

## Determining Factors Of Online Shopping Decision Making Among One Of The Best Private University Students In Malaysia

Normy Rafida Abdul Rahman<sup>1</sup>, Hari Krishnan A/L Andi<sup>2</sup>, Siti Fatimah Abdul Rahman<sup>3</sup>, Jeniza Binti Jamaludin<sup>4</sup>, Amir Imran Bin Abdul Haris<sup>5</sup>

<sup>1, 2, 4</sup>Center for Post Graduate Studies, Asia Metropolitan University, Cyberjaya Selangor, Malaysia

<sup>3</sup>School of Mathematical Sciences, College of Computing, Informatics and Media,  
Universiti Teknologi MARA (UiTM) Perlis Branch, Arau Campus, Perlis, Malaysia

<sup>5</sup>Faculty of Business Management & Professional Studies, Management and Science University, Selangor, Malaysia

**How to cite this article:** Normy Rafida Abdul Rahman, Hari Krishnan A/L Andi, Siti Fatimah Abdul Rahman, Jeniza Binti Jamaludin, Amir Imran Bin Abdul Haris (2024). Determining Factors Of Online Shopping Decision Making Among One Of The Best Private University Students In Malaysia. Library Progress International, 44(4), 1504-1512

### Abstract

*The purpose of the study was to determining factors of online shopping decision among one of the best private University Students in Malaysia. The research distributed an online forms survey to collect empirical data from 230 online shoppers among one of the best Private University Students by using convenience sampling. The independent variables for this study consist of enjoyment, relative advantage, risk with online purchase decisions as to the dependent variable. The reliability of the data was confirmed by the Cronbach alpha scores. IBM SPSS was utilized for data analysis. The demographic of the respondents revealed that young people are the most online shoppers while their educational qualification too also plays a role. The research findings indicate that all factors considered explanatory variables for this work positively impact online shopping decisions of consumers. The study's findings offer some emerging perspectives that could be leveraged to improve online shopping for consumers. This study if properly implemented will be of immense help in making online shopping experience a worthwhile for students and Malaysians. The study further pointed out some limitations encountered for further studies.*

**Key Words:** *Online Shopping Decision, Enjoyment, Relative Advantage, Risk*

### 1.0 Introduction

Buying goods or services through online shopping platform is internet shopping. The process consists of five steps like traditional buying practices (Jain, R., & Kulhar, M., 2019). Online Shopping is a type of electronics trade that enables customers, through the web browser, to directly buy goods or services from sellers. Internet shopping is developing phenomenally. Numbers of customers shopping using online platform are increasing, or even searching for fun. Online shopping catches up to desktop shopping easily; it is easier to do than people always go (Kytö, E., Virtanen, M., & Mustonen, S., 2019).

So, in this study we will be focusing on; the factors of online shopping decision among students in one of the best private universities in Malaysia, which will be tested by our independent variables: enjoyment, relative advantage, and risk.

Besides that, this paper will be significance to business industry, researcher, and the students. This is because in the business industry it helps to have a better understanding on the purchasing behaviour of consumers. The result of this

study may give some ideas for the strategic implication that can be implemented in their business plan to provide more benefits to their online shopping platform (Jain, R., & Kulhar, M., 2019). While, to the students, it helps to the development of literature. It also contributes to the future students or researcher to have richer references for further investigation on the determinants of the factor influencing online shopping. Lastly, the result will help researchers to learn about factors which influence consumer buying behaviour in social media. It will therefore allow them to grasp their intentions more fully and effectively.

The research report is organised accordingly. Section 2 deals with the creation and elaboration of the overall literature analysis, followed by Section 3 with the approach adopted, while Section 4 outlines analyses of evidence and observations. The article closes in the last segment.

## **1.2 Research Objectives**

1. To examine the relationship between enjoyment and online shopping decision.
2. To identify the relationship between relative advantage and online shopping decision.
3. To analyse the relationship between risk and online shopping decision

## **2.0 Literature Review**

### **2.1 Online Shopping**

Online shopping is an electronic business, which enables the purchase directly from the seller of products or services through the internet (Kytö, E., Virtanen, M., & Mustonen, S., 2019). More people use the internet to buy a wide range of products and services, from shoes to plane tickets because of the many options available for choosing products and services on an online platform (Rahman, Islam, Esha, Sultana, & Chakravorty, 2018). In recent years, online shopping has grown rapidly due to the significant benefits it offers customers and retailers: reduced dependency on shopping, cost savings, increased market areas, lower overhead costs, and a wide range of products (Ukonu, C. C., & Agu, P. C., 2022).

