

Factors Affecting Intention to use Google

Bakr Al Samman

PhD Aspirant, Limkokwing University, Malaysia

Email address: bakralsamman @ gmail.com

Abstract— *There is lack of scholastic exploration on expectation to utilize Google search mobile application, particularly with regards to rising economies like Malaysia, consequently the objective for this research is to investigate factors influencing aim to utilize Google search. The research gap will be filled by utilizing a quantitative exploration approach. Research findings have found that lack of ease of use, lack of relative advantage, and lack of observability are problems that have lowered Malaysian online users' intentions to use Google search. Both mobile application developers and marketers of Google Malaysia from Alphabet Inc. are ought to invest proactive managerial involvement and the stronger the communicational advantages, to encourage exploitation by means of policies promoting digital infrastructure, to make opportunities more visible, to increase consumers' intention to use Google search.*

I. INTRODUCTION

Background of the Study

Some consumers utilize internet applications with no aim to utilize, while a few people utilize internet applications for explicit undertakings (Moriuchi, 2019). Earlier investigations have endeavored to utilize the Technology Acceptance Model (TAM) and Innovation Diffusion Theory (IDT) to clarify the deciding elements and technique of clients' choices to utilize an innovation (Sharma, et al., 2019).

Intention to use technology specifically in Malaysia is growing, as internet technological infrastructures are relatively advanced (Internet World Stats, 2020). Most Malaysians intended to use mobile applications to stay connected on social media, followed by entertainment and games (Chua, et al., 2018). 35.3% of Malaysians intended to use technology to make purchases online in 2016, and this percentage has increased to 75% by 2019 (Dil, 2020). Although nine out of ten Malaysian online users go internet to search for information they needed, however such uninteresting average download speed at 6.4Mbps has made Malaysia's internet speed to rank far behind at 74 globally (Dil, 2020). Intention to use technology in Malaysia is lower than Hong Kong and Singapore (Chua, et al., 2018).

Intention to use technology in Malaysia is driven by innovation monsters like Google, Facebook, and Shopee (The Straits Times; 2020; Muller, 2020). These giant innovation organizations have changed the media business, the web, business plans of action, and society (Nechushtai, 2018). Google and Facebook drove the computerized and advertisement market, while Shopee ruled internet retailing (Dil, 2020; Muller, 2020). In spite of their contrastic appearing, they have comparative capacities, for example, search, social, retail, and publicizing (Alphabet Inc, 2019; Lim, 2020). Google is somewhat preferable situated over Facebook and Shopee because of its web index and show

promoting (Salvaterra, 2020). Facebook has solid sales revenues, and gives a 'stylish' center engaging business, which is more helpless against market changes and newcomers (Smyth, 2019). Shopee stays solid in their target markets, but confronting expanding difficulties in retaining earnings (Atifi, 2018). Google's presentation is generally disturbed by its rivals' presences, as Google is step by step losing piece of the pie to Facebook and Shopee (Wozniakowski, 2020).

Problem Statement

Google should be in front of its rivals like Facebook and Shopee, on the grounds that it drives the internet paid pursuit by a huge margin, and claims majority of the promotion-plumbing mechanism in the web (Salvaterra, 2020). However, Google were a long ways behind its rivals in web promotion industry, as Google is facing declining growth in revenue, signs of aging in innovation, lower operating-profit margin, and weaker stock market performance (Alphabet Inc., 2019). Google+ was a social network owned and operated by Google, but was discontinued in 2019 due to lack of users' intention to use Google+ (Google, 2020a). Google shows exact outcomes for what online clients are searching for at that time (Salvaterra, 2020). However, online clients additionally can look for what they need from its rivals like Facebook and Shopee, this has weakened online clients' goal to utilize Google (Wozniakowski, 2020). This meant online users will click "Facebook buy-button" and "Shopee add to cart", instead of clicking on "Google shopping purchase on google" (Facebook, 2014; Shopee, 2020; Google, 2020b).

Google has much complex business model as compared to Facebook and Shopee, as Facebook mainly focuses on conversations and meaningful interactions between people, while Shopee mainly focuses on e-retailing, but Google has widest range of priorities, as Google include focusing on both social media networking and e-retailing (CB Insights, 2017; Yu, 2019; Lua, 2020). Moreover, online users find Google encourage lesser emotional expressions, discussions, communication and messaging activities as compared to Facebook (Voorveld, et al., 2018; Orehoavacki, et al., 2019; Marder, et al., 2019). Online users find lesser networking and business opportunities in Google as compared to Facebook and Shopee, as Google has made much lower investment on personal social networking as compared to Facebook, and Google did not focus on business retailing activities like Shopee (Salvaterra, 2020). Also, it is unsure on whether number of hours spent on Google search is higher or lower than its competitors like Facebook and Shopee, online users were updated about other online users' online activities in

Facebook and Shopee, but not in Google (Dil, 2020; Shopee, 2020; Facebook, 2020; Google Allo, 2020; Google, 2020).

Research Objectives

The aim of this research is to study on factors affecting intention to use Google. The specific research objectives of the current study include:

- 1) To examine the relationship between perceived ease of use and intention to use Google search
- 2) To study the relationship between perceived relative advantage and intention to use Google search
- 3) To find out the relationship between observability and intention to use Google search

Research Questions

Research questions of the current study include:

- 1) What is the relationship between perceived ease of use and intention to use Google search?
- 2) What is the impact of perceived relative advantage on intention to use Google search?
- 3) How observability influence intention to use Google search?

Significance of the Study

This research contributes to examination on applicability of TAM and IDT in different situation, which is in context of online users' intention to use Google in Malaysia. This research is also important to mobile application developers and marketers of Google Malaysia from Alphabet Inc to further understand on factors that can enhance intention to use Google search.

II. LITERATURE REVIEW

Theories

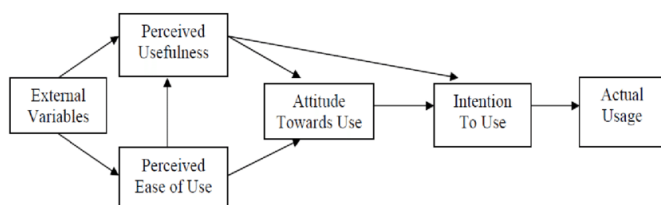


Figure 2.1: Technology acceptance model (TAM)

(Source: Davis, 1989)

Figure 2.1 showed TAM that was founded by Davis (1989) explained that when users are presented with a software package like Google search, the principle factors that will impact their expectation on how and when they will utilize Google search are Perceived Usefulness (PU), and Perceived Ease-of Use (PEOU) of the innovation. TAM is one of the most broadly utilized models for clarifying an expected consumer's conduct goals for utilizing a creative innovative item or administration (Chhonker, et al., 2018; Muhammad, et al., 2018). Innovation is an idea that is seen as a novel thought and is rehearsed by an individual or gathering, which is further broke down by IDT (Tsvetkova, et al., 2018).

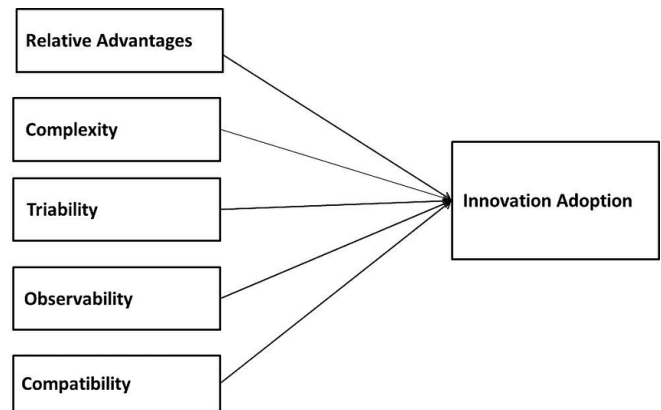


Figure 2.2: Innovation Diffusion Theory (IDT)

(Source: Adapted from Rogers, 1995)

Figure 2.2 showed IDT that was founded by Rogers (1995) explained that users' intention to pass judgment Google search innovation is dependent on five types of discernments, which are relative advantage, intricacy, achievability, and perceptibility, and compatibility. IDT concentrates on the conviction of the consumer for the most recent advancement (Houston, et al., 2018). IDT perceives the dynamic idea of dissemination (Belkhir, et al., 2018). The way toward conveying development through different explicit strategies in various social frameworks over a period is known as diffusion, as characterized by Rogers (1995). The examinations on IDT can be extensively characterized into two classifications, which are research around selection of innovation, and resistance towards innovation (XXX). Various studies have utilized IDT to elucidate the appropriation of innovation items in the market (Mehra, et al., 2020).

Intention to use Google Search

During coronavirus pandemic, first quarter sales growth of Google was 10%, while Facebook was 7%, but Shopee was 110% (Liu, et al., 2020; Kaur, 2020). Brands selling on eCommerce sites and commercial centers, for example, Shopee will continuously keep up or even develop advertisement spend to catch consumer request during and post-pandemic (TheStar, 2020). Shopee's development into an advanced publicizing giant won't only undermine Google, but in addition will influence advertisers, organizations and promotion tech merchants that aren't ready for critical disturbance (Williams, 2019). Google is attempting to broaden their income with their own drives into web-based business as Shopee turns into a more noteworthy danger (TheStar, 2020). Google has overturned a wide assortment of enterprises, including pretty much every class of retail, with determined development and sharp bits of knowledge about its consumers (CB Insights, 2017). Google can reap that data about its consumers for marketing strategy when its consumers are generally prepared to purchase items and administrations (Salvaterra, 2020).

