing
  - (viii) Working with the internet is not complicated; it is easy to understand

*Section 4: social influence*

- 13
  - (i) People who influence my behavior think that I should use internet marketing
  - (ii) People who are important to me (e.g. family, friends) think that I should use internet marketing
  - (iii) My family and friends value my choice through internet marketing
  - (iv) People that supervise me (e.g. leaders, teachers) think that I should use internet marketing
  - (v) People around me that are using internet marketing have high status and prestige
  - (vi) I look trendy when I use internet marketing
  - (vii) My family members and friends value the internet marketing channel that I use
  - (viii) The administration of this university has been supportive in the use of internet marketing
  - (ix) In general, the university has supported the use of internet marketing
  - (x) My professors and lecturers have been supportive in the use of internet marketing

*Section 5: facilitating condition*

- 14
  - (i) In my opinion, the initial costs do not inhibit the use of internet marketing
  - (ii) I get help from the person in charge for problems relating to the use of internet marketing
  - (iii) I get help from the developer for problems relating to that particular web site
  - (iv) I have the resources necessary to use internet marketing
  - (v) I have the knowledge necessary to use internet marketing
  - (vi) In my opinion, the internet charges do not inhibit the use of internet marketing

**Table I.**  
Sections and items  
in the questionnaire

*(continued)*

- 
- (vii) In my opinion, there are internet marketing channels that suit me  
(viii) My family members/friends guide me in the use of internet marketing  
(ix) My peers guide me in the use of internet marketing
- Section 6: behavioral intention*
- 15
- (i) I intent to use internet marketing in the next < n > days  
(ii) I predict to use internet marketing in the next < n > days  
(iii) I plan to use internet marketing in the next < n > days  
(iv) Among my friends, I am among the first to try out internet marketing  
(v) I aim to use internet marketing instead of the traditional ones (printed ads)  
(vi) I use, when possible, internet marketing instead of those traditional ones (printed ads)  
(vii) Among my family members, I am the first to try out internet marketing
- 

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Table I.

influence end-users' direct use experience with the system in terms of changing their perceptions and adoption intentions (Abd Latif *et al.*, 2011). It therefore comes as no surprise when Szajna (1996) expects effort expectancy to be significant in the early adoption stages of a system, but non-significant in later stages. In this context, users who have experienced internet marketing for some time are expected to exert fewer efforts since it is perceived to be easy to use with relatively fewer complexities. This in turn increases the probability of internet marketing continually being used. The following hypotheses are thus suggested:

*H2a.* In Malaysia, effort expectancy has significant relationship with the behavioral intention to use internet marketing.

*H2b.* In South Korea, effort expectancy has significant relationship with the behavioral intention to use internet marketing.

#### 2.4 Social influence

Venkatesh *et al.* (2003) define social influence as the degree to which an individual perceives the importance of others' beliefs that he or she should use the new system. In the present study's context, personal connections such as family members, supervisors, professors, peers, the university administrator and environment, and even the online community have been identified to facilitate behavior of users (Bagozzi and Dholakia, 2002; Williams and Corthrel, 2000; Kim and Tran, 2013) towards intention to use internet marketing. In fact the social media is increasingly providing an unparalleled platform for consumers to share their personal evaluations of the purchased products which facilitate word-of-mouth communication (Brown, 2011). To determine whether the intention to use internet marketing is influenced by other individuals, the following hypotheses are constructed:

*H3a.* In Malaysia, social influence has significant relationship with the behavioral intention to use internet marketing.

*H3b.* In South Korea, social influence has significant relationship with the behavioral intention to use internet marketing.

