FACTORS INFLUENCE CUSTOMER INTENTION ON ONLINE SHOPPING AMONG COMMUNITY IN TERENGGANU

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Abstract:

Consumers are becoming more technologically able to purchase or buy their everyday requirements using online shopping. It recently revealed that customers are increasingly interested in shopping on the internet. The development in information technology and technology has increased awareness of customers and created a situation where people choose to buy online instead of visiting the store to purchase products. In addition to the development of a website to advertise goods, some vendors use social media for selling and promoting products. The main objective of this research is to examine the factors influence customer intention on online shopping among community in Terengganu. A total of 383 respondents participated in the survey. The findings show that convenience, saving time and security has positive relationship between customers' intentions.

Keywords: Convenience, Time Saving, Security, Online Shopping Intention

1. Introduction

The Internet is a common, interactive and autonomous infrastructure that millions of people worldwide can use. The development of online shopping over legacy methods has been accomplished through the advent of internet technology (Goi, 2016). Therefore, the intention to shop online by consumers should be studied based on comfort, time savings and protection, which results in more online traders from Malaysia which will have a significant impact on the growth of e-commerce in Malaysia.

The changing life style of the people who depend more on the use of services and on the internet drives the growth of online shopping. Reports from the newspapers show that 47% of Malaysians use smartphones for online shopping (The Star 2015). This report was conducted to identify the factors affecting customer intentions in Terengganu in recognition of the rapid growth of this activity.

Knowing how and why consumers use mobile apps is essential for the success of all-embracing mobile marketing (Kim and Baek, 2018). Consumer shopping behaviour online is graduated from computers to mobile devices such as smart devices, because of the increasing popularity of mobile communication computing equipment. As multiple features in a mobile terminal, applications (apps) are commonly used to support online customer shopping in the e-commerce sector.

With fast changing life styles, online shopping processes in the hearts of customers are now gaining ground. Online shopping is a simple move for getting needs without queuing at the counter.

Therefore, this study attempts to achieve three main objectives as follow:

i.   To identify the relationship between convenience and factor influence customer intention on online shopping among community in Terengganu.
ii.   To identify the relationship between time saving and factor influence customer intention on online shopping among community in Terengganu.
iii. To identify the relationship between security and factor influence customer intention on online shopping among community in Terengganu.

1.1   Significant of the Study

There are some limitations in this study. This study will provide knowledge to the researcher on various matters where the researcher can know more deeply the factors that influence customer intention on online shopping. Not only that, the researcher will also gain skills in new research after this.

The other researcher have similarly some limitations; the sample size and contextual research are also found in this report, which brings forth a new path for future researchers. It would be effective to extend the sample and background and establish new dimensions for the analysis. It gives the future researcher a new way of adding or excluding the variables in the context of the analysis. These guidelines will help potential researchers.

Furthermore, future research should add a further aspect, such as price, to help marketers know how prices can affect online perception of consumers. Furthermore, future research will examine what other consumer issues, including unloaded goods or items, have been getting incorrect products and transfers in money while purchasing from other countries.

Online marketers should refer to this study particularly as new marketers and sellers and use it as a guide for open up their businesses and also to enhance their business so that in the future they can compete with others. Furthermore, online retailers and sellers need to know what the consumer needs. Online sellers must also be aware of the current security situation in particular. You have to solve the problem by using a good antivirus and also build a safety web page so that hackers have difficulties accessing the customer's details.

2.   Literature Review

2.1   Technology Acceptance Model (TAM)

As theoretical case in this research, the Technology Acceptance Model (TAM) was selected. TAM is a model for the adoption of innovations that affects two key factors: simple to use and perceived usability. In the MIS Quarter in 1989, this model was first published by Davis. Because of the availability of knowledge on the spread of theory and the growth of theory, TAM is a good case for the research topic. Ajzen promoted the theory of ordered behaviour (1991). He discusses how individual actions can predict one's intentions; behaviour attitudes predict the intention, and "perceived social pressures to perform behaviour" are the new subjective norms which involve performances (Ajzen, 1991).