Despite there is growth in users' intention to use Google search, however growth in year-to-year revenue of Google from 2016 to 2018 was 23%, which is far behind from Facebook's year-to-year revenue growth at 42%, and Shopee's

year-to-year revenue growth at 72% (Trefis, 2019; Ellia,s 2017; Atifi, 2018; Liu, et al., 2020). Online users are more willing to spend in Facebook rather than in Google, as percentage share of total digital advertisement spending in Google from 2018 to 2019 has reduced from 38.2% to 37.2%, while its competitor Facebook has increased from 21.8% to 22.1% (eMarketer, 2019). This has inferred that users’ intention to use Google search will generate lesser revenue to Google, as Google is unsure on what factors to fulfill to increase users’ intention to use Google search (Liu, et al., 2020). Possible factors affecting intention to use Google search are perceived ease of use, perceived relative advantage, and observability (Mehra, et al., 2020; Eid, et al., 2019).

Perceived Ease of Use and Intention to Use

TAM defined perceived ease of use as how much an individual accepts that utilizing a specific framework would be liberated from genuine and mental endeavors (Alghamdi, 2018). IDT defined perceived ease of use in terms of complexity, explaining that complexity is sub-system of a technology being intricate in many ways, requiring users to key in customized rule as the system requires many human’s intervention and interaction to perform something (Roy and Moothi, 2017). Relationship between perceived ease of use and intention to use exists when consumers are commonly pulled in to less convoluted and more direct arrangement (Tsvetkova, et al., 2019). This is on the grounds that individuals can’t play out a development, for example, use Google search well in the event that they experience issues in fathoming and understanding Google search (Zhang, et al., 2017). Hence, researcher has proposed the following hypothesis:

H1: There is a significant relationship between perceived ease of use and intention to use Google search

Perceived Relative Advantage and Intention to Use

TAM defined perceived relative advantage in form of perceived usefulness, explaining that perceived usefulness is how much an individual accepts that utilizing a specific mechanism would improve his/her activity execution (Alghamdi, 2018). IDT characterized apparent relative preferred position as how much a development gives benefits that incorporate financial advantages, picture improvement, accommodation and fulfillment (Muhammad, et al., 2018). Relationship between perceived relative advantage and intention to use is when users perceive that doing so will offer new benefits that were not obtained using current methods (Thiesse, et al., 2019). When consumers can get something novel at reduced transaction price or better customer service through Google search, consumers will be more likely to get involve in using Google search (Sharma, et al., 2019). Hence, researcher has proposed the following hypothesis:

H2: There is a significant relationship between perceived relative advantage and intention to use Google search

Observability and Intention to Use

IDT defined observability as how much effect of an advancement are obvious to other people (Thiesse, et al.,

2019). IDT clarified that the higher Google search is detectable, as seen by individuals from society, the higher would be the pace of its reception towards Google search (Stvilia, et al., 2018). Relationship between observability and intention to use is when using technology such as Google search is easy to demonstrate and make visible, the higher will be users’ intention to use Google search (Thiesse, et al., 2019). When phenomena of using Google search is transferable through word of mouth and recommendations from friends, it is expected to influence intention to use Google search (Sharma, et al., 2019). Hence, researcher has proposed the following hypothesis:

H3: There is a significant relationship between observability and intention to use Google search

Research Gaps

Eid, et al. (2019) have found that observability can significantly affect intention to use, which is in contrast to findings from Mehra, et al. (2020) and Choudrie, et al. (2020), they have studied that stated observability cannot affect intention to use. Meanwhile, Chua, et al. (2018) stated intention to use and accept technology can be influenced by observability, however did not take heed to account observability as independent variable to measure its effect on intention of users to use mobile application. On the other hand, Chhonker, et al. (2018) have stated that observability can affect intention of users to use mobile application, however their claims were based on exhaustive analysis by screening through keywords, Scopus indexing, and abstracts, hence their findings might misinterpret effect of observability on intention of users to use mobile application. Researcher has found that despite the promising potential of the mobile application for online users, and few researchers have discussed the relative advantage of using mobile application in different settings, however none on factor affecting intention to use Google search (Eid, et al., 2019).

Research Framework

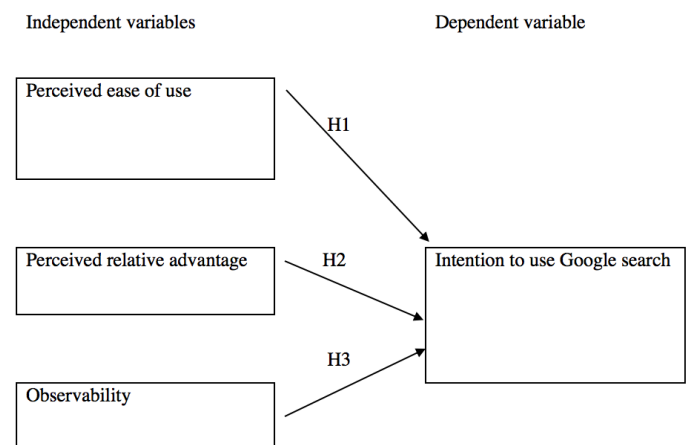


Figure 2.3: Research framework (Source: Adapted from Mehra, et al., 2020; Eid, et al., 2019)

Based on overall literatures reviewed, researcher has proposed a research framework showed in Figure 2.1, with the aim to research on whether perceived ease of use, perceived

relative advantage, and observability are factors that will affect the intention to use Google search. Researcher has produced a research framework as shown in Figure 2.1 by amalgamating Technology Acceptance Model (TAM) and Innovation Diffusion Theory (IDT), as these are the two most relevant theories (TAM & DoI) related to this theme.

III. METHODOLOGY

Similar to research methodology adopted by Mehra, et al. (2020) and Eid, et al. (2019), this research is also conducted through quantitative method, positivism methodology, deductive approach, descriptive research approach, explanatory research approach, questionnaire technique, non-probability snowball sampling method, to collect survey feedbacks from target respondents who are Malaysians who are highly active in using Google search, Facebook search, and Shopee search before to research on the determinants of intention to use Google search.

Questionnaire is used to study factors affecting intention to use Google. Part 1 of questionnaire for this current research consists of objective questions to get to know more about demographic segments of target respondents. Part 2 of questionnaire consists of objective questions to find out whether target respondents' perceived ease of use, perceived relative advantages, observability, and intention to use Google search is better than its competitors that are Facebook search and Shopee search. The measurement used in questionnaire for this current research is based on 5 likert scale, as selections available is not complicated, hence will reduce frustration level of respondents (Hameed, et al., 2018). Pilot testing is conducted on 30 respondents to assure adapted statements to measure each propose variables are valid and reliable (Srinivasan and Lohith, 2017).

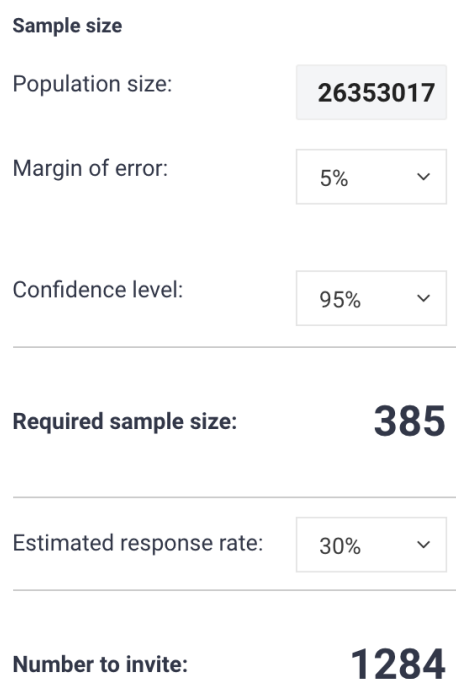


Figure 3.1: Sample size calculator

(Source: CheckMarket, 2020)

Chosen population of this study is Malaysians who access to internet. Entire population of Malaysians who are active internet users are 26,353,017 numbers (Internet World Stats, 2020). Figure 3.1 showed the sampling population should be 385 respondents who are Malaysian internet users. The sampling method used to choose Malaysian internet users is non-probability snowball sampling method. Criteria when filtering the sampling frame is respondents need to be Malaysians who are highly active in using Google search, Facebook search, and Shopee search. Researcher will only select respondents who have marked themselves as Malaysian citizens, and who use Google search, Facebook search, and Shopee search in their questionnaire feedbacks. Researcher has used snowball sampling to distribute Google form to a minimum of 1300 online users through Gmail emails, Facebook private message and public chats, and Shopee private message. Researcher has online transferred RM 5 as a token of appreciation to target respondents who have met researcher's filtering criteria, this is to encourage online users who have filled up the questionnaire to further refer and recruit their acquaintances to fill up the questionnaire too. Among 1300 online users who have received researcher's Google form link, researcher has only selected Malaysians who are highly active in using Google search, Facebook search, and Shopee search, the remaining online questionnaire feedbacks that are ignored, incomplete and did not meet filtering criteria were deleted instantly.