#### 2.5 Facilitating condition

Facilitating condition is defined as the degree to which an individual believes that an organizational and technical infrastructure exists to support the system use

(Venkatesh *et al.*, 2003). In order to encourage internet marketing use, among the facilitating conditions that should present include excellent user interface, and this includes ease of access, navigation and searching (Fang and Salvendy, 2003; Siddiqui *et al.*, 2003; Yang, 2010), more so when proper guidance is provided. Other conditions include costs and other resources associated with such use, and the prior knowledge that users must have before they could use internet marketing. These are important considerations as facilitating conditions have been found to have a direct influence on behavioral intention (Ajzen, 1991; Taylor and Todd, 1995), such as internet marketing use. Based on the arguments, the following hypotheses ensue:

- H4a. In Malaysia, facilitating condition has significant relationship with the behavioral intention to use internet marketing.
- H4b. In South Korea, facilitating condition has significant relationship with the behavioral intention to use internet marketing.

2.6 Research framework

As a result, a research framework is developed and shown in Figure 1. It is posited that the independent variables (performance expectancy, effort expectancy, social influence, and facilitating conditions) will significantly influence the dependent variable (behavioral intention to use internet marketing).

The next section describes the methodology used in this research.

3. Methodology

A self-reporting questionnaire was used as the main research instrument. As illuminated in Table I, there are six sections altogether. The items were either designed or modified from several research works (Al-Qeisi, 2009; Dong, 2009; Jack *et al.*, 2007). Except for Section 1 where dichotomous scale was used, the rest of the sections used a five-point Likert scale, ranging from 1 – strongly disagree to 5 – strongly agree.

The questionnaire was set in bilingual, i.e. English and Hangul so as to ease the respondents in answering as well as ensuring that accurate responses are recorded. Prior to the dissemination of the questionnaire, it was piloted on 25 Malaysians and 25 South Koreans on a random basis. Generally, the respondents indicated that the questionnaire is comprehensible and that it only requires less than 15 min to complete. As such, face validity is achieved.

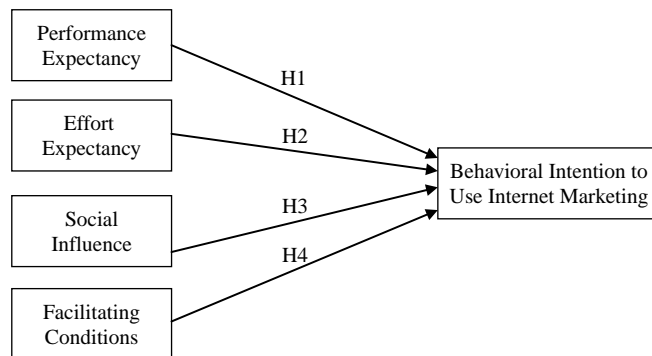


Figure 1.  
Research framework

After the pilot exercise, the questionnaire was randomly distributed to 300 students, who comprised of 150 Malaysians and 150 South Koreans on a convenient basis. An introductory page was included to accompany the questionnaire. It contains, among others, the aim of this study, some operational definitions of the constructs, instructions on how to score the items, and a clause on confidentiality of the data obtained. The respondents were assured that there is no right or wrong answers, and that the contact details of the researchers (names, postal, and e-mail addresses) were attached should the respondents require further information. The demographic profiles of the respondents are shown in Table II.

Table II shows that female students make up the majority of the respondents surveyed in both countries. Almost all of the students are 26 years old and below, with 13 South Korean students (8.7 percent) fall between the age cohort of 27 and 29. The majority of students are undergraduates which correspond well with their age. Nine foundation-level students responded to the survey in Malaysia but none from South Korea. Almost all of the students use internet, with more than 80 percent of them use internet daily. As a matter of fact, 42 percent of the students have their own web sites. However, more than half of the South Korean students have their own web sites compared to their Malaysian peers. Interestingly, more Malaysians are found to use Facebook than the South Korean students although both the nationalities form the majority of Facebook users. Similar response was obtained for use of internet to check e-mails (Durgin and Sherif, 2006). However, students of both nationalities responded almost equally when it