2.2   Theory Reasoned Action (TRA)

Reasoned Action Model Theory - TRA, he describes "facilities of use" or "perceived user ship ease" in such a way that a person assumes that physical and mental effort will be free of use of a particular device. Efficient usage or use as 'the degree to which a person feels that a method can increase the efficiency of his or her work.' Both of these property concepts have become solid buildings and are the basis of several of the new models for technical adoption. The theoretical bases for many empirical research on the acceptance of technology individually have been the acceptance models such as Theory of Inspired Action-TRA (Fishbein & Ajzen, 1975), Technology Embracing Model-TAM (Davis, Bagozzi, & Warshaw, 1989), Theory of Expected Conservational Behavior-TPB (Ajzen, 1991).

2.3   Online Shopping Intention

E-Shopping or online shopping is a type of e-commerce that allows customers to obtain products or services directly by any retailer over the internet using the website, Bourlakis et al. (Ahmed, Ling, Rafique, Khan and Jamil, 2018). Previous researchers say that according to Wikipedia, online shopping is a form of electronic commerce or E-commerce that allows users to purchase goods and services directly from online sellers over the internet using web browsers such as Google and Yahoo. Users can easily find the product they are interested in buying by browsing the retailer's website or by searching among alternative vendors using a shopping search engine that shows the availability of the same product and at different prices with different retailers.

2.4   Convenience

In the online shopping environment, consumers are driven by the value of the utilities involved in buying products online (Celik, 2016). Previous studies have also shown that the elimination of travel time and standing time in long queues acts as a convenience factor that greatly influences customers to shop online (Anesbury et al., 2016). (Indriani, 2016) found that the factors that influence the purchase of online products consist of convenience factors. Some people may have a bad experience with the salesperson that they are more comfortable making online purchasing decisions without having to deal with the salesperson directly. Even some consumers feel comfortable because they do not need to be pressured by salespeople or they are free from being manipulated or controlled by the market.

Research has revealed various reasons why convenience is positively related to customers 'attitudes towards online shopping. Dang, Tran, Nguyen, Le, Do, Nguyen, Nguyen, Nguyen, Mai, Tran, Ngo, Vu, Latkin, Zhang, and Ho (2018) found convenience as the most important factor influencing consumer attitudes towards online purchases because convenience is wrong a major concern in the online shopping culture of the participants. Also, online shopping helps them achieve time efficiency. Similarly, Wei, Lee, and Shen (2018) reveal that the ability of consumers to place orders at any time suits them, the ability to compare different online stores and a simple and convenient online payment system are some of the reasons why facilities felt indirectly related to the intent of the consumer's online purchase. Another study conducted by Singh and Ajmani (2017) in the context of Southeast Asia found that home delivery, time saving and 24/7 availability.

Previous researchers have found that through online purchases, consumers are able to compare prices easily compared to traditional purchases that are difficult to compare with the same product. Price comparison is another facility that we can get through online shopping. Consumers can get better deals and cheaper prices from online stores because some of the products sold online come directly from manufacturers or sellers without the involvement of middlemen.

2.5   Time Saving

Time saving is one of the most influential factors when consumers buy products using online shopping. There is no faster way to get what they want than to shop online where they will not last for an hour in a long line just to pay for the goods we buy at the checkout counter, Nikhil Srivastava (2016). Consumers do not have to spend more time and money to find products in some local stores. As online stores offer a wide range of products and services to consumers, this gives consumers more opportunities to compare prices from different websites and get products at lower prices than buying at local grocery stores. Virtual stores also offer lower prices than retail stores as there is no need to pay taxes or rent shops and so on. (Indriani, 2016).

Modern life becomes very busy with their work and leisure activities. This will take all the hours customers have. For those who do not have much free time, online shopping is the best reason for them to save time. This is where online shopping becomes increasingly important as it saves valuable time that can be used to do other things. Travel is not required if consumers want to buy goods. It can be done anytime and anywhere without the need for them to visit the store compared to traditional shopping.