This research contained both primary and secondary data. Permission to gather primary data is by inviting online audience to participate the survey through Google form questionnaire link. Researcher has ensured that there is informed consent towards target respondent, and researcher has ensured that respondents' feedbacks are kept confidential by not sharing collected data to any third party. Researcher has analyzed primary data with SPSS version 22, a statistical software that allows researcher to tabulate statistical tables and graphs to conduct normality analysis, reliability analysis, frequency analysis, descriptive analysis, Pearson correlation analysis, and Regression analysis to study on factors affecting intention to use Google search. Permission to gather secondary data is by accessing into journal article portal provided by researcher's own university. Researcher has analyzed secondary data by reviewing literatures and theories related to intention to use Google search, to search for research gaps have caused uncertainties in solving problems on consumers' intention to use Google search.

IV. DATA ANALYSIS

Table 4.1 showed skewness of data collected from Malaysians who are highly active in using Google search, Facebook search, and Shopee search on the variable observability is 0.147, variable perceived relative advantage is -0.137, variable perceived ease of use is 0.331, and variable intention to use Google search is 0.339. As skewness value is between range of +-1.0, hence level of biasness in collected data is within acceptable range (Cleff, 2019). Z-score of each variable can be calculated by taking skewness value divided by standard error of skewness, and Z-score for variable

observability is 1.185, variable perceived relative advantage is -1.105, variable perceived ease of use is 2.669, and variable intention to use Google search is 2.734. As Z-score is within range of +3.29, this inferred that there is no outlier in collected data (Frey, 2018).

Table 4.2 showed pilot testing results collected from 30 respondents has Cronbach Alpha value at 0.841 for variable intention to use Google, 0.853 for variable perceived ease of

use, 0.882 for perceived relative advantage, and 0.839 for observability. Based on 385 respondents' feedbacks, measurements used for each variable remained valid and reliable as Cronbach Alpha value each variable remained above 0.70. As Cronbach Alpha value from both pre-test and post-test is above 0.70, hence researcher can rely on these valid and reliable measurements to conduct further data analysis (Das, 2019).

Table 4.1: Z-score normality test

Statistics		IVobservability	IVadvantage	IVease	DVintention
N	Valid	385	385	385	385
	Missing	0	0	0	0
Mean		2.9247	2.8618	2.8701	2.8813
Std. Deviation		.53954	.49997	.51454	.51782
Skewness		.147	-.137	.331	.339
Std. Error of Skewness		.124	.124	.124	.124
Kurtosis		-1.471	-1.185	-1.590	-1.263
Std. Error of Kurtosis		.248	.248	.248	.248
Minimum		2.13	2.10	2.20	2.20
Maximum		3.63	3.60	3.60	3.80
Percentiles	25	2.5000	2.6000	2.5000	2.5000
	50	2.7500	2.8000	2.5000	2.7000
	75	3.6250	3.3000	3.4000	3.3000

(Source: SPSS)

Table 4.2: Pilot Testing

Variables	Constructs	No. of Items Pre-test	Pre-test on 30 respondents	No. of Items Post-test	Post-test on 385 respondents
Dependent variable: DVintention	intention to use Google search	10	0.841	10	0.796
Independent variable: IVease	perceived ease of use	10	0.853	10	0.816
Independent variable: IVadvantage	perceived relative advantage	10	0.882	10	0.821
Independent variable: IVobservability	observability	8	0.839	8	0.838
Demographic questions	Demographic questions	7	-		
Total	5 constructs	45			

(Source: Adapted from SPSS)

Table 4.3: KMO and Bartlett's Test of Sphericity

Variables	Eigenvalues	KMO	Bartlett's Test of Sphericity		
			Approx. Chi-Square	df	Sig.
Intention to use Google search	3.794	0.873	2597.313	6	0.000
Perceived ease of use	1.942	0.500	835.555	1	0.000
Perceived relative advantage	1.947	0.500	870.017	1	0.000
Observability	1.921	0.500	722.223	1	0.000

(Source: Adapted from SPSS)

Table 4.3 showed Eigenvalue for each variable is above 1.0, hence factors adapted from Mehra, et al. (2020), Eid, et al.

(2019), Zhang, et al. (2017), Chua, et al. (2018), and Choudrie, et al. (2020) can be retained for this research (Frey,

2018). The Kaiser-Meyer-Olkin (KMO) value for each variable is 0.873, 0.500, 0.500, and 0.500. As the KMO value for each variable is 0.5 and above, this indicated that sampling size of 385 respondents to represent 26,353,017 numbers of Malaysians internet users is adequate for research to proceed data analysis on study factors affecting intention to use Google

search (Das, 2019). Barlett’s test of sphericity test showed significance value for each variable is 0.000, 0.000, 0.000, and 0.000. As the significance value is less than 0.05, this inferred that the correlation matrix is not an identity matrix, hence the measured variable is significant to measure factors affecting intention to use Google search (Cleff, 2019).

Table 4.4: Demographic profile

Category	Frequency	Valid %	Percent	Mean	Standard Deviation	Min	Max
Gender	385	100		1.4338	0.49624	1.00	2.00
Male	218	56.6					
Female	167	43.4					
Age (years old)	385	100		1.9351	0.68347	1.00	3.00
young age (18-30)	103	26.8					
middle age (31-50)	204	53.0					
senior age (51-70)	78	20.3					
Citizenship	385	100		1.0000	-	1.00	1.00
Malaysian	385	100					
Education Qualification	385	100		2.4623	1.12466	1.00	5.00
A-level and below (SPM, Matriculation, STPM, foundation studies)	39	10.1					
diploma	246	63.9					
university degree (bachelor degree)	22	5.7					
post graduate (masters, MBA, PhD)	39	10.1					
Professional (ACCA, CIMA, CPA)	39	10.1					
Working experience	385	100		3.1662	0.64015	2.00	4.00
3 - 5 years	52	13.5					
6 - 9 years	217	56.4					
10 years and above	116	30.1					
Monthly Income (Ringgit Malaysia RM)	385	100		1.8571	0.6676	1.00	4.00
RM 4,071 or less (low income)	113	29.4					
RM 4,072 - RM 16,027 (low middle income)	218	56.6					
RM 16,028 - RM 49,551 (upper middle income)	50	13.0					
RM 49,552 or more (high income)	4	1.0					
Which of the mobile application search platform do you use most often:	385	100		1.9039	0.74903	1.00	3.00
Google search	128	33.2					
Facebook search	166	43.1					
Shopee search	91	23.6					
How frequent do you use Google search:	385	100		1.4571	0.71360	1.00	3.00
four hours a day	259	67.3					
eight hours a day	76	19.7					
more than nine hours a day	50	13.0					

(Source: Adapted from SPSS)

Table 4.4 showed a majority with 56.6% of Malaysians who are highly active in using Google search, Facebook search, and Shopee search are males, while 43.4% are females. A majority with 53.0% are in their middle age between 31 to

50, while a minority with 20.3% are in their senior age between 51 to 70. Most of them with 63.9% have graduated from a diploma education. A majority with 56.4% of them have working experience between six to nine years, while a

minority with 13.5% of them have three to five years of working experience. A larger percentage at 56.6% of them have monthly income between RM 4,072 to RM 16,027, and a small percentage at 1.0% of them have monthly income of RM49,552 and above. Most of respondents with 43.1% of them responded that they use Facebook most often as compared to Google, and followed by Shopee. A majority with 67.3% of them use Google search four hours a day, while a minority with 13.0% of them use Google search for more than nine hours a day.

Table 4.5 showed data analysis is based on 385 respondents who were Malaysians who are highly active in using Google search, Facebook search, and Shopee search. There is no missing feedback from any respondent. The lowest mean value at 2.598 inferred that respondents' feedbacks in average felt neutral about being sure on how to make the best out of Google search. The standard deviation for the statement with lowest mean value is 0.491. As the standard deviation for the statement with lowest mean value is below 1.0, this indicated that respondents' feedbacks towards the statement is identical (Frey, 2018). The skewness value for the statement with lowest mean value is -0.399. As the skewness value is within range of +- 1.0, this inferred that respondents' feedbacks on the statement with lowest mean value within acceptable skewness (Das, 2019). The kurtosis value for the statement with lowest mean value is -1.851. As the kurtosis for the statement with lowest mean value is within +-2.0, this inferred that respondents' feedback towards the statement with lowest mean value is fairly distributed (Cleff, 2019). The minimum likert scale chosen by 385 respondents towards this

statement with lowest mean value is disagree at 2.0 and maximum likert scale is neutral at 3.0, which inferred that there were target respondents that disagree about knowing how to make the best out of Google search, while there were target respondents who felt neutral about it. The percentile result showed 75% of respondents felt neutral about being sure on how to make the best out of Google search.

Table 4.6 showed the lowest mean value at 2.501 inferred that respondents' feedbacks in average felt neutral about finding it ease to become skillful at using Google search. The standard deviation for the statement with lowest mean value is 0.674, which indicated that respondents' feedbacks towards the statement is identical (Frey, 2018). The skewness value for the statement with lowest mean value is -0.307, which inferred that respondents' feedbacks on the statement with lowest mean value within acceptable skewness (Das, 2019). The kurtosis value for the statement with lowest mean value is -0.202. As the kurtosis for the statement with lowest mean value is within +-2.0, this inferred that respondents' feedback towards the statement with lowest mean value is fairly distributed (Cleff, 2019). The minimum likert scale chosen by 385 respondents towards this statement with lowest mean value is strongly disagree at 1.0 and maximum likert scale is neutral at 3.0, which inferred that some target respondents have strongly disagreed about finding it ease to become skillful at using Google search, while some felt neutral about it. The percentile result showed 75% of respondents felt neutral about finding it ease to become skillful at using Google search.