Items	Description	Nationality			
		Malaysian		South Koreans	
		Frequency	%	Frequency	%
Gender	Male	46	30.7	68	45.3
	Female	104	69.3	82	54.7
Age group	18-20	26	17.3	8	5.3
	21-23	84	56	66	44
	24-26	40	26.7	63	42
	27-29	0	0	13	8.7
Education level	Foundation	9	6	0	0
	Diploma	30	20	11	7.3
	Undergraduate	111	74	139	92.7
Time spent on internet	Daily	124	82.7	128	85.3
	Weekly	15	10	6	4.0
	Biweekly	4	2.7	9	6.0
	Several times per week	7	4.7	7	4.7
Respondents owning a web site	Yes	41	27.3	86	57.3
	No	109	72.7	64	42.7
Usage of Facebook	Yes	131	87.3	102	68
	No	19	12.7	48	32
Usage on checking e-mails	Yes	125	83.3	92	61.3
	No	25	16.7	58	38.7
Usage on checking for information	Yes	113	75.3	105	70
	No	37	24.7	45	30
Usage on entertainment	Yes	104	69.3	64	42.7
	No	46	30.7	86	57.3
Experience in using internet marketing	Yes	84	56	92	61.3
	No	66	44	58	38.7

**Table II.**  
Demographic profiles of  
respondents



comes to using the internet to check for information. Besides Facebook, more Malaysians are using the internet for entertainment purpose compared to South Koreans. About 57 percent of the South Koreans do not spend time on internet for entertainment purpose. The majority of students from both the countries (56 percent in Malaysia and 61.3 percent in South Korea) indicated that they have used internet marketing in the past. This justifies their inclusion in the survey.

While the data collection is taking place, preliminary observations and interviews were carried out randomly with ten students from Malaysia and South Korea, respectively. While the students filled in the questionnaire, some questions were posed to them in terms of what they have done with internet marketing. It was observed that fewer Malaysian students are browsing the internet using their cellphones compared to the South Koreans where students were seen to use their cellphones to stream mobile television channels, online games, checking e-mails, Facebook, information searching, and browsing the web for product updates. Nevertheless, interviews with some Malaysian students suggest that they are slowly adapting to online purchase. Some of them have bought, and even prefer to buy certain imported products from the internet. In addition, they have also been making price comparison among websites offering the same products before making a purchasing decision. As expected, the South Koreans are more prone to buy online because of cheaper price and hassle free. Moreover, they opine that the products bought online would reach them within two to three working days. On top of that, they like the web sites because these web sites provide few payment options such as direct debit from savings account or by credit card.

In terms of internal consistency, Table III shows that the Cronbach's  $\alpha$  values for all the variables are above 0.60, therefore, the constructs are considered to be reliable (Hayes, 1998; Malhorta, 2004; Nunnally, 1978). As such, the data can be used for further statistical analysis.

Table IV shows the mean and standard deviation scores for all the independent and dependent variables. An overall moderate mean was recorded for respondents from both the countries. In terms of ranking of the independent variables, performance expectancy scores the highest mean, followed by effort expectancy and social influence. Facilitating condition records the lowest mean. The mean score for behavioral intention to use internet marketing by respondents in both countries is also moderate. The respondents seem to have rated all the items consistently, judging from the standard deviation scores.

#### 4. Data analyses and findings

Tables V and VI present the multiple regression results between the independent and dependent variables for data collected in Malaysia and South Korea. The variance

**Table III.**  
Reliability analysis of the  
variables

No.	Variables	No. of items	Cronbach's $\alpha$	
			Malaysian	South Koreans
1	Performance expectancy	9	0.827	0.903
2	Effort expectancy	8	0.750	0.812
3	Social influence	9	0.782	0.867
4	Facilitating condition	8	0.686	0.698
5	Behavioral intention	6	0.639	0.741

inflation factor (VIF) values are much below 10 and that the tolerance values are more than 0.10, suggesting that there is no estimation problem caused by multicollinearity (Chatterjee *et al.*, 2000; Kleinbaum *et al.*, 1988). This permits regression analysis to be run.