2.5   Security

The factor that is expected to influence the intention of buying customers online is security. When discussing online security, there are many assumptions among users about their refusal to share their personal information and use electronic transactions to prevent misuse of information. To gain consumer confidence in security, sellers must provide a secure approach that regulates data protection such as identity verification and security policies. Once the seller has implemented all possible security measures, the user will be more confident and make repeated purchases from the online seller, and if there is a problem such as late delivery or incorrect product, the seller should provide a refund and refund (Ponte, Carvajal- Trujillo and Escobar-Rodríguez, 2015).

For online shopping security, good process organization with accurate data access procedures is very important, such as security policies, effective inspection technology and of course human factors (Gupta, P. & Dubey, A. 2016). Security is one of the most important barriers affecting e-commerce due to the free development of integrated tools on the website.

2.6 Research Hypothesis

A hypothesis can be defined as an attempt to predict what the expert researchers would find in the empirical data. Hypothesis are derived from the theory on which the conceptual, model is based and often rational in often. In other words, the hypothesis can be defined as logically conjectured relationship between two or more variables expressed in the form of testable statement.

- H1: There is relationship between convenience and factor influence customer intention on online shopping among community in Terengganu.
- H2: There is relationship between time saving and factor influence customer intention on online shopping among community in Terengganu.
- H3: There is relationship between security and factor influence customer in intention on online shopping among community in Terengganu.

2.7 Research Framework

The conceptual framework is built to test the relationship between independent variables (IV) and dependent variables (DV). The three independent variables are convenience, time saving and security. These three independent variables are contributing to the customer satisfaction, the dependent variables.
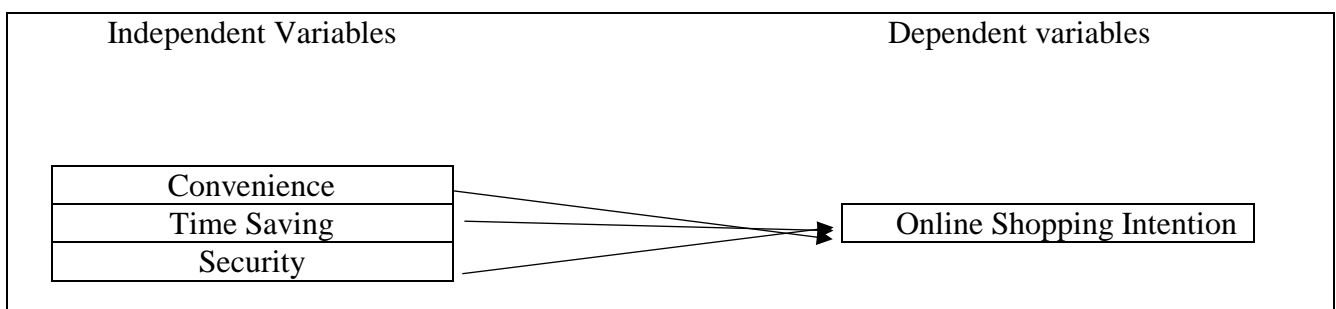
3. Methodology

3.1 Research Design

Research design serves as a framework for conducting research. It defines the main process of doing research in the study area. This includes collecting the data needed to solve the research problem. The quantitative research approach was chosen by researchers and the collection of primary information was used in quantitative research. The purpose of the research design was to guarantee the study's reliability. The research should collect data on factors influence customer intention on online shopping among community in Terengganu. Researchers would use the online questionnaire to gather quantitative data that has allowed the

analysis to acquire credible and correct information. In addition, quantitative data would be known almost as standardized data. This kind of data is formatted in such a way that it can be organizes quickly and searchable within relational databases.