### **2.2 Factors of Online Shopping Decision**

Koufaris (2017) identified a strong prediction of the intent of online shopping both as a pleasure to shop and as a perceived usefulness (website). On the contrary, the shopping enjoyment found in Lee and Lin (2015) can increase customer intent but not necessarily guarantee customers' returns. In fact, the Web Store that uses value-added mechanisms and provides customers with a difficult experience can enhance customer enjoyment. More consumers are aware of the relative advantage of online purchase, less willing they are to cross channels the more likely they are to visit the internet, decide to buy and purchase online (Arilaha, M. A., Fahri, J., & Buamonabot, I., 2021).

### **2.3 Benefits**

(Khilders et al., 2019) indicates that online shopping attitudes are a reliable and powerful signal of happiness. When customers like to shop online, they are more favourable to shopping online and are more likely to embrace the internet as a shopping method. Online purchasing has had positive consequences either for buying or for buying, or for public and online purchasing purposes (Koufais, 2017).

### **2.5 Challenges**

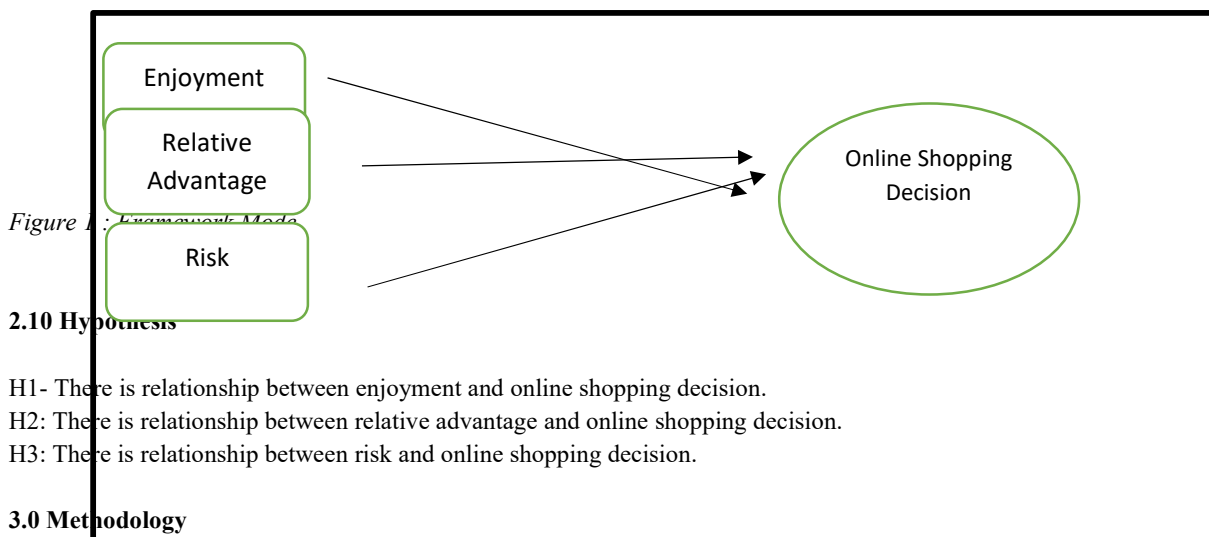
Without a social network management service, it would be difficult for corporations to compete. Somebody must monitor each network, respond to comment, answer questions and post information that are relevant for the customer (Barefoot & Szabo, 2010). In addition to the data involved, other difficulties, such as receiving negative feedback. Unfortunately, consumers and competitors in the sector have the option of publishing gross or offensive pictures, articles or videos (Ali, B. J., 2020). The marketing of a brand, product or service may also include problems of trust, privacy, and data protection. Ratnasingham's (1998) survey showed fears that online credit card fraud did not encourage customers to make any bigger purchases. Companies running their blogs or other social networks must also maintain comprehensive policies that

encourage information collection, usage, and retention and third-party privacy and data security obligations (Odeh, M. M. M., Azam, S. F., & Rafida, N. (2021).

## 2.7 Technology Acceptance Model Theory

In this research, we use TAM to further examine how users of social media comply. This theory tests how much people understand how technology, mobile devices and know-how on other systems are implemented. In this study, social networking is the mobile part. Social networking can be configured by users. (David 1989) states that when you use a specific method, the term "ease of use" is perceived to be less straightforward or effort free. We may therefore conclude that customization requires less effort to choose which products to buy according to the perceived ease of use. Technology also enables the finding of the commodity that customers want to meet.