Table 4.5: Descriptive Analysis of intention to use Google search

Statistics

		I intend to use Google search.	I intend to use Google search frequently.	I think the chances are that within 6 months I will not use another mobile application to replace Google search.	I use Google search to generate further discoveries.	I use Google search to sustain relationships with people.	I use Google search to strengthen relationships with people.	I can sure on how to collect intelligence on the needs of people.	Google search offer a channel through which I can keep an eye on search initiatives that I launch on various very clear objectives to serve.		
N	Valid	385	385	385	385	385	385	385	385	385	385
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		3.2026	2.8000	2.8000	3.0026	2.6987	2.8052	2.5974	3.2052	2.8000	2.9013
Std. Deviation		.74686	.97575	.59861	1.18255	.45942	.98212	.49106	.75137	.59861	.94957
Skewness		-.348	.310	.305	.365	-.370	.315	-.399	.387	.305	.398
Std. Error of Skewness		.124	.124	.124	.124	.124	.124	.124	.124	.124	.124
Kurtosis		-1.141	.831	-.422	-.434	-1.250	.790	-1.851	1.134	-.422	1.178
Std. Error of Kurtosis		.248	.248	.248	.248	.248	.248	.248	.248	.248	.248
Minimum		2.00	1.00	2.00	1.00	2.00	1.00	2.00	2.00	2.00	1.00
Maximum		4.00	5.00	4.00	5.00	3.00	5.00	3.00	5.00	4.00	5.00
Percentiles	25	3.0000	2.0000	2.0000	2.0000	2.0000	2.0000	2.0000	3.0000	2.0000	3.0000
	50	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000
	75	4.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000

(Source: SPSS)

Table 4.6: Descriptive Analysis of perceived ease of use

Statistics		Learning to operate Google search is easy for me.	Interacting with Google does not require a lot of mental effort.	Using a Google search is simple.	The perform tasks using Google search platforms.	It is easy for me to remember how to use Google search to do.	I believe that it is easy to get what I want from Google search.	My interaction with Google search is understandable.	My interaction with Google search is flexible.	I find social networks to be skillful at using Google search.	It is easy for me to become a skillful at using Google search.	Overall, I believe that Google search are easy to use.
N	Valid Missing	385 0	385 0	385 0	385 0	385 0	385 0	385 0	385 0	385 0	385 0	385 0
Mean		2.6935	3.0052	2.7974	3.0026	2.9013	2.6987	3.2000	3.0987	2.5013	2.8026	
Std. Deviation		.78368	.89848	.75034	.63121	.70388	.78237	.59861	1.04614	.67363	.87052	
Skewness		-.375	.334	-.399	-.302	.140	-.394	-.105	-.212	-.307	-.311	
Std. Error of Skewness		.124	.124	.124	.124	.124	.124	.124	.124	.124	.124	
Kurtosis		.143	.115	1.168	-.474	-.974	.180	-.422	-.020	-.202	-.298	
Std. Error of Kurtosis		.248	.248	.248	.248	.248	.248	.248	.248	.248	.248	
Minimum		1.00	2.00	1.00	2.00	2.00	1.00	2.00	1.00	1.00	1.00	
Maximum		4.00	5.00	4.00	4.00	4.00	4.00	4.00	5.00	3.00	4.00	
Percentiles												
	25	2.0000	2.0000	3.0000	3.0000	2.0000	2.0000	3.0000	3.0000	2.0000	2.0000	2.0000
	50	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000
	75	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	4.0000	4.0000	3.0000	3.0000	3.0000

(Source: SPSS)

Table 4.7: Descriptive Analysis of perceived relative advantage

Statistics		Using Google search is useful for me.	Using Google search is efficient for me.	Using Facebook and Shopee search.	Using Google search enables me to make successful efforts more quickly.	Using Google search improves my performance.	Using Google search gives me greater control over my social interactions.	Using Google search improves the quality of my activities.	Using Google search would make more effective in my efforts.	Using Google search allows me to accomplish more than would otherwise be possible.	Overall, I find using Google search will be advantageous to me.	
N	Valid Missing	385 0	385 0	385 0	385 0	385 0	385 0	385 0	385 0	385 0	385 0	
Mean		2.8026	2.8026	3.00260	2.5013	3.0000	2.8052	2.8000	3.0987	2.9039	2.9013	
Std. Deviation		.60164	.74477	.775600	.80727	.63328	.74720	.59861	.82955	.82828	.54066	
Skewness		.112	-.108	-.004	.311	.000	-.397	.105	.359	-.369	-.173	
Std. Error of Skewness		.124	.124	.124	.124	.124	.124	.124	.124	.124	.124	
Kurtosis		-.435	1.237	-1.335	-.476	-.491	1.214	-.422	.521	.550	.309	
Std. Error of Kurtosis		.248	.248	.248	.248	.248	.248	.248	.248	.248	.248	
Minimum		2.00	1.00	2.000	1.00	2.00	1.00	2.00	2.00	1.00	2.00	
Maximum		4.00	4.00	4.000	4.00	4.00	4.00	4.00	5.00	4.00	4.00	
Percentiles												
	25	2.0000	3.0000	2.00000	2.0000	3.0000	3.0000	2.0000	3.0000	3.0000	3.0000	
	50	3.0000	3.0000	3.00000	2.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	
	75	3.0000	3.0000	4.00000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	

(Source: SPSS)

Table 4.7 showed the lowest mean value at 2.501 inferred that respondents' feedbacks in average felt neutral about using Google search enables them to make successful efforts more quickly.

Table 4.8 showed the lowest mean value at 2.699 inferred that respondents' feedbacks in average felt neutral about easily observe others using Google search.

Table 4.8: Descriptive Analysis of observability

Statistics		Other people seemed interested in Google search when they saw me using it.	People can tell that I know more about Google search since I have used it.	I would have no difficulty in telling friends 'what is all about. Google search in use outside.	It is easy for me to observe others using Google search.	There are plenty of opportunities to see others using Google search.	I have had a lot of opportunity to see Google search being used.		
N	Valid	385	385	385	385	385	385		
	Missing	0	0	0	0	0	0		
Mean		2.8987	2.7948	2.9039	2.7974	3.2026	2.6987	3.1013	3.0000
Std. Deviation		.70165	.97999	.53872	.75034	.59991	.78237	.53776	1.18366
Skewness		.343	.404	-.376	-.399	-.312	-.394	.282	-.009
Std. Error of Skewness		.124	.124	.124	.124	.124	.124	.124	.124
Kurtosis		-.961	.803	.338	1.168	-.435	.180	.334	-1.053
Std. Error of Kurtosis		.248	.248	.248	.248	.248	.248	.248	.248
Minimum		2.00	1.00	2.00	1.00	2.00	1.00	2.00	1.00
Maximum		4.00	5.00	4.00	4.00	4.00	4.00	4.00	5.00
Percentiles	25	2.0000	2.0000	3.0000	3.0000	3.0000	2.0000	3.0000	2.0000
	50	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000
	75	3.0000	3.0000	3.0000	3.0000	4.0000	3.0000	3.0000	4.0000

(Source: SPSS)

Table 4.9: Pearson Correlation

		IVobservability	IVadvantage	IVease	DVintention
IVobservability	Pearson Correlation	1	.828 ^{**}	.825 ^{**}	.821 ^{**}
	Sig. (2-tailed)		.000	.000	.000
	N	385	385	385	385
IVadvantage	Pearson Correlation	.828 ^{**}	1	.825 ^{**}	.847 ^{**}
	Sig. (2-tailed)	.000		.000	.000
	N	385	385	385	385
IVease	Pearson Correlation	.825 ^{**}	.825 ^{**}	1	.842 ^{**}
	Sig. (2-tailed)	.000	.000		.000
	N	385	385	385	385
DVintention	Pearson Correlation	.821 ^{**}	.847 ^{**}	.842 ^{**}	1
	Sig. (2-tailed)	.000	.000	.000	
	N	385	385	385	385

** Correlation is significant at the 0.01 level (2-tailed).

(Source: SPSS)

Table 4.9 showed the relationship between perceived ease of use and intention to use Google search has significant value at 0.000 and Pearson Correlation at 0.842, this indicated that the relationship is significant and strong (Frey, 2018). Meanwhile, the relationship between perceived relative advantage and intention to use Google search has significant value at 0.000 and Pearson Correlation at 0.847, this indicated that the relationship is significant and strong (Das, 2019). The relationship between observability and intention to use Google search has significant value at 0.000 and Pearson Correlation at 0.821, this indicated that the relationship is significant and strong (Frey, 2018).

Table 4.10 showed R value is 0.864, the R square is 0.829 and adjusted R square is 0.828, which relayed that the relationship between variables perceived ease of use,

perceived relative advantage, observability, and intention to use Google search is strong (Das, 2019). The Durbin Watson value at 1.927 showed no first order linear auto-correlation in the collected data, as the value is within range of 1.5 to 2.5 (Cleff, 2019).

Table 4.11 showed F-test value at 1652.289 more than total Sum of Squares (SS) value at 102.965, which inferred to accept all proposed hypotheses (Frey, 2018). The significant value at 0.000 showed significant relationships among perceived ease of use, perceived relative advantage, observability, and intention to use Google search.

