FACTORS AFFECTING UNIVERSITY STUDENTS' ONLINE SHOPPING BEHAVIOUR

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Abstract: In comparison to the year 2000, the number of e-commerce publications had nearly tripled by 2020. The goal of this study is to better understand the variables that affect university students' online purchasing decisions. University students' online purchasing decisions are greatly and most strongly influenced by price, thus online retailers and marketing managers need to pay attention. Additionally, Malaysian customers are progressing well in terms of internet buying. According to the R² value of 74.9 percent, independent factors are more likely to be able to explain dependent variables (online buying behaviour). The online retailer needs to re-evaluate the factors that influence student purchasing decisions, such as perceived usability, convenience, time, trust, and cost. For instance, there was a strong link between all of the independent variables and the dependent variable (online purchasing behaviour). Online shoppers expect a high level of service quality because it is much easier to compare pricing online. The highest standardised beta value, 0.520, indicates that price is the most significant independent variable in online purchasing behaviour.

Keywords: Buying Behaviour, Convenience, Ease of Use, Time, Trust, Price

Introduction

A new trend in consumer behaviour has emerged as a result of the global increase in internet access, with customers increasingly focusing on online purchasing. As consumer confidence in technology and the online payment sector expands, consumer behaviour is migrating away from conventional methods (Khouloud, 2020).

Online buying has also become more popular recently thanks to the interest in and expansion of social networking. Social networking sites determine ethics, standards, and WOM communication (Idris, 2020). By April 2020, there will be 4.57 billion active internet users and 3.81 billion active social media users worldwide. China, India, and the United States surpass all other nations in terms of internet usage (Clement, 2020).
According to Figure 1 above, Malaysia has been rated as the king of the region for online shopping behaviour among the citizens. The data above shows a comparison among Malaysians’ online consumption compared to two giants in Asia; China and India. This is a prove that understanding what factors affect the online shopping behaviour among Malaysians is an important issue as it will assist the development of the country’s digital economy and the future of e-commerce in the region.

Focusing on the younger generations, the majority of college students have grown up using technology. It is not surprising that kids can engage in and profit from this kind of behaviour swiftly, particularly by making online purchases (Tao, 2020). These students are also proficient with computers and the Internet. They do not do anything else during the day than use the internet (Tao, 2020). Today's college students enjoy shopping online whenever they want and from wherever they are, and they can even buy things that are not sold in their neighbourhood store.

Due to the internet's useful characteristics for providing consumers with quick information and more browsing possibilities in the shortest amount of time, its popularity has increased (Turi, 2018). As a result, consumers place a high value on the effectiveness of online services. Understanding the factors that affect consumers' decisions to make online purchases should be given priority in order to increase the competitiveness of online stores (Turi, 2018).

The goal of this study is to better understand the variables that affect students at Universiti Teknologi MARA (Kedah) when they shop online. According to Chandler (2017), companies who approach students when they are still in high school have a better chance of gaining their support while they are still in college. Companies must first comprehend the factors influencing students' desire to make online purchases if they hope to increase the number of online shoppers and e-commerce revenues. The satisfaction and experiences shoppers have when shopping have an impact on their decision-making when they make purchases online (Chandler, 2017).
**Online Shopping Behaviour**

Online shopping, as defined by Mokhtar et al. (2020), is a form of digital commerce in which customers utilise a web browser to instantaneously purchase goods or services from a vendor over the Internet. With the use of a shopping web browser, which shows the availability and costs of the same products at other websites, customers can either explore the retailer’s website to find the item they want or conduct research among other suppliers.

Consumers who shop online are frequently younger than those who shop in traditional locations, according to research in the journal. As a result, people are more likely to buy things or hunt for products from internet firms, regardless of their financial resources and allowances (Mokhtar et al., 2020).

**Perceived Ease of Use, Conveniece, Time, Price and Trust**

Anushka Chelvarayan et al. (2021) define ease of use of technology as a website or online resource that is simple to use in the eyes of the user, which is typically a student. The younger generations believe that using technology is simple when they shop online, which is related to perceived ease of use (Vasantha Ganesan, October 20, 2021). An easy electronic payment process, online security and privacy guarantees, a variety of payment and shipping options, among other things, make the website user-friendly and attractive. Online shoppers evaluated online shopping as simple to use if it offers adequate product information, aids in product/service comparability, is simple to understand and utilise the application system, and is a versatile site to connect with, according to Appiah-Nimo et al. (2019).