## 2.9 Theoretical Framework



## 2.10 Hypothesis

- H1- There is relationship between enjoyment and online shopping decision.  
H2: There is relationship between relative advantage and online shopping decision.  
H3: There is relationship between risk and online shopping decision.

## 3.0 Methodology

The study attempts to explain and quantify the role of social media marketing in customer buying behavior by looking at social media features: contact, client relations, customization, manipulating social media and engagement. We used quantitative techniques for gathering our data in this study. After analyzing the essence of our sample, our analysis would be focused on surveys performed in a questionnaire that helps us to take a closer look at the perceptions, views or actions of multiple individuals towards our study.

While looking at the sampling, we conducted a study focusing on the population of that private university located in Shah Alam students for a study on consumer purchase intention and their attitude toward social media marketing during pandemic. The reason of us choosing one of the best private universities in Malaysia as our population sample is because of the wide range of cultures and ethnic groups. This diversity helps to consider the behaviours and comparatively limited samples of an entire population during the sampling process. In this research, around 230 university's students participated.

There were 2 sections in our questionnaire which are background information and variables question. Each question had its own number of number of items. A summary of summary measure will be attached below in figure 1.

Variable	No of Items	Type of Scale	Source	Sample Item
Online Shopping Decision	4	Likert Scale	Maiyaki (2017)	"I will definitely shop online in the future"
Enjoyment	4	Likert Scale	Chualan Lui (2007)	"Internet shopping makes me feel good"
Relative Advantage	4	Likert Scale	Chualan Lui (2007)	"Using the Internet helps me to accomplish shopping tasks more quickly"
Risk	4	Likert Scale	Chualan Lui (2007)	"Shopping on the Internet jeopardizes my privacy"

#### **4.0 Result and Discussion**

##### **4.1 Descriptive Analysis**

Variables	Mean	SD	MIN	MAX
Online Shopping Decision	4.3880	0.45149	2.0	5
Enjoyment	4.5196	0.48665	3.0	5
Relative Advantage	3.8185	0.39994	2.0	5
Risk	3.3087	0.71004	1.5	5

*Table 1. Descriptive Statistic*

For the first variables is online shopping decision. The table shows the mean count is 4.3880 and this means that respondents strongly agree on online shopping decision. Given the limits and the need for social incarceration, consumers are more likely to shop online during this pandemic period. They think shopping online is better. Second variables, namely enjoyment obtained a mean of 4.5196 which shows that respondents strongly agree that relative advantage positively effect on online shopping decision. In short, with effective relative advantage successfully engage customers to shop online. The third variable is that relative advantage obtained a mean of 3.8185 and showed that respondents almost agreed that enjoyment positively effect on online buying decision. These reasons demonstrate the ease of online shopping when a business. The last variable is risk which shows a mean of 3.3087 where respondents almost agree that there are risks if consumer shopping online.

##### **4.2 Reliability Analysis**

Variables	No of items	Reliability
Online Shopping Decision	4	0.678
Enjoyment	4	0.689
Relative Advantage	4	0.618
Risk	4	0.673

*Table 3. Reliability Analysis all variables*

Reliability analysis used to measure the consistency and stable of the variables that are chosen. Table 2 shows Cronbach's Alpha for each of the variables. For this study, the reliability results all scores > 0.60, which is more than 0.40 indicate that our study is strong reliable.

### .3 Correlation Analysis

Variables	# of Items	Cronbah alphas	Online Shopping	Enjoyment	Relative Advantage	Risk
Online Shopping	4	0.678	1			
Enjoyment	4	0.689	0.599**	1		
Relative Advantage	4	0.618	0.362**	0.599**	1	
Risk	4	0.673	0.315**	0.402**	0.526**e	1

Table 3. Correlation Analysis

Correlation analysis table indicate the correlation between each of the variables. We use Pearson Correlation Value from SPSS to show whether the relationship between each of the variables are strong, moderate, weak or no relationship. According to the (Diana Mindrilla and Phoebe Balentyne, 2019), if the Pearson Correlation value  $> 0.7$  indicate that the correlation is strong, 0.5 to 0.7 indicate moderate relationship, 0.3 to 0.5 show weak relationship and  $< 0.3$  show none or very weak relationship. However, we are focusing more into the correlation between independent variables to the dependent variable. In our study, there is positive and moderate relationship between enjoyment and online shopping decision, = .599. Relative Advantage and Risk have weak relationship with online shopping decision, = .362, while risk = .315.