3.2   Data Collection Method

According to the research study, collection data can be divided into primary and secondary data. The primary data include collection of particular data from real sources such as consumers, users and non-users or other substances included in this research. Next, for secondary data it was any data from distributed sources that have not been collected particularly to current research problems. In this study, questionnaire as primary data and it is a research tool that consists of a series questions to gather information from respondents. The factors influence customer intention on online shopping in Terengganu can be identified through the questionnaire. This study aims to investigate the factors influence customer intention on online shopping among community in Terengganu. According to Terengganu Government website, there are 8 district in Terengganu (Besut, Setiu, Kuala Nerus, Kuala Terengganu, Marang, Hulu Terengganu, Dungun and Kemaman). Based on World Population Review official website, Terengganu's 2020 population is now estimated at 384,369. The target population for the research is the customer from all district in Terengganu. There will be 383 respondent to fill out the online questionnaire. Questionnaire is design to apply for respondent which answered in general question. Population is distinguished as a target and accessible population . Secondary data is initially obtained for a different purpose and is reused for another research topic. For certain social research issues, it is possible to use data obtained previously by other researchers or for reasons other than researchers, such as official reports, administrative records or other accounts maintained routinely by organisations.

3.3   Sampling

The sample size was carefully chosen by researchers due to the better sampling and more accurate data. It is the number of respondent chosen from population by researchers. Sample of this study was the customers who had an experience with using parcel service in Terengganu and the number of population in Terengganu was 384,369. Refer to the sample size of a known population of Krejcie and Morgan (1970), there is 383 will be chosen as the

$$n = \frac{X^2 Np(1-P)}{e^2(N-1) + X^2 P(1-P)}$$

n = sample size

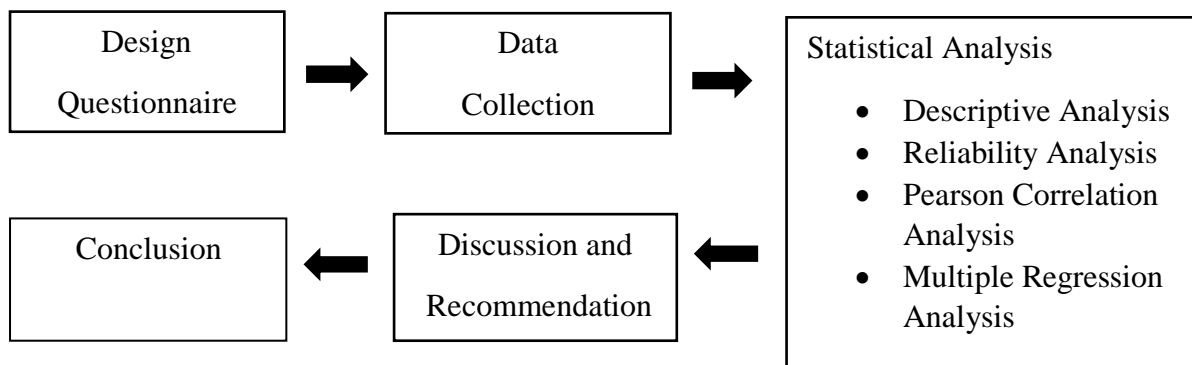N = population size

e = acceptable sampling error

X^2 = chi-square of degree freedom 1 and confidence 95% = 3.481

P = proportion of population (if unknown, 0.5)

respondent. This study will be used a convenience sampling. Researchers will randomly select for each district in Terengganu.

3.4   Data Analysis

Data analysis is a process of using statistical practise to organize, describe, represent, evaluate and interpret data. It is important to clearly understand the aim of this research when conducting the analysis. Data collected from survey is entered into the statistical package, SPSS (statistical package for the social science) for analysis. The analysts will exchange all the data from the Google frame into SPSS after collecting all the data from the target respondents and perform the observe research. The statistical analysis for the study included the descriptive analysis, reliability analysis, Pearson correlation coefficient and multiple analysis. Result of analysis came out and the discussion, conclusion also can be proceed.