Dos-Santos et al. (2021) assert that convenience is encroaching on product penetration and expertise, which may encourage customers to purchase items via the internet. Since it offers benefits and enables customers to purchase at any time and have items delivered to their preferred location, convenience is of utmost significance to online shoppers. Online shopping convenience directly affects the purchasing decisions of customers (Dos-Santos et al., 2021). Customers can save time and money on travel because a variety of products are readily available online and are accessible every day of the week (Dos-Santos et al., 2021).

Research identified that ordering things online was the fastest way to get what customers wanted because people could avoid standing in long lines and pay for our purchases right away (Kasuma et. al., 2020). Online browsing and product searching can save a tonne of time and effort compared to traditional shopping, which takes more time to find stuff (Kasuma et. al., 2020). Numerous technological advancements in recent years have accelerated the process, including the installation of a rapid purchase button that enables account holders to make purchases with just one click (Rashaduzzaman, 2020). Rashaduzzaman (2020) also stated that customers will no longer need to submit their details each time they make an online purchase thanks to automated account details, and the computer now has the ability to save your information in its database.

Price level, as judged to be the most significant component of the four independent factors, has the most impact on young people's online purchasing behaviour in Malaysia, according to the article by Mokhtar et al., (2020). Generally speaking, respondents believe that goods purchased online are less expensive than those purchased in physical locations, making them more accessible because of the ongoing incentives offered by online retailers (Zou, 2020). Students are enticed to shop at the online store by the lower prices offered by online shops (Zou, 2020).
If students think a website offers reliable data, a broad selection of products, and clear information, they have a positive perspective on shopping online. According to Mahliza (2020), students’ expectations for security are that any third parties will not see, retain, or alter the personal information they provide on the seller’s website. Students are concerned about security when utilising the internet to make purchases because the majority of transactions take place online and customer information is transmitted over an insecure environment (Mahliza, 2020).

From the literature and findings discussed above, the theoretical framework in Figure 2 was developed. This theoretical framework is based on the Theory of Planned Behavior (TPB) that was developed by Icek Ajzen in an effort to forecast behavioural patterns in people (Ajzen, 1991). According to the TPB, behavioural intention is influenced by attitudes toward the behaviour, subjective norms, and perceived behavioural control.

The first theoretical construct is behavioural intention, which refers to the driving forces behind conduct (Ajzen, 1991). The likelihood of performing a specific behaviour increases with the strength of the intention to do so. The second component is attitude toward the activity, which measures how positively or negatively a person views a specific behaviour. Beliefs about conduct and assessments of results make up attitude. The third construct is the subjective norm, which refers to societal pressure to engage in a particular action or refrain from doing so. Subjective norm is made up of normative views and compliance desire. The TPB places a lot of emphasis on perceived behavioural control, which is people’s perceptions of how easy or difficult it is to carry out the activity of interest (Ajzen, 1991). These constructs have been adapted in this research and the following theoretical framework was developed.

![Figure 1: Theoretical Framework](image)

**Data Collection and Analysis Method**

Students from UiTM Kedah were the sample used in this study. There are 8196 students in 7 faculties who make up the student body. A total of 200 samples were gathered for this study. This study is quantitative in nature and convenience sampling was used as a sampling method to collect the data. This research is a cross-sectional study where data was collected one point in time.

This study uses a questionnaire that was a combination of adaption from various past research to gather information from respondents who are students at UiTM Kedah. The questionnaire is divided into three sections with 11 demographic questions, 26 questions about independent factors, and 5 questions about dependent variables.
The data for this study were analysed using SPSS statistical software, version 26.0. In this study, the researcher employed reliability analysis to check on the goodness of data, frequency analysis for the demographic data, correlation analysis, and multiple regression analysis to test the relationships as well as the influence of each factor on the dependent variable.

