

FACTORS THAT AFFECT ONLINE SHOPPING BEHAVIOUR ON E-BUSINESS PLATFORM TOWARDS GENERATION Y IN MALAYSIA

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Abstract: *Fast development of innovation, business associations have changed over from the conventional strategy for pitching products to an electronic technique for offering merchandise. Business associations utilize the web as a fundamental vehicle to direct business exchanges. As the desires for online customers rise, their fulfilment with online retailers has declined. Using an online shopping scenario, undergraduate commerce entrepreneurship students evaluated the effects of six website factors on consumer online shopping behaviour toward e-business platform. 384 respondents from Generation Y in North Zone of Peninsular Malaysia participated in this survey. Results indicate that the six website factors (ease of use, product information, entertainment, trust, customer support, and currency) affect consumer online shopping behaviour toward e-business platform. These findings suggest that e-business retailers should emphasize site factors that best suit the involvement and experience profile of their consumers.*

Keywords: *Online Shopping Behaviour, Generation Y*

Introduction

Fast development of innovation, business associations have changed over from the conventional strategy for pitching products to electronic technique for offering merchandise. Business

associations utilize web as a fundamental vehicle to direct business exchanges. Simplicity and choice that the Internet gives to customers has changed the face of retailing. To an ever increasing extent, customers visit a store's Web page to make their decisions previously making a trip to the store itself; and in a quickly swelling tide, numerous customers are bypassing the store by and large and requesting on the web straightforwardly from the Sites of their top pick brands and outlets.

The purpose of this research is to investigate factors that affect online shopping behaviour on E-business platform among Generation Y in Malaysia and to understand customer behaviour toward web based shopping, in order to make marketing manager to foresee the web based shopping rate and assess the future development of e-business. Marketing manager can understand this element if there is a truly effect on intention customer toward online shopping.

Literature Review

E-Business Platform in Malaysia

The development of Internet has brings the physical store into internet in form of non-physical store and this has generated a new trend of consumers' awareness to shop online. Online shopping is no longer rare, it is getting advance and common in Malaysia nowadays.

E-Business platforms are the backbone of any online retail enterprise, allowing the front-end and back-end to work in tandem and efficiently. E-Business platforms are the bridge of the E-Business building, providing a rigid structure on which a B2B or B2C ecommerce. At its simplest form, E-Business platform enables a business to sell their products and services via online.

Generation Y

Generation Y is a group of people born immediately after Generation X. While there are many discrepancies and debates on the age range of Generation Y, many research have accepted Generation Y to be those born between 1978 and 1994 (Christine, 2000; Kotler and Armstrong, 2010; Solomon, Dann, and Russell-Bennett, 2007) which is also held true in the Malaysian context (Evelyn, Eva and Robin, 2011; Pricewaterhouse Coopers, 2009). According to Hairol Anuar Hj Mak Din PhD, Generation Y are born between 1977 and 1997. However, we specific our study of Generation Y from 1988- 1998 (age 20-30). Generation Y accounts for 11 million people in 2010 which is 40% of Malaysia's population (Department of Statistics Malaysia, 2011).

Generation Y is heavy user of Internet, they willing to accept new technologies, has the ability to establish and maintain close relationships with others by using Internet (Kumar & Lim, 2008; Syrett & Lammiman, 2004). Generation Y grow up at the information age and tend to be more familiar in conducting technology. Generation Y has higher purchasing power compare to other generations (Ang et al., 2009; Farris et al., 2002) and eagerness to participate in online shopping who considered to be the largest group of people who shop online.

Online Shopping Behaviour

Potential consumers are mostly attracted by the information of products associated with their needs rather than searching actively. Potential consumers later evaluate the alternatives and

choose the product that completely fits their criteria of needs. A transaction is finally conducted and post-sales services are provided. Online shopping behaviour refers to consumer's psychological state in terms of shopping on internet (Li and Zhang, 2002). However, online shopping environment enable consumers to lower their decision-making effort by information screening, wide selection, product comparison and reliability (Alba et al., 1997).

Ease of Use

Ease of use tell about company online interface design. This interface makes some flow from searching product to purchase product and their payment. This design that facilitates one's efficient and effective use of the site so that can make high intention customer to shopping online. That can be support by (Griffith, 2001) him said that interface in online store will reduce consumer cost of searching, and this will affected intention people to online shopping. This is because if some online platform is easy to use, not complex and their flow is smooth, customer is willing to use online shopping company. According to (Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S, 2016) ease of use should enhance ability to process product and purchase information, reduce cost of search, permit faster search, increase likelihood of a successful search, so with all this item will make positive interaction on online shopping.