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┌──────────────────┐    ┌──────────────────┐    ┌───────────────────────────┐
│     Design       │ →  │      Data        │ →  │  Statistical Analysis     │
│  Questionnaire   │    │   Collection     │    │   • Descriptive Analysis  │
└──────────────────┘    └──────────────────┘    │   • Reliability Analysis  │
                                                 │   • Pearson Correlation   │
┌──────────────────┐    ┌──────────────────┐    │     Analysis              │
│   Conclusion     │ ←  │ Discussion and   │ ←  │   • Multiple Regression   │
│                  │    │ Recommendation   │    │     Analysis              │
└──────────────────┘    └──────────────────┘    └───────────────────────────┘
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4.   Result

4.1   Descriptive Analysis

Table 1: The Demographic Characteristic of the Respondents

Demographic Characteristic	Category	Frequency	Percentage (%)
Gender	Male	127	32.3
	Female	256	66.8
Age	Below 18 years old	27	7.0
	19–23 years old	132	34.5
	24–28 years old	130	33.9
	29–33 years old	51	13.3
	34 and above	43	11.2
Marital Status	Single	225	58.7
	Married	132	34.5
	Divorce	26	6.8
Race	Malay	305	79.6
	Indian	19	5.0
	Chinese	48	12.5
	Cristian	11	2.9

District	Setiu	161	42.0
	Kuala Nerus	34	8.9
	Kuala Terengganu	62	16.2
	Marang	29	7.6
	Dungun	18	4.7
	Kemaman	24	6.3
	Hulu Terengganu	11	2.9
	Besut	44	11.5
Regularly Shopping Online	Yes	229	78.1
	No	84	21.9

(Sources: Developed for the Research)

The general statistical descriptions for gender, age, marital status, race, district and customer experience online shopping were provided in Table 1 for the respondents' population. 383 respondents are collected from the community of Terengganu via Google form. The highest number of female participants was 66.8%. A single respondent with 225 of 383 respondents has the highest degree of marital status. Malaysian race contributes 79.6% to the majority of the respondents. With a cumulative age of 132 of 383 cycles, the largest number of respondents is under the 19-23-year range. Setiu district was the largest number of people who participated in the survey, with a total of 42.0%. Meanwhile, 78.1% respondents regularly shopping online.

Table 2: The Descriptive Statistics of Independent Variables and Dependent Variable

Items	Mean Score	Standard Deviation
DV 1: Online Shopping Intention	4.3910	0.7834
IV 1: Convenience	4.4126	0.7118
IV 2: Time Saving	4.3291	0.7397
IV 3: Security	4.0443	0.8087

Table 2 provided descriptive statistics for variables including convenience, time savings and security (independent variables) and intention to purchase online (dependent variables). Descriptive statistics are used to measure and summarise the data accordingly by five points of Likert Scale starting with "strongly disagree," to "strongly agree." Standard deviations, means, median, mode, and other arithmetical details are analysed in descriptive statistics. Average values that are greater than 3.0 to 4.5 in George and Kumar (2012) are positive. Table 2 showed that the four variables are 4.0 to 4.5 which considered as high interpretation of precautions, and it shows that the majority of respondents agree on the questions in the questionnaires relating to which are convenience, time saving and security (independent variables) are relating to online shopping intention (dependent variables). Table 2 shows that the four variables are 4.0 through 4.5 that are considered to be high-interpretation of precautions and that a majority of respondents agree on the questions of convenience, time-

saving and security (independent variable) relevant to online shopping intentions in questionnaires (dependent variables).

4.2   Reliability Analysis

This test will use Rules of Thumb Cronbach's alpha, a reliability test commonly used to see if questionnaires with multiple Likert scale questions are reliable. Furthermore, this test will be conducted before the researcher distributes the real survey to identify the mistakes or errors of the question in the questionnaires to show the acceptable and unacceptable level of Cronbach's alpha coefficients. . If the value of Cronbach's Alpha is 0.9 and above, it shows that the questionnaire is reliability. If the value is less than 0.60 so the strength of association considered as poor relationship. The result will be based on table 4.9 is Rules of Thumb about Cronbach's Alpha Coefficient Size to indicates the strength of association of the reliability analysis.