Table 4.12 showed the independent variable perceived relative advantage has the largest standardized beta coefficient at 0.472, this indicated that perceived relative advantage has highest influence towards intention to use Google search. A

change in perceived relative advantage by 10% will cause 2019).
intention to use Google search to change by 47.2% (Das,

Table 4.10: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.864	.829	.828	.13889	1.927

a. Predictors: (Constant), IVease, IVadvantage, IVobservability

b. Dependent Variable: DVintention

(Source: SPSS)

Table 4.11: ANOVA

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.616	3	31.872	1652.289	.000
	Residual	7.349	381	.019		
	Total	102.965	384			

a. Dependent Variable: DVintention

b. Predictors: (Constant), IVease, IVadvantage, IVobservability

(Source: SPSS)

Table 4.12: Coefficient

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.008	.042		.185	.853		
	IVobservability	.102	.040	.106	2.532	.012	.107	9.317
	IVadvantage	.489	.043	.472	11.333	.000	.108	9.246
	IVease	.411	.041	.408	10.010	.000	.113	8.870

a. Dependent Variable: DVintention

(Source: SPSS)

V. DISCUSSION

Summary of findings

Table 5.1: Hypotheses results

Hypotheses	Pearson Correlation	Regression R Square Value	Significant Value	Status of Hypotheses
H1: There is a significant relationship between perceived ease of use and intention to use Google search	0.842	0.864	0.000	Accepted
H2: There is a significant relationship between perceived relative advantage and intention to use Google search	0.847	0.864	0.000	Accepted
H3: There is a significant relationship between observability and intention to use Google search	0.821	0.864	0.000	Accepted

(Source: Adapted from SPSS)

This research has achieved research objectives because Table 5.1 showed researcher has derived status of hypotheses. Pearson correlation value for each hypothesis is above 0.70, while regression R square value is also above 0.70, and significant value is below 0.05, hence all three hypotheses are accepted (Cleff, 2019). Perceived ease of use can influence intention to use Google search because online users can expect to use lesser effort to operate the less complex Google search

system (Muhammad, et al., 2018). Perceived relative advantage can influence intention to use Google search because although Google search and other Google mobile applications such as Gmail are replaceable, however Google services are top notch and irreplaceable (Schlosser, 2017). Observability can influence intention to use Google search because online users can see what others have to say and can see frequency usage of others using Google search, which

enable online users to see reality and feasibility to use Google search (Sharma, et al., 2019).

Implication of the Study

TAM supported that the degree to which perceived ease of use, perceived relative advantage, and observability of Google will determine the likelihood or subjective probability to use Google search (Mehra, et al., 2020). IDT supported that the degree to which the results of technology innovation like Google search is visible to others, complexity in using Google search, and relative advantage of using Google search will lead to technology acceptance and use of Google search (Eid, et al., 2019). This study has advanced theory by extending the TAM model and using its variables such as perceived ease of use and perceived usefulness first, to link to variables from the DOI theory such as perceived relative advantage and observability, and then to examine the expanding phenomenon of use of Google search mobile application.

Mobile application developers of Google Malaysia from Alphabet Inc to practice these findings by further investing in proactive managerial involvement and the stronger the communicational advantages, such investments actually pay off in terms of getting higher intention of online users to use Google search, hence increasing Alphabet Inc's performance. In order to increase intention of users to use Google search, mobile application developers should set focus on managing the cycles of data sharing, assembling, and checking about what online clients see about Google search, as other online users are watching their peers to choose whether to utilize Google search.

Mobile application marketers of Google Malaysia from Alphabet Inc to practice these findings by ensuring that relative advantages and ease of use of Google search are more visible to online users, such as to make opportunities for businesses more visible. The more visible are the advantages gained through Google search, the more likely is intention of online users to use Google search. This is because Google Malaysia from Alphabet Inc is not isomorphic from the online users' viewpoint of mobile application use. Thus, mobile application marketers of Google Malaysia from Alphabet Inc should appear as new business sectors at decreased exchange costs, and give better client assistance, this is to empower selection and exploitation of advanced infrastructure among stakeholders.

Limitation of the Study

Current research is directed on restricted example of societies. Examination had just concentrated on Malaysian online users' inputs. Researcher also didn't cover online users' criticisms from different culture of people within a nation, consequently yielding more prominent variety in socio-cultural measurements. Moreover, the measures employed are mainly for understanding online users' views and preferences towards Google search, intention to use Google search, and Google search's position when being compared with its competitors such as Facebook search and Shopee search mobile applications. Also, this study has examined that intention to use Facebook search is higher than intention to

use Google search, and Google search had more impact than Shopee search. However, this research has not studied with distinct functionalities and characteristics of Facebook search. Nevertheless, this study has only focused on what are the relationships between perceived ease of use, perceived relative advantages, and observability of online users on intention to use Google search.

Recommendation For Future Research

Further research could contemplate the chance of socio-cultural contrasts within a nation, to further recognize effects of socio-cultural measurements on intention to use Google search. Moreover, further research is needed to apply the same measures to examine intention to use other type of mobile application. Also, researchers in future should study unique functionalities and characteristics of Facebook search. Nevertheless, further research is required on reasons why, and the challenges entailed in negative perception in ease of use, negative perception in relative advantages, and low observability towards using Google search.

REFERENCES

- [1] Alghamdi, O.M. (2018). *Saudi College Students' Attitudes towards Online Collaborative Learning*, ProQuest Dissertations Publishing.
- [2] Alphabet Inc. (2019). *Annual report pursuant to section 13 or 15(d) of the securities exchange act of 1934 for the fiscal year ended december 31, 2019*. https://abc.xyz/investor/static/pdf/20200204_alphabet_10K.pdf?
- [3] Atifi, N. (2018). *Shopee sales surge helps Sea hit record revenue, but net loss widens*. <https://www.techinasia.com/shopee-sales-surge-helps-sea-hit-record-revenue>
- [4] Belkhir, L., Mathew, M., Dr., Ph.D., Technology & Innovation Consultant, Toronto & Ph.D., Associate Professor, W. Booth School of Engineering Practice & Technology, McMaster University. (2018). A case study of global agency innovation rankings: implications on current definitions of innovation. *Problems and Perspectives in Management*, 16(3), 269-284.
- [5] CB Insights. (2017). *Winners And Losers In The Patent Wars Between Amazon, Google, Facebook, Apple, and Microsoft*. <https://www.cbinsights.com/research/innovation-patents-apple-google-amazon-facebook-expert-intelligence/+&cd=1&hl=en&ct=clnk&gl=my>
- [6] CheckMarket. (2020). *Calculate representative sample size*. <https://www.checkmarket.com/sample-size-calculator/>
- [7] Chhonker, M.S., Verma, D., Kar, A.K. & Grover, P. (2018). m-commerce technology adoption. *The Bottom line (New York, N.Y.)*, 31(3/4), 208-233.
- [8] Choudrie, J., Pheeraphuttrangkoon, S. & Davari, S. (2020). The Digital Divide and Older Adult Population Adoption, Use and Diffusion of Mobile Phones: a Quantitative Study. *Information systems frontiers*, 22(3), 673-695.
- [9] Chua, P.Y., Rezaei, S., Gu, M., Oh, Y. & Jambulingam, M. (2018). Elucidating social networking apps decisions. *Nankai Business Review International*, 9(2), 118-142.
- [10] Cleff, T. (2019). *Applied Statistics and Multivariate Data Analysis for Business and Economics: A Modern Approach Using SPSS, Stata, and Excel*. Springer.
- [11] Das, P. (2019). *Econometrics in Theory and Practice: Analysis of Cross Section, Time Series and Panel Data with Stata 15.1*. Springer Nature.
- [12] Davis, F.D., Bagozzi, R.P. and Warshaw, P.R. (1989). User acceptance of computer technology: a comparison of two theoretical models. *Management Science*, 35(8), 982-1003.
- [13] Dil. (2020). *Malaysia Digital Marketing Statistics 2020*. <https://digitalinfluencelab.com/malaysia-digital-marketing-stats/>
- [14] Eid, R., Abdelmoety, Z. & Agag, G. (2019). Antecedents and consequences of social media marketing use: an empirical study of the UK exporting B2B SMEs. *Journal of Business & Industrial Marketing*, 35(2), 284-305.

