BEHAVIOR PERSPECTIVES TOWARD ONLINE SHOPPING IN MALAYSIA

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Abstract*: Online shopping is a worldwide phenomenon that is rapidly expanding, especially in Malaysia. Shopping online involves both purchasing and selling items. Online shoppers' behavior has an impact on the market. Risk, cheating, database manipulation, and privacy are a few factors to consider before making a final choice. Numerous important factors should always be considered when deciding whether to shop online. This is since a variety of factors can be considered when purchasing online. This study was done to determine how shoppers' behavior toward online shopping in Malaysia's eastern area relates to characteristics including convenience, website design, time savings, and security. There were 384 respondents from the study participants, including online shoppers. Simple random sampling and survey methods were employed. The research revealed that time-saving was insignificant to behavior. The implication of this study is that most shoppers were spending a lot of time online shopping in Malaysia.*

Keywords*: Behavior, Convenience, Website Design, Time Saving, Security*

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Introduction

The practice of shopping online is spreading. It was created using cutting-edge concepts and has provided stores and online shoppers with a variety of chances. According to numerous recent studies (Pilik et al., 2017; Pereira et al., 2016; Safa & Ismail, 2013; Wang et al., 2010; Prashant, 2009; Kim et al., 2009; Roca et al., 2009; Martin & Camarero, 2009), online buying behaviour is a topic of great interest. These studies have looked at variables relating to e-commerce throughout online purchase procedures, such as trust, loyalty, and riskiness. These studies have also developed models of purchasing behaviour based on variables that currently affect the entire online purchasing process. These studies tackled this process from the viewpoint of online users or customers context (Svatosova, 2020).

The study of shopper behaviour looks at how people look for, choose, and organise products, occasions, and concepts to appeal to consumers and society (Kuester, 2012). Online shopping is a growing trend in e-commerce. The phenomenon of online shopping is a part of e-commerce has grown around the world. Thus, online shopping is defined as the process of buying and selling services and goods over the internet (Chaffey, 2009).

The development of technology over recent decades attracted businesses such as traditional shops and retailers into the revolution of online shopping. The internet quickly emerged from being an area of networking between organizations to being a global platform for transactions between retailers and consumers (Delafrooz, Paim & Khatibi, 2010). In addition, online shopping has expanded quickly due to the many benefits it offers including less transaction and search costs compared to conventional forms of shopping. Through internet shopping, shoppers may order goods and services more quickly, with more options, and at the lowest possible prices.

One of Malaysia's poorest states is Kelantan. Most transactions are made physically. Customer purchases are customary. In Malaysia, internet usage is widespread. Rich states or important economic hubs like Penang, Johor, and the Klang Valley use online shopping more than any other region. In Kelantan, there is still a limited amount of online commerce. In Kelantan, young people utilise the internet the most frequently to conduct online shopping.

The percentage of homes with internet connectivity increased from 70.1% in 2015 to 85.7% in 2018 (NST, 2019) according to Aris et al. (2021). This suggests that great online business opportunities are conceivable at this level of internet use. Regrettably, businesses in Kelantan including Bata, Aeon, Pacific, Giant, and others are still not utilising online platforms.

Only a small amount of research on online shopping has focused on the East Peninsula, especially Kelantan (Aris et al. 2021). The area and study gap are caused by Kota Bharu and Pasir Mas, Kelantan, where many economic activities take place. Young people in Kelantan use the internet the most frequently for online shopping.

Therefore, it is crucial to analyze the determinants of online shopping, particularly in Malaysia in the current research. This study's aim is to find out how individuals act in Malaysian states where online shopping is uncommon. Convenience, website design, time-saving, and security are among the elements that are most likely to influence consumers' attitudes toward online shopping.

Literature Review

Online Shopping Behaviour

Generally, online shopping refers to the process of browsing a website that involves consumer decision making in buying products or services through internet (Md Ariff et al., 2014). As of 2022, the number of Internet users are 29.55 million from 32.98 of Malaysian population in January 2022. The number of internet users in Malaysia increase between 2021 and 2022. Due to this, online shopping is also growing at a rapid pace in Malaysia. At present, the Malaysian government also aims to increases the use of the internet among the citizens to improve the literacy rates while indirectly boost the online shopping activities in Malaysia (Lim et al., 2015).