The adjusted  $R^2$  values of 0.568 and 0.490 imply that the four independent variables explain 56.8 and 49.0 percent of the variations in behavioral intentions to use internet marketing by Malaysians and South Koreans, respectively. Two independent variables (performance expectancy and facilitating condition) are found to significantly influence behavioral intentions to use internet marketing by Malaysians, while performance expectancy, effort expectancy, and facilitating condition significantly influence the

No.	Variables	Mean and SD			
		Malaysian		South Koreans	
		Mean	S.D	Mean	SD
1	Performance expectancy	3.39	0.6298	3.47	0.7269
2	Effort expectancy	3.35	0.5848	3.40	0.5718
3	Social influence	3.31	0.6051	3.13	0.6788
4	Facilitating condition	3.29	0.6035	3.00	0.5973
5	Behavioral intention	3.32	0.5604	3.22	0.6717
Overall		3.33	0.5967	3.24	0.6493

**Table IV.**  
Mean and standard deviation scores for all the variables

Variables	Unstandardized coefficients		Standardized coefficients		<i>t</i>	<i>Sig.</i>	Collinearity	
	<i>B</i>	<i>SE</i>	<i>Beta</i>				<i>Tol.</i>	<i>VIF</i>
(Constant)	0.637	0.203			3.317	0.002		
Performance expectancy	0.444	0.088	0.499		5.031	0.000	0.294	3.397
Effort expectancy	-0.122	0.108	-0.127		-1.126	0.262	0.227	4.406
Social influence	0.001	0.067	0.001		0.013	0.990	0.555	1.801
Facilitating condition	0.482	0.063	0.519		7.609	0.000	0.622	1.607

**Notes:** Dependent variable: behavioral intention; *F*-value = 49.974; *Sig. F* = 0.02, adjusted  $R^2$  = 0.568

**Table V.**  
Multiple linear regression results of the relationships between the four independent and dependent variables (Malaysia data)

Variables	Unstandardized coefficients		Standardized coefficients		<i>t</i>	<i>Sig.</i>	Collinearity	
	<i>B</i>	<i>SE</i>	<i>Beta</i>				<i>Tol.</i>	<i>VIF</i>
(Constant)	0.016	0.325			0.049	0.961		
Performance expectancy	0.166	0.075	0.179		2.222	0.028	0.525	1.906
Effort expectancy	0.248	0.080	0.211		3.099	0.002	0.737	1.358
Social influence	0.066	0.058	0.067		1.134	0.259	0.986	1.014
Facilitating condition	0.525	0.083	0.467		6.366	0.000	0.635	1.575

**Notes:** Dependent variable: behavioral intention; *F*-value = 36.825; *Sig. F* = 0.00, adjusted  $R^2$  = 0.490

**Table VI.**  
Multiple linear regression results of the relationships between the four independent and dependent variables (South Korea data)

behavioral intentions of South Koreans to use internet marketing, both at the 95 percent significance level. The hypotheses results are shown in Table VII. As such, *H1a*, *H1b*, *H2b*, *H4a*, and *H4b* are accepted, but *H2a*, *H3a*, and *H3b* are not accepted.

## 5. Discussion and implications

### 5.1 Implications for research

This study has overcome the gaps in terms of the need for a cross-cultural study on the internet marketing topic as highlighted in prior studies (Adam *et al.*, 2002; Al-Qeisi, 2009; Javenpaa and Tractinsky, 1999), thereby enriching literature in this area. Since this study has confirmed the viability of UTAUT in researching intention and use behavior, the model can be replicated in different economies when researching on the intention to use internet marketing, particularly among the younger generation.