- [15] Ellis, J. (2017). *Sea's a steady ship, but shares drop after first quarterly results as a public company*. <https://www.techinasia.com/sea-q3-2017-earnings>
- [16] eMarketer. (2019). *US Digital Ad Spending Will Surpass Traditional in 2019 Amazon's ad business to grow more than 50%, taking bite out of duopoly*. <https://www.emarketer.com/content/us-digital-ad-spending-will-surpass-traditional-in-2019>
- [17] Facebook. (2014). *Testing a New Way for People to Discover and Buy Products on Facebook*. <https://www.facebook.com/business/news/Discover-and-Buy-Products-on-Facebook-Test>
- [18] Facebook. (2020). *Facebook*. <https://www.facebook.com>
- [19] Frey, B. B. (2018). *The SAGE Encyclopedia of Educational Research, Measurement, and Evaluation*. SAGE Publications
- [20] Google Allo. (2020). *Allo has signed off*. <https://allo.google.com>
- [21] Google. (2020a). *Shutting down Google+ for consumer (personal) accounts on April 2, 2019*. <https://support.google.com/googlecurrents/answer/9195133?hl=en>
- [22] Google. (2020b). *Shopping*. <https://www.google.com/shopping?hl=en>
- [23] Hameed, W.U., Basheer, M.F., Iqbal, J. et al. (2018). Determinants of Firm's open innovation performance and the role of R & D department: an empirical evidence from Malaysian SME's. *Journal of Global Entrepreneurship Research*, 8(29), 1-20.
- [24] Houston, M.B., Kupfer, A., Hennig-Thurau, T. & Spann, M. (2018). Pre-release consumer buzz. *Journal of the Academy of Marketing Science*, 46(2), 338-360.
- [25] Internet World Stats. (2020). *Internet World Stats Usage and Population Statistics*. <https://www.internetworldstats.com/asia.htm>
- [26] Kaur, D. (2020). *Shopee posts over 100% growth in revenue, orders in IQ*. <https://themalaysianreserve.com/2020/07/01/shopee-posts-over-100-growth-in-revenue-orders-in-1q/>
- [27] Lim, S. (2020). *Shopee creates e-commerce ad solutions for brands with Google*. <https://www.thedrum.com/news/2020/07/17/shopee-creates-e-commerce-ad-solutions-brands-with-google>
- [28] Liu, J., Colburn, C. and Verblow, B. (2020). *Q1 Earnings: Google, Amazon, Facebook, Twitter, Snapchat Advertising Decelerates While Usage Accelerates*. <https://go.forrester.com/blogs/q1-earnings-google-amazon-facebook-twitter-snapchat-advertising-decelerates-while-usage-accelerates/>
- [29] Lua, A. (2020). *21 Top Social Media Sites to Consider for Your Brand*. <https://buffer.com/library/social-media-sites/>
- [30] Marder, B., Archer-Brown, C., Colliander, J. & Lambert, A. (2019). Vacation Posts on Facebook: A Model for Incidental Vicarious Travel Consumption. *Journal of travel research*, 58(6), 1014-1033.
- [31] Mehra, A., Paul, J. & Kaurav, R.P.S. (2020). Determinants of mobile apps adoption among young adults: theoretical extension and analysis. *Journal of marketing communications*, 1-29.
- [32] Moriuchi, E. (2019). Okay, Google!: An empirical study on voice assistants on consumer engagement and loyalty. *Psychology & marketing*, 36(5), 489-501.
- [33] Muhammad, S.S., Muhammad, S.S., Dey, B.L., Dey, B.L., Weerakkody, V. & Weerakkody, V. (2018). Analysis of Factors that Influence Customers' Willingness to Leave Big Data Digital Footprints on Social Media: A Systematic Review of Literature. *Information Systems Frontiers*, 20(3), 559-576.
- [34] Muller, J. (2020). *Top 10 e-commerce sites in Malaysia Q1 2020*. <https://www.statista.com/statistics/869640/malaysia-top-10-e-commerce-sites/#:~:text=As%20of%20the%20first%20quarter,but%20also%20across%20Southeast%20Asia>
- [35] Nechushtai, E. (2018). Could digital platforms capture the media through infrastructure?. *Journalism*, 19(8), 1043-1058.
- [36] Orehovački, T., Etinger, D. & Babić, S. (2019). Modelling an interplay of adoption determinants with respect to social Web applications used in massive online open courses. *Universal access in the information society*, 18(3), 469-487.
- [37] Roy, S. and Moorthi, Y. L. R. (2017). Technology readiness, perceived ubiquity and M-commerce adoption. The moderating role of privacy. *Journal of Research in Interactive Marketing*, 11(3), 268-295
- [38] Salvaterra, R. (2020). *Who is Winning: Google, Amazon, Facebook, or Apple?*. <https://towardsdatascience.com/who-is-winning-google-amazon-facebook-or-apple-45728660473>
- [39] Schlosser, K. (2017). *Would you give up Apple, Amazon, Google or Facebook first? GeekWire takes the Farhad Challenge*. <https://www.geekwire.com/2017/give-apple-amazon-google-facebook-first-geekwire-takes-farhad-challenge/>
- [40] Sharma, G., Bajpai, N., Kulshreshtha, K., Tripathi, V. & Dubey, P. (2019). Foresight for online shopping behavior: a study of attribution for "what next syndrome". *Foresight (Cambridge)*, 21(2), 285-317.
- [41] Shopee. (2020). *Shopee*. <https://shopee.com.my/Wiresto-Wireless-Bluetooth-Speaker-LED-Alarm-Clock-Portable-Mini-Speaker-i.160147374.7313094184>
- [42] Smyth, S.M. (2019). The Facebook Conundrum: Is it Time to Usher in a New Era of Regulation for Big Tech?. *International journal of cyber criminology*, 13(2), 578-595.
- [43] Srinivasan R. and Lohith C.P. (2017). *Pilot Study—Assessment of Validity and Reliability. In: Strategic Marketing and Innovation for Indian MSMEs*. Springer.
- [44] Stvilia, B., Wu, S. & Lee, D.J. (2018). Researchers' uses of and disincentives for sharing their research identity information in research information management systems. *Journal of the Association for Information Science and Technology*, 69(8), 1035-1045.
- [45] The Straits Times. (2020). *Malaysian media wants Google, Facebook to pay for news content*. <https://www.straitstimes.com/asia/se-asia/malaysian-media-wants-google-facebook-to-pay-for-news-content>
- [46] TheStar. (2020). *Shopee: New normal in world of retailing here to stay*. <https://www.thestar.com.my/business/business-news/2020/05/19/shopee-new-normal-in-world-of-retailing-here-to-stay>
- [47] Thiesse, F., Fleisch, E., University of St. Gallen and ETH Zurich, Switzerland, University of St. Gallen, Switzerland & University of Würzburg, G. (2019). "The Impact of Goal-Congruent Feature Additions on Core IS Feature Use: When More Is Less and Less Is More". *Journal of the Association for Information Systems*, 20(7), 953-985.
- [48] Trefis. (2019). *A Detailed Look At Trends In Advertising Revenues For Google, Facebook And Amazon*. <https://www.trefis.com/stock/amzn/articles/467729/a-detailed-look-at-trends-in-advertising-revenues-for-google-facebook-and-amazon/2019-06-07>
- [49] Tsvetkova, M., Yasseri, T., Meyer, E., Pickering, J., Engen, V., Walland, P., Lüders, M., Følstad, A. & Bravos, G. (2019). Understanding Human-Machine Networks: A Cross-Disciplinary Survey. *ACM Computing Surveys (CSUR)*, 50(1), 1-35.
- [50] Voorveld, H. A. M., Noot, G. V., Muntinga, D. G. and Bronner, F. (2018). Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of advertising*, 47(1), 38-54.
- [51] Williams, R. (2019). *Forrester: How Amazon's ad growth will threaten Google, Facebook, agencies and ad-tech*. <https://www.marketingdive.com/news/forrester-how-amazons-ad-growth-will-threaten-google-facebook-agencies/562249/+&cd=2&hl=en&ct=clnk&gl=my>
- [52] Zozniakowski, T. (2020). *Google's problems are bigger than just the antitrust case*. <https://www.economist.com/briefing/2020/07/30/googles-problems-are-bigger-than-just-the-antitrust-case+&cd=1&hl=en&ct=clnk&gl=my>
- [53] Yu, E. (2019). *Shopee Taps Local Focus & Data to Deliver Immersive E-commerce Experience*. <https://www.fastgrowthbrands.com/2019/07/shopee-taps-local-focus-data-to-deliver-immersive-e-commerce-experience/>
- [54] Zhang, T., Lu, C. & Kizildag, M. (2017). Engaging Generation Y to Co-Create Through Mobile Technology. *International journal of electronic commerce*, 21(4), 489-516.

APPENDICES

APPENDIX 1: QUESTIONNAIRE

Demographic Analysis

1. Gender

- Male
- Female

2. Age (years old)

- young age (18-30)
- middle age (31-50)
- senior age (51-70)

3. Citizenship

- Malaysian
- Non-Malaysian

4. Education Qualification

- A-levels and below (SPM, Matriculation, STPM, Foundation studies)
- Diploma
- University Degree (Bachelor Degree)
- Post Graduate (Masters, MBA, PhD)
- Professional (ACCA, CIMA, CPA)

5. Working experience

- Less than 2 years
- 3 - 5 years
- 6 - 9 years
- 10 years and above

6. Monthly income (Ringgit Malaysia RM)

- RM 4,071 or less (low income)
- RM 4,072 – RM 16,027 (low middle income)
- RM 16,028 – RM 49,551 (upper middle income)
- RM 49,552 or more (high income)

7. Which of the mobile application search platform do you use most often:

- Google search
- Facebook search
- Shopee search
- None, or others

8. How frequent do you use Google search:

- Once a day
- Twice a day
- Three times or more a day
- None, or seldom

Intention to use Google search

Please circle one answer for each statement on whether Google search is better than Facebook search and Shopee search in terms of:

No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I intend to use Google search.	1	2	3	4	5
2	I intend to use Google search frequently.	1	2	3	4	5
3	I think the chances are that within 6 months I will not use another mobile application to replace Google search.	1	2	3	4	5
4	I use Google search to generate leads for further discoveries.	1	2	3	4	5
5	I use Google search to sustain relationships with people.	1	2	3	4	5
6	I use Google search to strengthen relationships with people.	1	2	3	4	5
7	I can sure on how to make the best out of Google search.	1	2	3	4	5
8	Google search offer a channel through which I collect intelligence on the needs of people.	1	2	3	4	5
9	I keep an eye on what people have to say on various Google platforms.	1	2	3	4	5
10	Every Google search initiative that I launch has very clear objectives to serve.	1	2	3	4	5

(Source: Adapted from Mehra, et al., 2020; Eid, et al., 2019)