There are many reasons which contribute to the growth of online shopping. Vasudevan and Arokiasamy (2021) figure out several factors such as lower price, easy in searching information and time consuming as the aspects should be concern among today's generation while online shopping. The shopping habit also changing due to the growth of e-commerce. Customer feel it is easy to adopt to e-commerce due to flexibility of using it. Indeed, consumer in Malaysia believe with online shopping would make their life become easier (Ramlan & Omar, 2011). Online shopping behaviour is related to the ease of home delivery and online shopping, finding a better price online is the main priority of online shoppers (Pilik et al., 2017). On the other hand, older online shoppers place more value on shopping convenience. For businesses engaged in online purchasing, establishing trust is essential because social media is a common place for customers to share their experiences. It is at times very important for the buyer to gather enough product information before buying, especially in the case of a relatively expensive product (Svatosova, 2020). Therefore, risk and trust are prominently related to shopping buyers' behaviour.

Convenience

Online shopping become a popular alternative for customer since it is more convenience than conventional shopping which is frequently attributed with anxiety, limited time, traffic jam and crowded parking space (Ibrahim et al., 2015). In line with that, Kiew, Hasan and Hasan (2021) discovered that convenience has been the strongest influence in consumer intention to shop online. Hence, consumers' perception on online shopping convenience demonstrated online shopping platform allow customer shop comfortably without any stress. Customers may readily explore product catalogues online, but physically searching for the same product or item manually in a traditional store is challenging and time-consuming. According to Bhatnagar and Ghose (2004), convenience and convincing are the key benefits of internet buying. Based on their current shopping motive, consumers can be categorized as convenience shoppers, balanced buyers, variety seekers, and store-oriented consumers. Convenience and variety-seeking are significant elements driving online purchasing. Consumers as convenience shoppers may compare prices between online and offline purchases with ease. Therefore, another advantage of online shopping is price comparison. According to Jiang et al (2013), accessibility, search, appraisal, transaction, and possession/post-purchase ease of online purchasing are the five dimensions of online shopping convenience. Therefore, this factor is essential to providing shoppers with a highly convenient online buying experience and aiding the business in growing its base of devoted clients (Jiang et al, 2013).

Website Design

In this study, website design was evaluated in terms of how user-friendly and well-designed it is, particularly for customers who are new to utilizing online shopping platforms.

One of the key influencing variables of online buying is website design and activity. The most alluring elements that affect a consumer's perception of online shopping are website design, website reliability/fulfillment, website customer service, and website security/privacy (Shergill & Chen, 2005). In addition, the more shoppers plan to shop online with the greater the website quality. According to a survey of almost 100,000 online shoppers conducted by Ribstein (2002), website design is a crucial element in the decision to shop online. Additionally, a website's design elements have a significant role in influencing shoppers' pleasure or discontent with a certain website. The website's appearance is important because it demonstrates two important components: entertainment and information. Online shopping and website design were discovered to have a significant association (Prashar, Vijay & Parsad, 2017). Apart from that,

it has been proved that web experience such as usability, interactivity and aesthetic were critical factor that stimulate online shopping behaviour (Isa, Salleh & Aziz, 2019). Online consumer is more likely not to switch their intention to other websites for searching the similar or the substitute product. According to Ying et al. (2016), Malaysian online shoppers particular in web site usability, credibility and service quality, when they shopping their apparel. Furthermore, Ying et al. (2016) also suggested that online retailers should include a site search engine to help them locate and retrieve information more easily. Besides that, superior e-service should be provided by them in order to respond with the customers' requests. By achieving those criteria, those online apparel website owner can be more competitive in the market.

Time Saving

Time saving in this study refers to browse or search an online catalogue can save time and patience. Shoppers can save time and can reduce effort by shopping online. According to Rohm and Swaminathan (2004), one possible explanation is that online shopping save time during the purchasing of goods, and it can eliminate the traveling time required to go to the traditional store. On the other side, some respondents think that it is also time taken for delivery of goods or services over online shopping. Unexpectedly, time-saving is not the motivating factor for shoppers to shop online because it takes time to receive goods or delivery. Time-saving factors can be seen through different dimensions which shopper purchase online will take less time than visiting the physical stores. Surprisingly, research conducted by Nawi et al. (2018) discovered that time is not associated and influence online purchase behaviour among Malaysian university students.