Product Information

Product information is a simple explanation about the product that customer want to purchase in online. This simple explanation must full with useful information that can help meet better decision. This is because in online shopping we could not hold and check their quality. So with clear information will make customer to feel satisfying and confident to buy the product. So some ways example to show product information that can company can do is with attractive video, audio, text, and photos. Based on some journal report that show positive relationship (Vijayasarathy, L. R., & Jones, J. M, 2000), who said product information also prove to increase attitude to online shopping. In addition, according to (Peterson et al., 1997) higher quality information will drive better buying decision and higher level of consumer satisfaction.

Entertainment

Entertainment in e-business includes the element that promotes enjoyment while visiting the sites. These include sensory and hedonic stimuli such as variety of colours, choice of music, action and interactivity. The element of entertainment from e-business should offer experience that creates positive feelings. Entertainment related factor such as vividness, stylishly satisfying design elements, and engaging material are positively related to attitude to an e-business web site or social media. Entertainment also appears to increase behaviour towards online shopping intention to shop online, frequency of online purchases and loyalty (Elliott & Speck, 2005).

Highly functional and entertainment e-business website can help consumer to shop easily with positive mind. It can influence visitor to stay and explore the content with enjoyable feelings and which will be critical in persuading the shopper to return to the sites.

Trust

Consumer who shopping online not only need to have trust in the e-business page offering products or services, yet in addition need to have trust in web itself as a media for trade, communication and distribution (Sirkemaa, 2010). Normally, trust related to misused of customer data and information, dependability, fraud and installment are holding clients from making buying online in the web. Consumers believe and trust on e-business in light of their own past experience and also by outsider's recommendation.

Other than that, the site factors that drive trust most are amiability, validity, situational ordinariness, and basic confirmations (Elliott & Speck, 2005). Amiability and validity are well known from the sales and advertising literature. E- Business website achieves a situational ordinariness by adopting a professional look of the website. Basic conformations include return policies, privacy policies and third party assurance. Such strategies and affirmations infer that a seller is dependable.

Customer Support

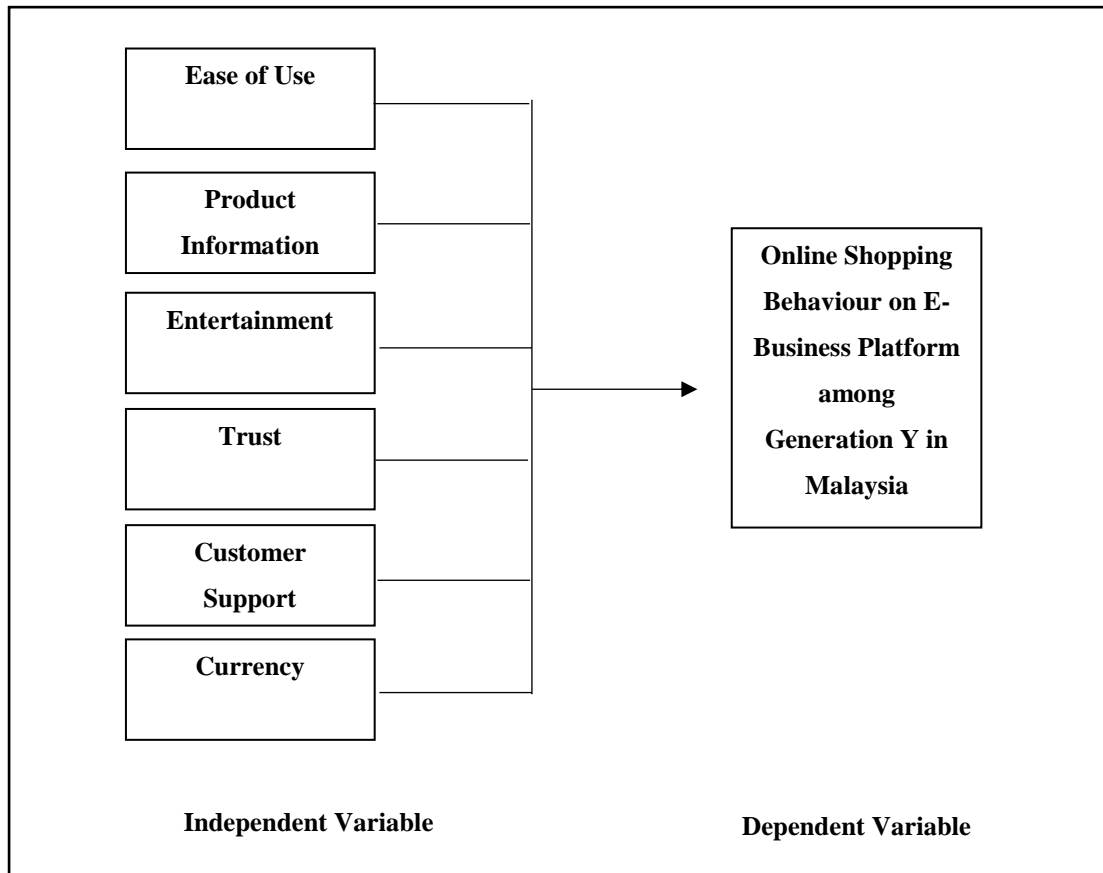
Customer support is a range of customer services to help customer in solving their problem in terms of making cost effective and correct use of product. It includes help with installation, training, maintenance, and upgrading. Customer support is associated with a stronger attitude to the site. (Dickinson, 2001) report that customer support positive effects intention to online shop. (Srini S. Srinivasana, 2002) find that customer support decidedly positive impacts online customer loyalty.