Perceived ease of use

Please circle one answer for each statement on whether Google search is better than Facebook search and Shopee search in terms of:

No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Learning to operate Google search is easy for me.	1	2	3	4	5
2	Interacting with Google search does not require a lot of my mental effort.	1	2	3	4	5

3	Using the Google search is simple to me.	1	2	3	4	5
4	It is easy for me to remember how to perform tasks using Google search platforms.	1	2	3	4	5
5	I believe that it is easy to get Google search to do what I want them to do.	1	2	3	4	5
6	My interaction with Google search is clear.	1	2	3	4	5
7	My interaction with Google search is understandable.					
8	I find social networks sites flexible to interact with.	1	2	3	4	5
9	It is easy for me to become skillful at using Google search.	1	2	3	4	5
10	Overall, I believe that Google search are easy to use.	1	2	3	4	5

(Source: Adapted from Zhang, et al., 2017; Mehra, et al., 2020; Chua, et al., 2018; Eid, et al., 2019)

Perceived relative advantage

Please circle one answer for each statement on whether Google search is better than Facebook search and Shopee search in terms of:

No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Using Google search is timesaving for me.	1	2	3	4	5
2	Using Google search is efficient for me.	1	2	3	4	5
3	Using Google search is useful for me in comparison to using Facebook search and Shopee search.	1	2	3	4	5
4	Using Google search enables me to make successful efforts more quickly.	1	2	3	4	5
5	Using Google search improves my performance.	1	2	3	4	5
6	Using Google search gives me greater control over my social interactions.	1	2	3	4	5
7	Using Google search improves the quality of the my activities.	1	2	3	4	5
8	Using Google search would make me more effective in my efforts.	1	2	3	4	5
9	Using Google search allows me to accomplish more work than would otherwise be possible.	1	2	3	4	5
10	Overall, I find using Google search will be advantageous to me.	1	2	3	4	5

(Source: Adapted from Mehra, et al., 2020; Eid, et al., 2019)

Observability

Please circle one answer for each statement on whether Google search is better than Facebook search and Shopee search in terms of:

No.	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Other people seemed interested in Google search when they saw me using it.	1	2	3	4	5
2	People can tell that I know more about Google search since I have used it.	1	2	3	4	5
3	Other people using Google search liked using it.	1	2	3	4	5
4	I would have no difficulty in telling friends 'what Google search is all about.	1	2	3	4	5
5	I have seen Google search in use outside.	1	2	3	4	5
6	It is easy for me to observe others using Google search.	1	2	3	4	5
7	There are plenty of opportunities to see others using Google search.	1	2	3	4	5
8	I have had a lot of opportunity to see Google search being used.	1	2	3	4	5

(Source: Adapted from Mehra, et al., 2020; Eid, et al., 2019; Choudrie, et al., 2020)

APPENDIX 2: SPSS PRE-TEST RESULTS FROM 30 RESPONDENTS

Intention to use Google search:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.841	.853	10

Perceived ease of use:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.853	.860	10

Perceived relative advantage:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.882	.884	10

Observability:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.839	.862	8

APPENDIX 3: SPSS POST-TEST RESULTS FROM 385 RESPONDENTS

Table 4.1: Z-score normality test

Statistics

		IVobservability	IVadvantage	IVease	DVintention
N	Valid	385	385	385	385
	Missing	0	0	0	0
Mean		2.9247	2.8618	2.8701	2.8813
Std. Deviation		.53954	.49997	.51454	.51782
Skewness		.147	-.137	.331	.339
Std. Error of Skewness		.124	.124	.124	.124
Kurtosis		-1.471	-1.185	-1.590	-1.263
Std. Error of Kurtosis		.248	.248	.248	.248
Minimum		2.13	2.10	2.20	2.20
Maximum		3.63	3.60	3.60	3.80
Percentiles	25	2.5000	2.6000	2.5000	2.5000
	50	2.7500	2.8000	2.5000	2.7000
	75	3.6250	3.3000	3.4000	3.3000

Intention to use Google search:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.796	.814	10

Perceived ease of use:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.816	.835	10

Perceived relative advantage:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.821	.834	10

Observability:

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.838	.861	8

Table 4.2: Pilot Testing

Variables	Constructs	No. of Items Pre-test	Pre-test on 30 respondents	No. of Items Post-test	Post-test on 385 respondents
Dependent variable: DVintention	intention to use Google search	10	0.841	10	0.796
Independent variable: IVease	perceived ease of use	10	0.853	10	0.816
Independent variable: IVadvantage	perceived relative advantage	10	0.882	10	0.821
Independent variable: IVobserve	observability	8	0.839	8	0.838
Demographic questions	Demographic questions	7	-		
Total	5 constructs	45			

Intention to use Google search:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.873
Bartlett's Test of Sphericity	Approx. Chi-Square	2597.313
	df	6
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.794	94.860	94.860	3.794	94.860	94.860
2	.084	2.092	96.951			
3	.076	1.892	98.844			
4	.046	1.156	100.000			

Extraction Method: Principal Component Analysis.

Observability:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	722.223
	df	1
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.921	96.061	96.061	1.921	96.061	96.061
2	.079	3.939	100.000			

Extraction Method: Principal Component Analysis.

Perceived ease of use:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	835.555
	df	1
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.942	97.103	97.103	1.942	97.103	97.103
2	.058	2.897	100.000			

Extraction Method: Principal Component Analysis.

Perceived relative advantage:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	870.017
	df	1
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.947	97.359	97.359	1.947	97.359	97.359
2	.053	2.641	100.000			

Extraction Method: Principal Component Analysis.

Table 4.3: KMO and Bartlett's Test of Sphericity

Variables	Eigenvalues	KMO	Bartlett's Test of Sphericity		
			Approx. Chi-Square	df	Sig.
Intention to use Google search	3.794	0.873	2597.313	6	0.000
Perceived ease of use	1.942	0.500	835.555	1	0.000
Perceived relative advantage	1.947	0.500	870.017	1	0.000
Observability	1.921	0.500	722.223	1	0.000

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	218	56.6	56.6	56.6
	Female	167	43.4	43.4	100.0
	Total	385	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	young age (18-30)	103	26.8	26.8	26.8
	middle age (31-50)	204	53.0	53.0	79.7
	senior age (51-70)	78	20.3	20.3	100.0
	Total	385	100.0	100.0	

Citizenship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malaysian	385	100.0	100.0	100.0

Education Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid A-level and below (SPM, Matriculation, STPM, foundation studies)	39	10.1	10.1	10.1
diploma	246	63.9	63.9	74.0
university degree (bachelor degree)	22	5.7	5.7	79.7
post graduate (masters, MBA, PhD)	39	10.1	10.1	89.9
Professional (ACCA, CIMA, CPA)	39	10.1	10.1	100.0
Total	385	100.0	100.0	

Working experience

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3 - 5 years	52	13.5	13.5	13.5
6 - 9 years	217	56.4	56.4	69.9
10 years and above	116	30.1	30.1	100.0
Total	385	100.0	100.0	

Monthly income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid RM 4,071 or less (low income)	113	29.4	29.4	29.4
RM 4,072 - RM 16,027 (low middle income)	218	56.6	56.6	86.0
RM 16,028 - RM 49,551 (upper middle income)	50	13.0	13.0	99.0
RM 49,552 or more (high income)	4	1.0	1.0	100.0
Total	385	100.0	100.0	

Which of the mobile application search platform do you use most often:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Google search	128	33.2	33.2	33.2
Facebook search	166	43.1	43.1	76.4
Shopee search	91	23.6	23.6	100.0
Total	385	100.0	100.0	

How frequent do you use Google search:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid four hours a day	259	67.3	67.3	67.3
eight hours a day	76	19.7	19.7	87.0
More than nine hours a day	50	13.0	13.0	100.0
Total	385	100.0	100.0	

Statistics

	Gender	Age	Education Qualification	Citizenship	Working experience	Monthly income	Which of the mobile application search platform do you use most often:	How frequent do you use Google search:
N	Valid 385 Missing 0	385 0	385 0	385 0	385 0	385 0	385 0	385 0
Mean	1.4338	1.9351	2.8338	1.0000	3.1662	2.0286	1.9039	1.4571
Std. Deviation	.49624	.68347	1.07452	.00000	.64015	.79825	.74903	.71360
Variance	.246	.467	1.155	.000	.410	.637	.561	.509
Skewness	.268	.082	.335		-.162	.751	.159	1.232
Std. Error of Skewness	.124	.124	.124	.124	.124	.124	.124	.124
Kurtosis	-1.938	-.853	-.202		-.623	.489	-1.202	.049
Std. Error of Kurtosis	.248	.248	.248	.248	.248	.248	.248	.248
Minimum	1.00	1.00	1.00	1.00	2.00	1.00	1.00	1.00
Maximum	2.00	3.00	5.00	1.00	4.00	4.00	3.00	3.00
Percentiles								
25	1.0000	1.0000	2.0000	1.0000	3.0000	2.0000	1.0000	1.0000
50	1.0000	2.0000	3.0000	1.0000	3.0000	2.0000	2.0000	1.0000
75	2.0000	2.0000	3.0000	1.0000	4.0000	2.0000	2.0000	2.0000