Corroborating prior studies (Burke, 1997; Srinivansan *et al.*, 2002), performance expectancy has been found to exert significant influence on the intention to use internet marketing by both Malaysians and South Koreans. It reaffirms the argument that internet marketing is useful and that by using internet marketing will help users gain benefits from increased productivity, efficiency, time saving, and to allow customization. It is therefore not surprising to see that the majority of Malaysians and South Koreans have experienced in using internet marketing. In fact, many South Koreans opine that using internet marketing is hassle free, cheaper, enables faster delivery of products, and permits flexibility of payment.

Effort expectancy has been found to exert a significant influence on the intention to use internet marketing among South Koreans, but not Malaysians. One possible explanation is that more South Koreans are using internet marketing than Malaysians. Since effort expectancy refers to the experience of using a particular information system (Venkatesh *et al.*, 2003; Yeow *et al.*, 2009), the South Koreans have experienced internet marketing and therefore, they found internet marketing to be relatively easier to use compared to Malaysians because they could see that fewer efforts are required.

Hypothesis	Statement	Results
<i>H1a</i>	In Malaysia, performance expectancy has significant relationship with intention to use internet marketing	Accepted
<i>H1b</i>	In South Korea, performance expectancy has significant relationship with intention to use internet marketing	Accepted
<i>H2a</i>	In Malaysia, effort expectancy has significant relationship with intention to use internet marketing	Not accepted
<i>H2b</i>	In South Korea, effort expectancy has significant relationship with intention to use internet marketing	Accepted
<i>H3a</i>	In Malaysia, social influence has significant relationship with intention to use internet marketing	Not accepted
<i>H3b</i>	In South Korea, social influence has significant relationship with intention to use internet marketing	Not accepted
<i>H4a</i>	In Malaysia, facilitating condition has significant relationship with intention to use internet marketing	Accepted
<i>H4b</i>	In South Korea, facilitating condition has significant relationship with intention to use internet marketing	Accepted

**Table VII.**  
Summary of findings

**Note:** Statistically significant at:  $p < 0.05$  level

On the other hand, many Malaysians are still in the early stages of internet marketing use, and as such, they perceive that more efforts are required (Szajna, 1996).

Facilitating conditions is another construct that is significantly related to the intention to use internet marketing by both Malaysians and South Koreans, and this is consistent with studies on behavioral intentions (Ajzen, 1991; Taylor and Todd, 1995). This will have implications on the presence of organizational, social and technical infrastructures to support internet marketing use (Fang and Salvendy, 2003; Siddiqui *et al.*, 2003; Yang, 2010).

On the contrary, social influence is not significantly related to the intention to use internet marketing among Malaysians and South Koreans. In other words, the influence of others will not affect the users' intentions to use internet marketing. Although the findings contradict prior studies (Bagozzi and Dholakia, 2002; Williams and Corthrel, 2000), it is not difficult to understand as Generation Y (those aged between 19 and 35) are identified as the savviest cohort when it comes to internet use and adoption of technological innovations (Ferguson, 2008, July 30) such as online shopping (Jones Lang LaSalle IP, Inc., 2008). This is evident from the demographic profiles of the respondents involved in this study. Because of these reasons, the users may not see the need for others to influence them to use internet marketing.

Generally, the results seem to suggest that a similar phenomenon is observed in both the countries with regards to the intention to use internet marketing, except for effort expectancy. However, the moderate mean scores suggest that enhancement on the factors related to performance expectancy, effort expectancy, and facilitating conditions are necessary in order to promote internet marketing use especially among the young. Having said so, this study includes students who have not experienced internet marketing. This segment deserves different research attention in terms of identifying their reasons for not using internet marketing so that appropriate strategies can be developed to attract them.

### 5.2 Implications for practice

This study has been conducted on young users between the age of 18 and 29. They are acknowledged to be more technologically-savvy and with the greater likelihood to use internet marketing, they are the current and/or future prospects of companies which offer products and services on the internet. On this light, the findings provide recommendations to organizations and policy makers in terms of the strategies to increase internet marketing use among the young Malaysians and South Koreans.