The importance of the time-saving factor cannot be neglected as a motivation behind online purchasing. Additionally, Goldsmith and Bridges (2000) emphasize that there is discrimination between online shopper and non-online shoppers, online shoppers are more worried about convenience, time-saving and selection whereas non-online shoppers are worried about security, privacy and on-time delivery. One of the most important considerations for shoppers, when they shop online, is time savings. Browsing the online catalogue during online shopping saves time and reduces stress compared to traditional shopping. In addition, there is a difference between online shoppers and offline shoppers. Online shoppers are concerned with purchase benefits, time-saving and choice, while offline shoppers are anxious about security, privacy, and delivery on time (Vasic et al, 2019).

Security

Tan et al., (2020) claimed privacy and security are two different concern that faced by online shoppers. Security can be referring to the consumers' concern with their personal data being compromised and given to the third party. In this study, security is used to describe payment security and personal information privacy, both of which are crucial when making an online purchase since shoppers are concerned about the security of their transactions and personal data. Protection is one of the characteristics that, in the opinion of Bhatnagar and Ghose (2004), prevents a big portion of internet users from making purchases online because they are concerned about the security of their sensitive data. Indeed, strong and improve website quality could create customer trust and able to create long term relationship with online customer (Ying et al., 2016). Researcher indicate that security is another important issue that influences online shoppers' when deal with online shopping activities (Ying et al., 2016; Ali et al.,2016; Tan et al., 2020).

However, many internet users refrain from shopping online due to credit card fraud, privacy concerns, the possibility of non-delivery post-purchase assistance and so on. However, internet purchasing transaction security has drawn attention. Transaction risk is reduced, and confidence is increased via safe and secure financial transactions.

Fraud-free online shopping was first launched in the United Kingdom and afterwards secured online transactions were offered in Europe and Singapore. According to Koyuncu and Bhattacharya (2004), the internet is secured as a reliable buying channel thanks to advanced technology and regular online shopping. Security is defined as the ability of the website to protect consumers' personal data from any unauthorized disclosure of information during electronic transactions (Guo et al, 2012). Therefore, all the above demonstrates the importance of security in online commerce as one of the key factors that consumers take into consideration when deciding to purchase a product online (Vasic et al, 2019).
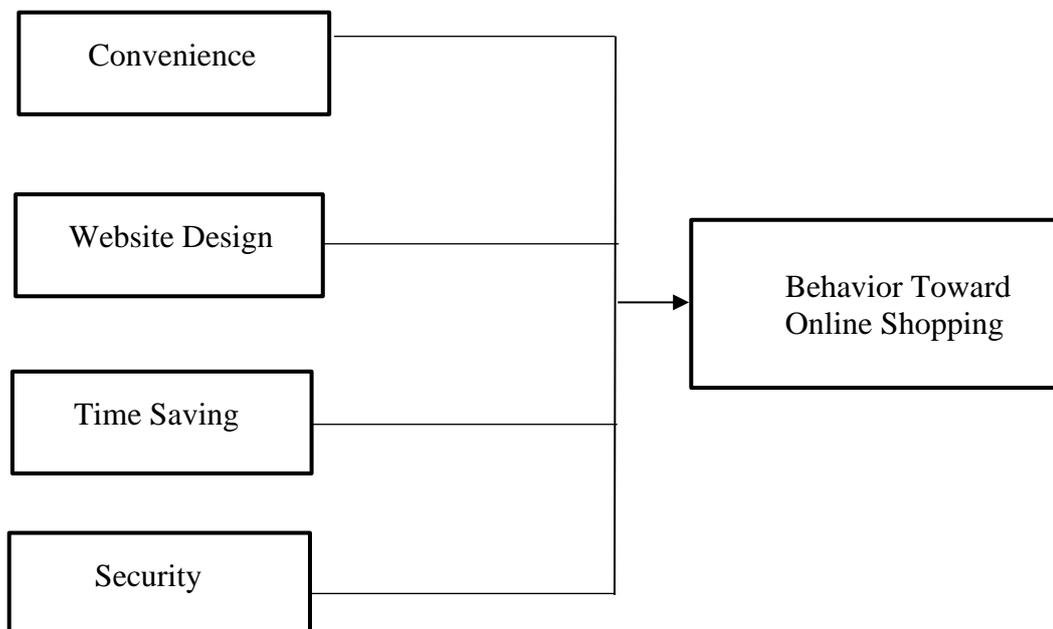

Figure 1: Theoretical Framework

Hypothesis
H1 : There is a positive relationship between convenience and online shopping behaviour.
H2 : There is a positive relationship between web design and online shopping behaviour.
H3 : There is a positive relationship between time-saving and online shopping behaviour.
H4 : There is a positive relationship between security and online shopping behaviour.