The seven components of customer support are installation, user training, maintenance and repair, online support, warranty or guarantee, and upgrade. Throughout the most recent fifteen years there has been a change in the relative significance of various components of customer support. Good customer support is an essential for achieving consumer satisfaction; it can increasing the success rate of new products and contributes to competitive advantages. In spite the importance of customer support as a source of revenue and profit, it is area that has often only received scant attention from managers (Jawwad Z. Raja, 2013).

Currency

Currency implies that everything on a site is up-to-date. Currency implies precision, an information dimension discussed by (Hans van der Heijden, 2003). It also helps to establish normality. That is, if a site looks up-to-date, it is thought to be in proper order, a precondition for credibility and trust. Currency is more than updated data. It includes news, special promotion, and anything that refreshes the content or appearance of the site. Anything that calls a site's currency into question should reduce the vendor's perceived credibility and the consumer attitude toward the site. (Rains & Karmikel, 2009) reports that currency increase web site credibility; however no past research explicitly considers the effect of currency on consumer attitude toward a web site.

Conceptual Framework



Source: Michael T. Elliott & Paul Surgi Speck (2005)

A conceptual framework represents the researcher's synthesis of literature on how to explain a phenomenon. It maps out the actions required in the course of the study given the previous knowledge of other researcher's point of view and the observations on the subject of research (Regoniel, Patrick A., 2015).

The Figure 2.1 summarizes our conceptual framework model. The researchers found that online shopping behaviour on E-Business platform among generation Y is affect by the six websites features (e.g., ease of use, product information, entertainment, trust, customer support, and currency).

Research Methodology

Before actual data collection took place, a pilot test was run on 30 respondents in Universiti Malaysia Kelantan. The purpose of the pilot study was to test the reliability and effectiveness of the questionnaires including format, wording, content and sequence of the questions. Pilot test also make sure the respondents and researcher in understanding the question and provides opportunity to correct and reveal the potential problems in survey questionnaire.

This research carried out in quantitative method and 384 respondents from Generation Y are participated in this survey. Table for determining sample size of a known population by Krejcie & Morgan (1970) are used in this research. This research focus on the Northern zone of

Peninsular Malaysia which the sample of respondents among Generation Y in Malaysia are divided into Perak, Pulau Pinang, Perlis and Kedah. There are around 1,190,047 Generation Y respondents among the four states where 474,911 youths at Perak, 259,524 youths at Pulau Pinang, 404,787 youths at Kedah and 54,825 youths at Perlis (Malaysia, 2017).

In this research, questionnaire is the research instrument. The questionnaire was refer to journal and internet in order to get the most suitable question are shown in Table 1 below. Moreover, the questionnaire was stated in two languages which are English and Malay in order to make sure target respondents able to understand.