Table 3: Reliability Statistics of Independent Variables and Dependent Variables

Number of Items	Study Variable	Cronbach's Alpha	Remarks
5	Online Shopping Intention	0.757	Acceptable
5	Convenience	0.939	Excellent
5	Time Saving	0.835	Good
5	Security	0.910	Excellent

The reliability test in the convenience, time savings and security is 0.939, 0.835 and 0.910 according to the reliability review in Table 3. It has been shown that the thumb rules on Cronbach's alpha coefficients are excellent and good in their association capacity. It showed that consistency and stability of convenience, time saving and security was great, so for the next review it was accurate and items in the independent variable segment will not be deleted. It could assume that all things were stable and consistent in independent variables. The reliability test of dependent variable which was online shopping intention was 0.757. The results proved to be acceptable in strength of association according to the Rules of Thumb about Cronbach's Alpha Coefficient size.

4.3   Pearson Correlation Coefficient Analysis

Table 4: Summary of Pearson Correlation

		Online Shopping Intention	Convenience	Time Saving	Security
Online Shopping Intention	Pearson Correlation	1	.746**	.707**	.425**
	Sig. (2-tailed)		.000	.000	.000
	N	383	383	383	383
Convenience	Pearson Correlation	.746**	1	.736**	.374**
	Sig. (2-tailed)	.000		.000	.000
	N	383	383	383	383
Time Saving	Pearson Correlation	.707**	.736**	1	.530**
	Sig. (2-tailed)	.000	.000		.000
	N	383	383	383	383
Security	Pearson Correlation	.425**	.374**	.530**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	383	383	383	383

**. Correlation is significant at the 0.01 level (2-tailed).
(Sources: Developed for the Research)

As stated from hypothesis 1, convenience had significant relation with online shopping intention among community in Terengganu. Table 4 showed that the correlation coefficient between convenience and online shopping intention is 0.746 with p-value of $0.000 < 0.05$. Hence, hypothesis 1 (H1) was supported. There was high positive relationship between convenience and online shopping intention. Next, hypothesis 2 stated that time saving had significant relation with online shopping intention among community in Terengganu. Table above showed the correlation coefficient between time saving and online shopping intention is 0.707 with p-value of $0.000 < 0.05$. Hence, hypothesis 2 (H2) was supported. There was high positive relationship between time saving and online shopping intention. Hypothesis 3 stated that security had no significant relation with online shopping intention among community in Terengganu. Table 4 showed that the correlation coefficient between perceived security and entrepreneurial intention is 0.425 with p-value of $0.000 < 0.05$. Hence, hypothesis 3 (H3) was not supported. There was negative relationship between security and online shopping intention.

4.4   Multiple Linear Regression Analysis

The independent variable in this study, which are convenience, time saving, and security were entered into same regression equation to predict either there was any significant relationship with the factors that influence customer intention on online shopping among community in Terengganu.

Table 5: Modal Summary for Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785ᵃ	.616	.613	.44405

(Sources: Developed for the Research)

a. Predictors: (Constant), Convenience, Time saving, Security

B. Dependent variable: Factors influence customer intention on online shopping among community in Terengganu

The table 5 showed R^2 for this model is 0.785. Thus there were 78.5% of the factors that influence customer intention on online shopping can be explained by the three independent variables which were Convenience, Time Saving, and Security.

4. Discussion & Recommendation

Customer intention is the most important toward online shopping among community in Terengganu. However, further understanding towards customer intention is still not completed by online shopping. Online shopping can get related with customer intention which will directly affect by the online shopping user because there were also has community like to shopping at the physical shop.

It is the number of respondent chosen from population by researchers. Sample of this study was the customers who had an experience with using online shopping in Terengganu and the number of population in Terengganu was 384,369. Refer to the sample size of a known population of Krejcie and Morgan (1970), there is 383 will be chosen as the respondent. This study will be used.