The significance of performance expectancy suggests that organizations should continue to promote the advantages of using internet marketing, particularly among the young. Studies may be conducted to identify whether young consumers prefer certain benefits of internet marketing that are not required by older consumers. Such benefits must be communicated to the young consumers through the various internet marketing channels and advertisements such as banners, search engines, direct mails, and infomercials. The lower mean score among the Malaysians suggest that internet connection and penetration rate are important considerations in enlarging the internet marketing user base which must be addressed by the policy makers.

For Malaysians, effort expectancy can be facilitated when more users are experienced in using internet marketing. This means that organizations must ensure that the internet marketing channels are friendly, clear and comprehensible, easy to learn and use, flexible, and adaptable. For this purpose, readers are directed to read Thorleuchter and

Van den Poel's (2012) work on electronic commerce success factors and other relevant research works which are beyond the scope of this paper. Coupled with the incentives to use internet marketing, the experience developed by users will result in fewer efforts needed to use internet marketing. The findings imply that the policy makers should encourage businesses to promote their products through the internet such as Facebook (Hutton, 2012) and some popular social networking sites frequently visited by the young citizens of the respective countries. Second, it also suggests the need to have online product and marketing reviews in order to help organizations understand their customers' concerns and interests (Chung and Tseng, 2012; Korfiatis and Poulos, 2013).

The importance of facilitating conditions is reflected in its significance in influencing intention to use internet marketing. This implies that organizations must provide organizational, social, and technical infrastructure support to users in order to increase internet marketing use. This includes minimizing the cost on internet marketing use by means of providing discounts to online purchase and eliminating all the hidden charges, providing support to internet marketing users in terms of advice and knowledge, adapting to users' needs, and more importantly, promoting internet marketing as an appealing channel for every family member. This of course requires internet connection which the policy makers must strive to provide to their citizens. WiFi and hotspots can be installed in public areas, while upgrades should be carried out in areas where internet is widely used, particularly for internet shopping purposes.

## 6. Conclusion

This study has achieved its objective by determining the factors influencing the intention to use internet marketing among young Malaysians and South Koreans using a comprehensive model such as the UTAUT. It has therefore made both important theoretical and practical contributions to the body of knowledge in the area of study. With the steps taken to increase the speed of internet connection and the penetration rate, it is expected that more companies will jump into the bandwagon to offer their products and services online and that more young users are predicted to use internet marketing in the near future. It is therefore hoped that the findings and recommendations will shed some lights on strategies to increase acceptance and use of internet marketing.

This study considers only 150 respondents from Malaysia and South Korea, respectively. With the focus on young users between the age of 18 and 29, the findings may not be representative of the population or even the country itself. Further, it only considers the four original dimensions of the UTAUT and Facebook since it is the most popular social network as evident from this study. In addition, this study explores the internet marketing behavior among young users and the results may not be generalizable to working adults or organizational users. From the statistical perspective, this study uses multiple linear regression analysis since its objective is to investigate the relationships between the independent and dependent variables. Due to its exploratory nature, it does not purport to identify the cause and effect relationships between the variables, one which can be accomplished through the use of structural equation modeling (SEM). The observations and interviews carried out are aimed at getting preliminary information without much contribution to the statistical analysis.

Nevertheless, this study provides a snapshot of the intention to use internet marketing. Future research on this area can be conducted on a larger respondent size to validate the results. It is also possible to conduct future studies in other countries such

as Japan, Europe, and USA across different user groups (in terms of demographics – young versus older generations and users versus non-users) so that comparisons can be made. Another possibility is by incorporating more variables into the model such as voluntariness of use, anxiety, self-efficacy, attitudes, and perceived credibility in view of the  $R^2$  values obtained in this study. In accomplishing this, more social network channels such as twitter, Youtube, bebo, Technorati and the like can be included in addition to Facebook. Finally, if a more robust statistical analysis such as SEM is used, supplemented with formal observations and interviews on internet marketing users and non-users, these approaches could lead to more meaningful results.

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