This questionnaire consists eight parts: Part A was designed to collect the respondents' demographic information such as gender, age, race, area, education level, occupation, income status, frequency in online shopping and product category preference in online shopping; Part B was to identify the online shopping behavior on E-Business Platform towards Generation Y; Part C, D, E, F, G and H consist the independent variables which are ease of use, product information, entertainment, trust, customer support and currency respectively. Respondents were requested to measure the variables in Part C,D,E,F,G and H by using a five-point Likert scale where 1=strongly disagree and 5=strongly agree. All responses are then analysis by using SPSS version 24.0 software.

Table 1: Resources of Questionnaire

Variable	Source	Question no.	Section no.
Online Shopping Behaviour on E-Business Platform	Miranda Elia, (2008-2009)	1-2	A
	Dionne Boerwinkel (2016)	3-5	
Ease of Use	Forsythe et al. (2006), Karayanni (2003), Swinyard & Smith (2003), Liang & Huang (1998)	1	B
	George (2004)	2	
	Gurvinder S Shergill, Zhaobin Chen (2005)	3	
	Mohammad Sulaiman A Alnasser (2014)	4-5	
Product Information	Forsythe et al. (2006), Karayanni (2003), Swinyard & Smith (2003), Liang & Huang (1998)	1-3	C
	Gurvinder S Shergill, Zhaobin Chen (2005)	4	
	Mohammad Sulaiman A Alnasser (2014)	5	
Entertainment	Muhammad Umar Sultan and MD Nasir Uddin (2011)	1-2	D
	Dionne Boerwinkel (2016)	3	
	Jongeun Kim (2004)	4-5	
Trust	Muhammad Umar Sultan, MD Nasir Uddin (2011)	1-2	E
	Dionne Boerwinkel (2016)	3-5	
Customer Support	Muhammad Umar Sultan and MD Nasir Uddin (2011)	1-2	F
	DarkoPantelic (2016)	3-5	
Currency	DarkoPantelic (2016)	1-2	G
	Online shopping habits among students and teachers of St. Thomas College Pala (2013)	3	
	Muhammad Umar Sultan and MD Nasir Uddin (2011)	4-5	

Data Analysis

Demographic Profile of Respondents

Demographic profile of 384 respondents including their frequency in online shopping and product category preference is shown in Table 2 below.

Table 2: Demographic Profile

Demographic	Detail	Frequency	Percentage
Gender	Male	132	34.4
	Female	252	65.6
Age	20-22	56	14.6
	23-25	251	65.4
	26-28	61	15.9
	29-30	16	4.2
Race	Malay	259	67.4
	Chinese	85	22.1
	Indian	35	9.1
	Others	5	1.3
Area of North zone	Perak	170	44.3
	Pulau Pinang	112	29.2
	Perlis	24	6.3
	Kedah	78	20.3
Education Level	Diploma	171	44.5
	Bachelor's Degree	194	50.5
	Master Degree	16	4.2
	PhD Degree	3	0.8
Employment Status	Employed	173	45.1
	Self-employed	44	11.5
	Students	137	35.7
	Unemployed	21	5.5
	Others	9	2.3
Income Level	Below RM1000	139	36.2
	RM1000 - RM2000	57	14.8
	RM2000 - RM3000	146	38.0
	RM3000 - RM4000	25	6.5
	RM4000 - RM5000	12	3.1
	RM5000 above	5	1.3
Frequency in Online Shopping	Never	6	1.6
	1-2	69	18.0
	3-5	112	29.2
	6-10	92	24.0
	11-20	57	14.8
	21 or more	48	12.5
Product Category Preference in Online Shopping	Apparel	137	35.7
	Electronic goods	37	9.6
	Cinema Tickets	35	9.1
	Cosmetics	87	22.7
	Grocery	7	1.8
	Others	81	21.1

Among 384 respondents, there are 132 (34.4%) male respondents and 252 (65.6%) female respondents. All the respondents in the research are Generation Y aged between 20 to 30 years old. 65.4 percent of the respondents were grouped between 23 to 25 years old, followed by age group 26 to 28 (15.9%), age group 20 to 22 (14.6%) and age group 29-30 (4.2%).

Most of the respondents are Malays which are 259 respondents (67.4%). Followed by Chinese and Indian which are 85 respondents (22.1%) and 35 respondents (9.1%) respectively. The area of research is North zone of Peninsular Malaysia where the majority of respondents are from Perak (44.3%). The respondents are mostly bachelor’s degree holders (50.5%). Moreover, most of the respondents are employed (45.1%) and earned an income of RM2000 to RM3000 (38.0%). 35.7% are students and 11.5% are self-employed.