### 4.4 Regression Analysis

Coefficients <sup>a</sup>		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2.545	.380		6.691	.000
	Enjoyment	.335	.074	.296	4.528	.000
	Relative Advantage	.075	.061	.080	1.231	.219
	Risk	.014	.040	.021	.338	.736

a. Dependent Variable: Online shopping

Table 4  
Regression Analysis

Regression analysis use to predict either the predictor is significant to criterion or not. In the other word, it used to predict does independent variable affect dependent variable. In this study we are having five predictors which are engagement, customer relationship, social media influencer, interaction, and customization. The only one criterion is purchasing intention.

In this study,  $R^2$  value resulted .336 (33.6%), it is less than 50% might be because we are predicting human behaviour, since human are predictable (Jim Frost, 2018). However, our p value or sigma indicate real relationship between predictor and criterion. From the coefficient table above, there are three predictors that having p value  $< 0.05$  and t value  $> 1.96$  that indicate they are significant predictors. It is including enjoyment with sig 0.00, relative advantage with p value 0.219, risk sig 0.736. Therefore hypothesis 1 is supported by the regression analysis and accepted, while hypotheses 2 and 3 are rejected due to the p value are greater than 0.05 and t value are less than 1.96.

Below we provide hypothesis summary table to get better understanding.

No	Hypothesis	Status
1	There is a relationship between enjoyment and online shopping decision	Supported
2	There is a relationship between relative advantage and online shopping decision	Not supported
3	There is a relationship between risk and online online decision	Not supported

*Table 5. Hypothesis summary table*

#### **4.5 Discussion**

Students have a good computer and ICT skills, and good perception of online and Internet as purchasing tool. Thus, the perception on the innovation does not guarantee for deciding to purchase items via the online platform. Some of the reasons may be due to other factors. For example, price and product diversity are the factors that determine online purchase decision. Slightly, the quality of service and product diversity have a major impact on online purchasing decisions while prices have less impact on online purchasing decision. (Amanah et al, 2017). Another factor may be satisfaction and trust, as studied by Muslikh et al (2017) consumer satisfaction and trust have positive effect and profound influence on online purchase decision. According to Kotler (2019) defined “satisfaction” as person’s happy feeling that comes after comparing perception or impression with the performance (or outcome) of a product and its expectations. According to Bagozzi & Warshaw (2021) perceived enjoyment can be refer as the degree of enjoyment a person gets from online purchases. The enjoyment is indicating internet shopping is fun and enjoyable to the consumers.

#### **5.0 Conclusion**

All the objectives are achieved. The main findings of this research found that males used online shopping more than females. Observed limitations that can mitigate the purpose of embarking on this study have been identified for further recommendation. The chapter employed both descriptive and inferential statics to present results, analyse and interpret it in a concise manner. All the performed analyses were discussed in this chapter. The factor analysis and Cronbach’s alpha coefficient test confirmed the validity and reliability of the instrument adopted in this study. From the descriptive statistics, it was revealed from the frequency distribution of the respondents, it was revealed that youths mostly in the age of 21 to 25 years are the most online shopping customers. The result from the multiple regression analysis indicated that all the three explanatory variables exact positive impact on the dependent variables. Although not all are in line with the A priori expectations. The data can in this study rely primarily on a larger sample size to explore the topic and yield highly comprehensive results.

Similarly, the influence of demographic variables (age, wages, school level) is not taken into consideration in this analysis and it would also be helpful to determine the moderating impact on future research of these factors. Further studies may extend to a wider range of millennial consumers and other generation cohorts to produce a more accurate set of findings. Furthermore, this analysis relies only on the details gathered from the questionnaire. Customer activity and advertising must be evaluated on social media sites, however. New strategies (i.e., Nevis or the Scheduler R packet) may be needed to gather and interpret information from social media using a content analysis tool. Future research may use approaches and strategies to provide a clear picture of the customer's expectations, interest and behaviour.

#### **6.0 Reference**

1. Ali, B. J. (2020). Impact of COVID-19 on consumer buying behaviour toward online shopping in Iraq. Ali, BJ (2020). Impact of COVID-19 on consumer buying behaviour toward online *shopping in Iraq. Economic Studies Journal*, 18(42), 267-280.
2. Agarwal, R. & Prasad, J. (1997) The role of innovation characteristics and perceived voluntariness in the acceptance of information technologies. *Decision Science*, 28, 3, 557-582.
3. Amanah, Dita & Harahap, Dedy & Lisnawati, Dini. (2017). Exploring Online Purchase Decision Among University Students in Indonesia. 22. 72-77.