Research Methodology
The study's population was 189,292 people. According to Krejcie and Morgan (1970), based on the population, 384 people were made up to be the sample. The quantitative survey method was conducted by distributing the questionnaires to public sector worker, shoppers of all ages. The target respondents were online shoppers in Kota Bharu and Pasir Mas, Kelantan. Close-ended questions with 5-point Likert type scale was used throughout the study. The Statistical Package for Social Science was used to evaluate the data after employing simple random sampling and survey procedures (SPSS). This study took six months to complete. Tools and

behaviour-related items from strongly disagree at "1" to strongly agree at "5", a Likert scale was utilized.

Findings

Of the 384 sample respondents, 384 questionnaires were distributed and received. Only 366 (95.3%) were usable. Of this, 172 were male respondents (47%) and 194 were female respondents (53%). 354 mostly youthful customers (age between 18-37). The results in Table 1 were interpreted using Pearson correlation coefficients (r). In this study, all (4) independent variables (convenience, web design, time-saving, security) were significantly and positively correlated with the dependent variable (behavior towards online shopping).

Table 1: Pearson Correlation Analysis

Variables	1	2	3	4	5
Online shopping behavior	1				
Convenience	0.85**	1			
Website design	0.80**	0.81**	1		
Time-saving	0.75**	0.73**	0.78**	1	
Security	0.59**	0.66**	0.63**	0.61**	1

Note: N= 366, $*p < 0.05$, $**p < 0.01$

Table 2 : Regression Analysis

Dependent variable: Online shopping behavior		
Independent variables	β	Sig.
Convenience	0.51	0.00**
Website design	0.28	0.00**
Time-saving	0.01	0.69
Security	0.16	0.00**
R square	0.79	
Adjusted R square	0.78	

Note: N=366, $**p<0.01$, $*p<0.05$

The result of regression analysis is presented in Table 2, which provides the tabulated findings of the analyses on the relationships between the independent variables (convenience, web design, time-saving, security) and the dependent variable (online shopping behavior). Table 2 shows three (3) independent variables (convenience, web design, security) significantly and positive relationship with the dependent variable. However, one (1) independent variable, namely, time-saving shows an insignificant relationship with the behavior towards online shopping.

Discussion

The above analysis shows that convenience (β =0.51**) has a significant and positive relationship with the dependent variable behavior toward online shopping. Therefore, hypothesis 1 is accepted. This study also connects to (Iqbal, Rehman, & Hunjra, 2012), which state that convenience is one of the key factors in online shopping. There was a significant positive relationship between web design (β =0.28**) and behavior toward shopping.

Therefore, hypothesis 2 is accepted. A study by Lee and Lin (2005) demonstrated the influence of online web design on consumer purchasing intentions and behavior. Besides that, it was found that there was an insignificant relationship between time-saving (β =0.01), and behavior toward online shopping. Therefore, hypothesis 3 was rejected. The result aligned with the study conducted by Nawi et al. (2018). In addition, hypothesis 3 which time-saving is not supported due to perpetuating factors and societal stigma may create confusion and inconsistencies. Hypothesis 4 is supported due to security has a significant impact on customer behavior and satisfaction (Ranjbarian et al, 2012; George, 2002).

Suggestion

This study does not focus on the perceived receptivity of shoppers to online shopping, but rather on understanding and altering the link between the factors. The suggested approach, which includes timely order requests, wholesome delivery services, appealing website designs, and protection against data breaches for security purposes, can persuade and boost shoppers' faith in online buying. As a result, more extensive research may be done to examine how individual traits, personalities, and religious beliefs influence behavior toward online shopping. In the future, researchers can think about broadening their attention on behavior regarding internet shopping to include analyses of the model, gender, and religious affiliation. This is since most studies currently available exclusively focused on online shoppers' responses.

Conclusion

This study was done to find out what factors affect people's willingness to engage in online shopping behavior in Malaysia's eastern area. Convenience, website design, and security are influencers on behavior towards online shopping. Due to the diverse traits and nature of people, it was discovered that other variables, such as time savings, had little bearing on behavior regarding online shopping. Therefore, trust and security are key factors in influencing how shoppers feel about online shopping in the future.

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