Based on the research, majority of the respondents shop online for 3-5 times which is 112 respondents and with a percentage of 29.2%. The product category preference are apparel (35.7%), followed by cosmetics (22.7%) and others (21.1%).

Reliability Test

Reliability test was conducted to identify the reliability and validity of the questionnaire. According to Hair (2011) provide the following rules of thumb about the Cronbach’s Alpha Coefficient Size indicate that the value above 0.7 is good. The higher the value of Cronbach’s Coefficient Alpha represent the higher understanding of respondents on the given questions of questionnaire.

Table 3 and below showed Cronbach Alpha for 35 variables in the questionnaire. Cronbach’s Alpha of is 0.713 to 0.809 which represented all indicators are reliable and valid based on rules of thumb about the Cronbach’s Alpha by Hair (2007) where above 0.7 is good.

Table 3: Reliability Analysis (n=35)

	Variables	Cronbach’s Alpha	Number of Items	Strength of Association
Independent Variable	Ease of Use	0.809	5	Good
	Product Information	0.757	5	Acceptable
	Entertainment	0.759	5	Acceptable
	Trust	0.797	5	Acceptable
	Customer Support	0.798	5	Acceptable
	Currency	0.713	5	Acceptable
Dependent Variable	Online Shopping Behaviour on E-Business Platform	0.804	5	Good

Pearson Correlation Analysis

The function of Pearson Correlation Coefficient is to identify the relationship between independent variables and dependent variable. In this research, there are six independent variables which are ease of use, product information, entertainment, trust, customer support and currency. While dependent variable is online shopping behaviour on E-Business Platform. Pearson Correlation Analysis of this research are shown in Table 4 below.

Table 4: Pearson Correlation Analysis

		ONLINE SHOPPING BEHAVIOUR	EASE OF USE	PRODUCT INFORMATION	ENTERTAINMENT	TRUST	CUSTOMER SUPPORT	CURRENCY
ONLINE SHOPPING BEHAVIOUR	Pearson Correlation	1	.614**	.541**	.386**	.450**	.315**	.148**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.004
	N	384	384	384	384	384	384	384

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

Hypothesis Testing

According to the Value of Thumb about Correlation Coefficient Size (Hair, 2006) shows that the coefficient range between $\pm 0.91 - 1.00$ indicate a very strong relationship between independent variable and dependent variable; the coefficient range between $\pm 0.71 - 0.90$ indicate a high relationship between independent variable and dependent variable; the coefficient range between $\pm 0.41 - 0.70$ indicate a moderate relationship; the coefficient range between $\pm 0.21 - 0.40$ indicate a small, but define relationship and the coefficient range between $\pm 0.00 - 0.20$ indicate a slight, almost negligible relationship between independent variable and dependent variable. The summary of hypothesis testing in this research are shown in Table 5 below.

Table 5: Summary for Hypothesis Testing

Hypothesis		Results	
H1	Higher ease of use will lead to higher decision generation Y toward online shopping on e-business platform.	Correlation Coefficient= 0.614	Moderate relationship
H2	Higher product information will lead to higher intention generation Y toward online shopping on e-business platform.	Correlation Coefficient= 0.541	Moderate relationship
H3	Higher entertainment will lead to higher intention generation Y toward online shopping behaviour on e-business platform.	Correlation Coefficient= 0.386	Small, but define relationship
H4	Higher trust will lead to higher intention generation Y toward online shopping behaviour on e-business platform.	Correlation Coefficient= 0.450	Moderate relationship
H5	Higher customer support will lead to higher effect generation Y toward online shopping behaviour on e-business platform.	Correlation Coefficient= 0.315	Small, but define relationship
H6	Higher currency will lead to higher intention generation Y toward online shopping behaviour on e-business platform.	Correlation Coefficient= 0.148	Slight, almost negligible relationship

Regression Coefficient**Table 6: Table of Coefficient Analysis Coefficients^a**

		B	Sig.
1	(Constant)	.716	.004
	EASE OF USE	.396	.000
	PRODUCT INFORMATION	.083	.147
	ENTERTAINMENT	.095	.019
	TRUST	.180	.000
	CUSTOMER SUPPORT	.005	.895
	CURRENCY	.065	.058

a. Dependent Variable: Online Shopping Behaviour

According to Table 6 above, the result shows that the independent variables of ease of use, entertainment and trust are statistically significant towards dependent variable because the p-value are less than 0.05 with the values of 0.000, 0.019 and 0.000 respectively. On the other hand, independent variables of product information, customer support and currency are not significant towards dependent variable because the p-value are more than 0.05 which are 0.147, 0.895 and 0.058 respectively.