Table 4.4: Demographic profile

Category	Frequency	Valid Percent %	Mean	Standard Deviation	Min	Max
Gender	385	100	1.4338	0.49624	1.00	2.00
Male	218	56.6				
Female	167	43.4				
Age (years old)	385	100	1.9351	0.68347	1.00	3.00
young age (18-30)	103	26.8				

middle age (31-50)	204	53.0				
senior age (51-70)	78	20.3				
Citizenship	385	100	1.0000	-	1.00	1.00
Malaysian	385	100				
Education Qualification	385	100	2.4623	1.12466	1.00	5.00
A-level and below (SPM, Matriculation, STPM, foundation studies)	39	10.1				
diploma	246	63.9				
university degree (bachelor degree)	22	5.7				
post graduate (masters, MBA, PhD)	39	10.1				
Professional (ACCA, CIMA, CPA)	39	10.1				
Working experience	385	100	3.1662	0.64015	2.00	4.00
3 - 5 years	52	13.5				
6 - 9 years	217	56.4				
10 years and above	116	30.1				
Monthly Income (Ringgit Malaysia RM)	385	100	1.8571	0.6676	1.00	4.00
RM 4,071 or less (low income)	113	29.4				
RM 4,072 - RM 16,027 (low middle income)	218	56.6				
RM 16,028 - RM 49,551 (upper middle income)	50	13.0				
RM 49,552 or more (high income)	4	1.0				
Which of the mobile application search platform do you use most often:	385	100	1.9039	0.74903	1.00	3.00
Google search	128	33.2				
Facebook search	166	43.1				
Shopee search	91	23.6				
How frequent do you use Google search:	385	100	1.4571	0.71360	1.00	3.00
four hours a day	259	67.3				
eight hours a day	76	19.7				
more than nine hours a day	50	13.0				

Table 4.5: Descriptive Analysis of intention to use Google search

Statistics

		I intend to use Google search frequently.	I intend to use Google search.	I intend to use Google search.	I intend to use Google search.	I intend to use Google search.	I intend to use Google search.	I intend to use Google search.	I intend to use Google search.	I intend to use Google search.	I intend to use Google search.
N	Valid	385	385	385	385	385	385	385	385	385	385
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		3.2026	2.8000	2.8000	3.0026	2.6987	2.8052	2.5974	3.2052	2.8000	2.9013
Std. Deviation		.74686	.97575	.59861	1.18255	.45942	.98212	.49106	.75137	.59861	.94957
Skewness		-.348	.310	.305	.365	-.370	.315	-.399	.387	.305	.398
Std. Error of Skewness		of .124	.124	.124	.124	.124	.124	.124	.124	.124	.124
Kurtosis		-1.141	.831	-.422	-.434	-1.250	.790	-1.851	1.134	-.422	1.178
Std. Error of Kurtosis		.248	.248	.248	.248	.248	.248	.248	.248	.248	.248
Minimum		2.00	1.00	2.00	1.00	2.00	1.00	2.00	2.00	2.00	1.00
Maximum		4.00	5.00	4.00	5.00	3.00	5.00	3.00	5.00	4.00	5.00
Percentiles	25	3.0000	2.0000	2.0000	2.0000	2.0000	2.0000	2.0000	3.0000	2.0000	3.0000
	50	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000
	75	4.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000

Table 4.6: Descriptive Analysis of perceived ease of use

Statistics

		Learning to operate Google search is easy for me.	Interacting with Google does not require a mental effort.	Using Google search is simple.	It is easy for me to remember how to perform tasks using Google search platforms.	It is easy for me to believe that I get what I want to do.	My Google interaction with Google search is clear.	My interaction with Google search is understandable.	I find social networks flexible to interact with.	It is easy for me to become skillful at using Google search.	Overall, I believe that Google search are easy to use.
N	Valid	385	385	385	385	385	385	385	385	385	385
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		2.6935	3.0052	2.7974	3.0026	2.9013	2.6987	3.2000	3.0987	2.5013	2.8026
Std. Deviation		.78368	.89848	.75034	.63121	.70388	.78237	.59861	1.04614	.67363	.87052
Skewness		-.375	.334	-.399	-.302	.140	-.394	-.105	-.212	-.307	-.311
Std. Error of Skewness		of .124	.124	.124	.124	.124	.124	.124	.124	.124	.124
Kurtosis		.143	.115	1.168	-.474	-.974	.180	-.422	-.020	-.202	-.298
Std. Error of Kurtosis		.248	.248	.248	.248	.248	.248	.248	.248	.248	.248
Minimum		1.00	2.00	1.00	2.00	2.00	1.00	2.00	1.00	1.00	1.00
Maximum		4.00	5.00	4.00	4.00	4.00	4.00	4.00	5.00	3.00	4.00
Percentiles	25	2.0000	2.0000	3.0000	3.0000	2.0000	2.0000	3.0000	3.0000	2.0000	2.0000
	50	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000
	75	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	4.0000	4.0000	3.0000	3.0000

Table 4.7: Descriptive Analysis of perceived relative advantage

Statistics

		Using Google search is efficient for me.	Using Google search is efficient for me.	Using Google search is efficient for me.	Using Google search is efficient for me.	Using Google search is efficient for me.	Using Google search is efficient for me.	Using Google search is efficient for me.	Using Google search is efficient for me.	Using Google search is efficient for me.	Using Google search is efficient for me.
N	Valid	385	385	385	385	385	385	385	385	385	385
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		2.8026	2.8026	3.00260	2.5013	3.0000	2.8052	2.8000	3.0987	2.9039	2.9013
Std. Deviation		.60164	.74477	.775600	.80727	.63328	.74720	.59861	.82955	.82828	.54066
Skewness		.112	-.108	-.004	.311	.000	-.397	.105	.359	-.369	-.173
Std. Error of Skewness		of .124	.124	.124	.124	.124	.124	.124	.124	.124	.124
Kurtosis		-.435	1.237	-1.335	-.476	-.491	1.214	-.422	.521	.550	.309
Std. Error of Kurtosis		.248	.248	.248	.248	.248	.248	.248	.248	.248	.248
Minimum		2.00	1.00	2.000	1.00	2.00	1.00	2.00	2.00	1.00	2.00
Maximum		4.00	4.00	4.000	4.00	4.00	4.00	4.00	5.00	4.00	4.00
Percentiles	25	2.0000	3.0000	2.00000	2.0000	3.0000	3.0000	2.0000	3.0000	3.0000	3.0000
	50	3.0000	3.0000	3.00000	2.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000
	75	3.0000	3.0000	4.00000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000

Table 4.8: Descriptive Analysis of observability

Statistics

		Other people seemed interested when they saw me using it.	People can tell that I know more about Google search since I used it.	Other people using search engines have liked Google search.	I would have no difficulty in telling friends what I have seen to Google search in use outside.	There are plenty of opportunities to see other people using Google search.	I have had a lot of opportunity to see Google search being used.
N	Valid	385	385	385	385	385	385
	Missing	0	0	0	0	0	0
Mean		2.8987	2.7948	2.9039	2.7974	3.2026	2.6987
Std. Deviation		.70165	.97999	.53872	.75034	.59991	.78237
Skewness		.343	.404	-.376	-.399	-.312	-.394
Std. Error of Skewness		of .124	.124	.124	.124	.124	.124

Kurtosis	-.961	.803	.338	1.168	-.435	.180	.334	-1.053
Std. Error of Kurtosis	.248	.248	.248	.248	.248	.248	.248	.248
Minimum	2.00	1.00	2.00	1.00	2.00	1.00	2.00	1.00
Maximum	4.00	5.00	4.00	4.00	4.00	4.00	4.00	5.00
Percentiles								
25	2.0000	2.0000	3.0000	3.0000	3.0000	2.0000	3.0000	2.0000
50	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000
75	3.0000	3.0000	3.0000	3.0000	4.0000	3.0000	3.0000	4.0000

Table 4.9: Pearson Correlation

Correlations

		IVobservability	IVadvantage	IVease	DVintention
IVobservability	Pearson Correlation	1	.828**	.825**	.821**
	Sig. (2-tailed)		.000	.000	.000
	N	385	385	385	385
IVadvantage	Pearson Correlation	.828**	1	.825**	.847**
	Sig. (2-tailed)	.000		.000	.000
	N	385	385	385	385
IVease	Pearson Correlation	.825**	.825**	1	.842**
	Sig. (2-tailed)	.000	.000		.000
	N	385	385	385	385
DVintention	Pearson Correlation	.821**	.847**	.842**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	385	385	385	385

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.10: Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.864 ^a	.829	.828	.13889	1.927

a. Predictors: (Constant), IVease, IVadvantage, IVobservability

b. Dependent Variable: DVintention

Table 4.11: ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.616	3	31.872	1652.289	.000 ^b
	Residual	7.349	381	.019		
	Total	102.965	384			

a. Dependent Variable: DVintention

b. Predictors: (Constant), IVease, IVadvantage, IVobservability

Table 4.12: Coefficient

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1(Constant)	.008	.042		.185	.853		
IVobservability	.102	.040	.106	2.532	.012	.107	9.317
IVadvantage	.489	.043	.472	11.333	.000	.108	9.246
IVease	.411	.041	.408	10.010	.000	.113	8.870

a. Dependent Variable: DVintention

Table 5.1: Hypotheses results

Hypotheses	Pearson Correlation	Regression R Square Value	Significant Value	Status of Hypotheses
H1: There is a significant relationship between perceived ease of use and intention to use Google search	0.842	0.864	0.000	Accepted
H2: There is a significant relationship between perceived relative advantage and intention to use Google search	0.847	0.864	0.000	Accepted
H3: There is a significant relationship between observability and intention to use Google search	0.821	0.864	0.000	Accepted