4. Amaro, S., Duarte, P., (2015). An integrative model of consumers' intentions to purchase travel online. *Tourism Manag.* 46, 64–79.
5. Amin, S., (2009). Why do so many people shop online? <http://www.articlesbase.com/print/1335596>, Articlebase.com.
6. Arilaha, M. A., Fahri, J., & Buamonabot, I. (2021). Customer Perception of E-Service Quality: An Empirical Study in Indonesia. *The Journal of Asian Finance, Economics and Business*, 8(6), 287-295.
7. Bhagat, S. M. (2015). Factors Influencing Purchase and Non-Purchase Behaviour in Online Shopping. *Anvesha*, 8(1), 34.
8. Butler, P., & Peppard, J. (1998). Consumer purchasing on the Internet:: Processes and prospects.
9. Carter, M. T. (1997) Factors affecting use of e-mail by public school principals of central Appalachian region. Doctoral dissertation, East Tennessee State University, Johnson City.
10. Cheema, U., Rizwan, M., Jalal, R., Durrani, F.G., & Sohail, N. (2013). The Trend of Online Shopping in 21st Century: Impact of Enjoyment in Tam Model.
11. Childers, Courtney & Lemon, Laura & Hoy, Marica. (2018). #Sponsored #Ad: Agency Perspective on Influencer Marketing Campaigns. *Journal of Current Issues & Research in Advertising*. 40. 1-17. 10.1080/10641734.2018.1521113.
12. Comegys, C., Hannula, M. and Väisänen, J., (2009), "Effects of consumer trust and risk on online purchase decision-making: A comparison of Finnish and United States students", *International Journal of Management*, vol. 26, no. 2, pp. 295-308.
13. Constantinides, E., & Holleschovsky, N. I. (2016). Impact of Online Product Reviews on Purchasing Decisions. *Proceedings of the 12th International Conference on Web Information Systems and Technologies*. doi: 10.5220/0005861002710278
14. Dai, B., Forsythe, S., & Kwon, W. S. (2014). The impact of online shopping experience on risk perceptions and online purchase intentions: Does product category matter? *Journal of Electronic Commerce Research*, 15(1), 13–24.
15. Davis, F., Bagozzi, R., & Warshaw, P. (1992). Extrinsic and intrinsic motivation to use computers in the workplace. *Journal of Applied Social Psychology*, 22(14), 1109– 1130
16. Davis, F.D. (1989), "Perceived usefulness, perceived ease of use, and user acceptance of information technology", *MIS Quarterly*, Vol. 13 No. 3, pp. 319-40.
17. Demangeot, C., & Broderick, A. J. (2010). Consumer perceptions of online shopping environments. *Psychology & Marketing*, 30(6), 461–469.
18. E.M. Rogers, *Diffusion of Innovations* (4th ed.). The Free Press, New York (1995)
19. Ha, J., and L. Stoel, —Consumer E-Shopping Acceptance: Antecedents in a Technology Acceptance Model, *Journal of Business Research*, Vol. 62, No. 5: 565-571, 2009.
20. Ilker Etikan, Sulaiman Abu Bakar Musa, Rukayya Sunusi Alkassim. Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*. Vol. 5, No. 1, 2016, pp. 1-4.
21. Jain, R., & Kulhar, M. (2019). Barriers to online shopping. *International Journal of Business Information Systems*, 30(1), 31-50
22. Kotler, P. (2012), *Marketing Management*, (Mellinium Ed.). New York: Northwestern.
23. Koufaris, M. (2002). Applying model and technology flow theory behavior acceptance to online consumer. *Information Systems Research*, 13(2), 205–223. doi:10.1287/isre.13.2.205.83
24. Koufaris, M., & Hampton-Sosa, W. (2004). The Development of Initial Trust in an Online Company by New Customers. *Information and Management*, 41, 377-397.
25. Kytö, E., Virtanen, M., & Mustonen, S. (2019). From intention to action: Predicting purchase behavior with consumers' product expectations and perceptions, and their individual properties. *Food quality and preference*, 75, 1-9.
26. Lin, L., & Shih, H. (2012). The Relationship of University Student's Lifestyle, Money Attitude, Personal Value, and their Purchase Decision.
27. Lin, X., Featherman, M., Brooks, S. L., & Hajli, N. (2018). Exploring Gender Differences in Online Consumer Purchase Decision Making: An Online Product Presentation Perspective. *Information Systems Frontiers*, 21(5), 1187–1201.