The unstandardized beta (B) value represents the slope of the line between independent variable and dependent variable. For independent variable of ease of use, it means that for every one unit increase in ease of use (independent variable), the online shopping behaviour (dependent variable) increase by 0.396 units. Also similarity in the other variable, every one unit increase in product information, entertainment, trust, customer support and currency, the online shopping behaviour increase by 0.083, 0.095, 0.180, 0.005 and 0.065 respectively. The unstandardized beta (B) value indicates that all the independent variables have positive relationship towards online shopping behaviour on E-Business Platform.

Discussion and Conclusion

For this chapter, will be discussing the summary of statistical analysis and finding from the data analysis in chapter 4. The limitation of the study also will be identified and discussed in this chapter. Beside the recommendation on consumer behaviour online purchase and for the future research regarding to this study are discussed. The conclusion of this study are discussed in the last topic on this chapter.

Table 7: Summary of Research Objective, Hypothesis and Result

Research Objective	Hypothesis	Sig. P	Result
To investigate the factor ease of use toward online shopping behaviour on e-business platform among generation Y	Higher ease of use will lead to higher decision generation Y toward online shopping on e-business platform	P =0.000	Support
To investigate the factor product information toward online shopping behaviour on e-business platform among generation Y	Higher product information will lead to higher intention generation Y toward online shopping on e-business platform	P =0.147	Unsupport
To investigate the factor entertainment toward online shopping behaviour on e-business platform among generation	higher entertainment will lead to higher intention generation Y toward online shopping behaviour on e-business platform	P =0.019	Support
To investigate the factor of trust toward online shopping behaviour on e-business platform among generation Y	higher trust will lead to higher intention generation Y toward online shopping behaviour on e-business platform	P =0.000	Support

To investigate the factor of customer support toward online shopping behaviour on e-business platform among generation Y	higher customer support will lead to higher effect generation Y toward online shopping behaviour on e-business platform	P =0.895	Unsupport
To investigate the factor of currency toward online shopping behaviour on e-business platform among generation Y	higher currency will lead to higher intention generation Y toward online shopping behaviour on e-business platform	P =0.058	Unsupport

Table 7 above show the summary of research objective, hypothesis and result in this research. The result obtained from multiple regression analysis indicated that p value for ease for use on generation Y toward online shopping on e-business platform was less than 0.05 (P= 0.000). Thus, hypothesis (H1), hypothesis (H3), hypothesis (H4) are accepted as the higher ease of use, entertainment and trust will lead to higher decision generation Y toward online shopping on e-business platform. However, hypothesis (H2), hypothesis (H5), hypothesis (H6) are unaccepted as the higher product information, customer support and currency will lead to higher decision generation Y toward online shopping on e-business platform.

In this study, a few limitations were identified by the researchers. Firstly, we focused on Y Generation at north zone area which is Perak, Penang, Perlis and Kedah as our respondent when we conduct the research. The limitation comes when we have to distribute our questionnaire at each state. It is quite challenging because we do not have connection at each state except Perak and Penang. Questionnaire distribution at Perlis and Kedah take quite of time and it affected our timeline while doing this research. Secondly, this research is especially constrained by some respondent who are not giving the sufficient corporation to answer the questionnaire. It is quite hard for us to conduct the survey because we have to distribute the questionnaire at north zone. Some of them are not willing to take time to fill up our questionnaire. Therefore it is quite challenging because we have to collected data from 384 respondents from Y generation and it will take quite a long time. Lastly, as a student we also faced financial problem when we conduct this research where we have to spend money especially when we have to print 384 set of questionnaire to distribute at north zones area.

As a conclusion, The result from the research shows that female are more prefer to engage in online shopping activities compared to male. This is because of a few factors such as product offered mostly for female, timing of purchasing and female prefer to spend their leisure time doing online shopping. Furthermore, the finding found that apparel is the highest product preference purchase by customer that consists of 137 out of 384 respondents.

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