The finding result for the research no one is "It there any significance relationship between convenience and customer intention on online shopping in Terengganu". From this result, it is proven that H1 of this research accepted. The main focus is to study factors influence customer intention on online shopping among community in Terengganu. According to table 4 in the result presented revealed that convenience is strong correlation related with customer intention on online shopping among community in Terengganu (0.746**). The result shows that there is a strong correlation in the Pearson Correlation. This shows that convenience will directly affect to customer intention on online shopping where convenience can gain more attract to the online buyers. Furthermore, from the multiple regressions analysis indicated that convenience (0.000, $p < 0.05$) which is there is positive relationship towards customer intention on online shopping among community in Terengganu. In sum, the finding shows that the H1 is accepted in hypothesis testing.

The finding result for the research no one is "It there any significance relationship between time saving and customer intention on online shopping in Terengganu". From this result, it is proven that H2 of this research accepted. The main focus is to study factors influence customer intention on online shopping among community in Terengganu. According to table 4 in the result presented revealed that time saving is strong correlation related with customer intention on online shopping among community in Terengganu (0.707**). The result shows that there is a strong correlation in the Pearson Correlation. This shows that time saving will directly affect to customer intention on online shopping where convenience can gain more

attract to the online buyers. Furthermore, from the multiple regressions analysis indicated that time saving (0.000, p < 0.05) which is there is positive relationship towards customer intention on online shopping among community in Terengganu. In sum, the finding shows that the H2 is accepted in hypothesis testing.

The finding result for the research no one is "It there any significance relationship between security and customer intention on online shopping in Terengganu". From this result, it is proven that H3 of this research accepted. The main focus is to study factors influence customer intention on online shopping among community in Terengganu. According to table 4 in the result presented revealed that time security is weak correlation related with customer intention on online shopping among community in Terengganu (0.425). The result shows that there is a moderate strong correlation in the Pearson Correlation since security less than 0.5. But its shows that security also have positive relationship between online shopping intention. Furthermore, from the multiple regressions analysis indicated that security (0.000, p < 0.05) which is there is positive relationship towards customer intention on online shopping among community in Terengganu. In sum, the finding shows that the H3 is accepted in hypothesis testing.

For the recommendation, future research in particular in Malaysia, as this research is only focused on Terengganu. It should expand its reach to other areas within Terengganu. By expanding research to rural areas, the Terengganu Government can also help them know what problems they face in terms of on-line shopping, Internet links and growth and can also strengthen its Information Technology (IT) in order to prevent them from being obsolete.

Furthermore, further researchers should incorporate additional pricing considerations, such as costs, so that online marketers can use the result to learn how price can affect online consumer perception. In addition, potential researchers will look at other consumer issues like undelivered goods or products that have obtained incorrect products and exchange of currencies as they purchase from other countries.

Online marketers in particular, new marketers or sellers are able to refer to this report, and to use it as a knowledge and guidance for them to open up their business. In addition, online sellers and advertisers must consider the requirements that consumers want. Online sellers must also be aware of the current security situation in particular. They must solve the problem with a good security as soon as possible and also create a security website so that hackers find it hard to get customer details.

5.   Conclusion

Finally, current research has effectively assessed the factors that influence the customer satisfaction when shopping online. The model proposed in this research and the various hypotheses developed are based on previous studies on convenience, time saving and security. Three hypotheses were confirmed by the analysis. The result of the present research shows the vital function of customer satisfaction through factor convenience, time saving and security.

Based on previous studies, the security factor is the highest on customer intention on online shopping but different results with the study conducted by this researcher where convenience is the main factor that causes people in Terengganu to choose to buy online. In my opinion, previous studies show that the security factor is the most important due to the choice of the area in Kuching. It is possible that the community at that area are concerned about security as they are outside Peninsular Malaysia. In this study, the online convenience, is a major factor for the Terengganu community to make online purchases because all the information desired by customers can be obtained easily.

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