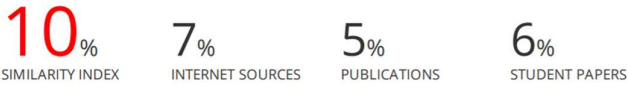
28. Lv, Z., Jin, Y., & Huang, J. (2018). How do sellers use live chat to influence consumer purchase decision in China? *Electronic Commerce Research and Applications*, 28, 102–113.
29. Odeh, M. M. M., Azam, S. F., & Rafida, N. (2021). Effect of Transformational Leadership on Employees' Innovativeness and Job Satisfaction in Kuwait Private Sector. *PSYCHOLOGY AND EDUCATION*, 58(1), 2573-2588.
30. Ofori, D., & Appiah-Nimo, C. (2019). Determinants of online shopping among tertiary students in Ghana: An extended technology acceptance model. *Cogent Business & Management*, 6(1). doi:10.1080/23311975.2019.1644715
31. Park, Chung-Hoon & Kim, Young-Gul. (2003). Identifying key factors affecting consumer purchase behaviour in an online shopping context. *International Journal of Retail & Distribution Management*. 31. 16-29. 10.1108/09590550310457818.
32. PARKMANSUK (2011). Effect of Customer's Emotion Experienced during Internet Shopping on Shopping Behaviour According to Internet Shopping Motivation. *Management & Information Systems Review*, 30(1), 1-37. doi: 10.29214/damis.2011.30.1.001.
33. Quaglione, D., Crociata, A., Agovino, M., & Iaia, L. (2020). Cultural capital and online purchase of tourism services. *Annals of Tourism Research*, 80, 102797.
34. Rahman, Mohammad Anisur & Islam, Md. Aminul & Esha, Bushra & Sultana, Nahida & Chakravorty, Sujun. (2018). Consumer buying behaviour towards online shopping: An empirical study on Dhaka City, Bangladesh. 5. 1-22.10.1080/23311975.2018.1514940.
35. Sia, Choon & Teo, Hock & Tan, Boon yeow & Wei, Kwok-Kee. (2004). Effects of Environmental Uncertainty on Organizational Intention to Adopt Distributed Work Arrangements. *Engineering Management, IEEE Transactions on*. 51. 253 - 267. 10.1109/TEM.2004.830859.
36. Tan, M. & Teo, T.S.H. (2000) Factors influencing the adoption of Internet banking. *Journal of the Association for Information Systems*, 1, 1-42.
37. Thirakanont, A. (2000) Factors affecting the Internet adoption by Thai journalists: A diffusion of innovation study. Doctoral dissertation, Southern Illinois University at Carbondale.
38. Tornatzky, L.G., & Klein, K.J. (1982). Innovation characteristics and innovation adoption-implementation: A meta-analysis of findings. *IEEE Transactions on engineering management*, 29(1), 28-45.
39. Ukonu, C. C., & Agu, P. C. (2022). Effect of social media on Consumer Buying Behaviour. *Asian Journal of Economics, Finance and Management*, 7(2), 54-65.
40. Vijayarathy L.R. (2003). Predicting consumer intentions to use on-line shopping: the case for an augmented technology acceptance model. *Information and Management (August)*.
41. Vlek, C., & Stallen, P. J. (1980). Rational and personal aspects of risk. *Acta Psychologica*, 5, 273–300. doi:10.1016/0001-6918(80)90038-4
42. Wang, J., Yang, Z., & Brocato, E. D. (2018). An investigation into the antecedents of prepurchase online search. *Information & Management*, 55(3), 285–293. doi: 10.1016/j.im.2017.08.001.
43. Yulianto, E., Siti Astuti, E., Suyadi, I., & Nayati Utami, H. (2014). The effect of online service quality toward perceived risk, customer attitudes, relationship quality, online purchase intention, eoyalty , and purchasing behaviour. *European Journal of Business and Management*, 6(22), 89–97.

**TURNITIN REPORT**



DETERMINING FACTORS OF ONLINE SHOPPING DECISION  
AMONG MSU STUDENTS

ORIGINALITY REPORT



PRIMARY SOURCES

1	Submitted to Anglia Ruskin University Student Paper	2%
2	Submitted to Segi University College Student Paper	1%
3	Submitted to Universiti Teknologi MARA Student Paper	1%
4	mafiadoc.com Internet Source	1%