**Results and Discussions**

**Frequency Analysis**

The majority of responses (64.0%) are from the Faculty of Business and Management, the majority (70.0%) are female, the majority (61.0%) are 22 years old, and the majority (94.0%) are degree students. With a majority of households earning between RM 1000 and RM 3000 per month (35.0%), it was found that PTPTN loans made up the majority (62.0%) of respondents’ primary sources of financial assistance. One hundred percent of the respondents (100%) have a smartphone or laptop of their own. (98.0%) of respondents have made purchases online in the past, and (46.0%) of them said that pricing was their top priority. Sixty percent of respondents (60.0%) said they spend between RM50 and RM100 per month on internet purchases.

**Reliability Analysis**

In order to assess the accuracy of the questionnaires, Cronbach Alpha was employed to measure the variable's strength. All of the variables must be measured using Cronbach Alpha, including perceived ease of use, convenience, time, price and trust. This analysis was to determine the survey’s internal consistency.

Table 1 indicate reliability analysis results and all of the Cronbach Alpha values was greater than 0.7, indicating that the overall measure was acceptable. Therefore, each item for this variable is preserved.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Total Items</th>
<th>Items Deleted</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived ease of use</td>
<td>6</td>
<td>None</td>
<td>0.841</td>
</tr>
<tr>
<td>Convenience</td>
<td>5</td>
<td>None</td>
<td>0.791</td>
</tr>
<tr>
<td>Time</td>
<td>5</td>
<td>None</td>
<td>0.844</td>
</tr>
<tr>
<td>Price</td>
<td>5</td>
<td>None</td>
<td>0.864</td>
</tr>
<tr>
<td>Trust</td>
<td>5</td>
<td>None</td>
<td>0.784</td>
</tr>
</tbody>
</table>

**Table 2: Multiple Regression Analysis**

<table>
<thead>
<tr>
<th>Model</th>
<th>Standardized Coefficients</th>
<th>Beta</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Ease of Use</td>
<td>0.115</td>
<td>0.095</td>
<td></td>
</tr>
<tr>
<td>Convenience</td>
<td>0.077</td>
<td>0.386</td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>0.045</td>
<td>0.611</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>0.520</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td>Trust</td>
<td>0.240</td>
<td>0.002</td>
<td></td>
</tr>
</tbody>
</table>

Dependent Variable: Online Shopping Behaviour

R² = 74.9%

Sig: 0.00
The results of the multiple regression analysis are shown in Table 2. To determine whether there is a significant correlation between the variables influencing university students’ online buying behaviour, a multiple regression analysis was carried out. The $R^2$ score of 74.9% indicates that independent variables have a higher potential to explain dependent variables (online shopping behaviour). Additionally, this study emphasised how the independent variables of price and trust have a big impact on how people shop online. Price is the most important independent variable influencing consumers’ online shopping behaviour, according to the highest standardised beta value of 0.520. Table 3 shows the summary of hypotheses and its results.

### Table 3: Summary of Hypotheses

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H₁: There is a significant relationship between perceived ease of use and online shopping behavior of among university students.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H₂: There is a significant relationship between convenience and online shopping behavior of among university students.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H₃: There is a significant relationship between time and online shopping behavior of among university students.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H₄: There is a significant relationship between price and online shopping behavior of among university students.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H₅: There is a significant relationship between trust and online shopping behavior of among university students.</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

### Conclusion

Although e-commerce is expanding and online buying is becoming more popular in Malaysia, which is largely due to the COVID-19, there is still a dearth of understanding of the elements that affect this behaviour. After conducting this research, we identified that the most crucial factor for online merchants to take into account in order to enhance their e-commerce performance is pricing. This may be due to the reason that students do not have earning as they are not working yet and therefore price would be a huge contributing factor when deciding to purchase something online.

Online shops with the best prices can be found thanks to the Internet, which has raised the degree of price comparison (Amanah, 2017). Students frequently purchase items at lesser prices, as they can easily find comparable items being sold by wholesalers online, typically for less money. Therefore, as price has a significant impact on online buying behaviour, e-commerce should consider how to communicate value to customers through pricing, keep an eye on competitors' prices, and assess the effect on product sales.

Besides that, trust is a significant factor as well as when dealing online, it has been widely discussed by many researchers that trust issues has a significant impact. Trusting the seller, the online business, the platform used for the e-commerce to take place as well as the reviews by other customers are among the factors that creates or diminish trust issues when dealing online. Therefore, it is important for online sellers to identify these determinants and take specific actions to ensure the online shops will be preferred over other competitors.
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