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FACTORS INFLUENCING CUSTOMERS PURCHASE INTENTION IN ONLINE SHOPPING AMONG STUDENTS AT UNIVERSITI MALAYSIA KELANTAN, CITY CAMPUS

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Abstract:

In Malaysia, online shopping become popular recently due to the convenience of online shopping. However, several barriers include the genuine of products sell in online, the shopping experiences includes sensory experience, less webpage user-friendly and thought-provoking become restrict determinants for public to shops online. Thus, this study is conducted to identify the factors influencing customers purchase intention in online shopping among students at Universiti Malaysia Kelantan, City Campus. 364 respondents were randomly selected through the questionnaire. The Statistical Package for Social Sciences (SPSS) version 26.0 was used to analyse the data. Descriptive analysis and correlation were applied to this study. The results showed that attitude, subjective norms, and perceived behavioral control had positive impact on intention to purchase online shopping. It is suggested that future research can be conducted in a fast -growing area and the results obtained will be more comparable and provide a direction that can reflect the impact of online purchases among students.

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**Keywords:**

Purchase Intention, Attitude, Subjective Norms, Perceived Behavioral Control

Introduction

Over the past decade, the internet has boosted globally in the number of users (Hong, Nawi, Hamsani, & Zulkiffli, 2020). With this evolution of the internet, it is currently become an essential thing in day-to-day life. The internet is often used as a shopping platform as well as networking and communication due to the comfortability with convenient and speed access. Internet turn out to be a platform that extremely insisted across the world especially among Generation Y (Gen Y). While the internet has increased, the applications and uses continue to expand and become an important medium for businesses (Hong et al., 2020). Hence, the number of users opting online shopping also increased exponentially and the consumer demand towards online shopping platform continues to rise. Directly, E-commerce has increased and experienced an incomparable growth rate for a consumer business (B2C) via conventional retail. Because of this growth, there is no longer need for consumer to purchase goods and requirements by visiting the physical store. Lee, Md Ariff, Zakuan, & Sulaiman (2016) posited that online shopping becomes more famous among the consumers in Malaysia. The Malaysian Communications and Multimedia Commission (MCMC) estimate that in 2020, online retail sales in Malaysia projected to surpass 6.1% (RM22.6 billion). Based on the prediction given by MCMC, the internet keeps growing with the advancement of broadband and growth in term of disposable income. Moreover, 40% of the Malaysian population consists of Gen Y as reported by the MCMC in 2020. This explained that Gen Y represent the largest segment of the internet population in Malaysia. Gen Y exerts a strange interest on both academics and managers. In what has become current parlance, members of Gen Y are called Digital Natives, rather than Digital Immigrants (Hong et al., 2020; Zulkiffli, Hong, & Ramlee, 2017) since Gen Y is the first generation to have devoted their entire lives in the digital environment; information technology profoundly affects how the ways of life and working (Salim & Bahanan, 2022). Moreover, Gen Y vigorously shares, contributes, searches and consumes content to plus works and plays on social media platforms (Zulkiffli, Abd Sani, & Hong, 2021).

In general, online shopping refers to the practice of acquiring goods and services over the internet between two parties: the supplier and the buyer. Furthermore, customers can browse the online store and website at anytime and anywhere by using cell phones or Personal Computers (PC). Currently, the purchasing behaviour in the retailing industry began to shift gradually where the consumer began to buy the goods and services via internet-based acquiring instead of traditional purchase by visiting the physical store (Hong et al., 2020; Zulkiffli et al., 2021). Although there are benefits that can gained in online shopping, individuals either public even students still hesitate to do online shopping based on several barriers includes the genuine of products sell in online, the shopping experiences includes sensory experience, less webpage user-friendly and thought-provoking as stated by Jain and Kulhar (2019) and Glory (2022). Recently, majority of the consumer would favor convenience that makes life leisureier. From this perspective, the consumer begins to shift shopping pattern from conventional shopping to online shopping. Based on the study regarding the usage of internet and online shopping,

university students aged between 18- to 30-year-old are most common although they do not have adequate money for shopping, but they are on the top listed using internet as well as has great intent towards online shopping (Hong et al., 2020; Salim & Bahanan, 2022). In developed nations, the behaviour of online purchasing and individual intention are well studied, but in emerging countries like Malaysia, there are only few studies where online shopping is getting popularity among university students.

Indeed, online marketing constant growth to be generated and is used in exploring which concentrating on online consumer behaviour (Hong, Zulkiffli, Nawli, Md Radzi, & Redzuan, 2023). Since online shopping is growing globally, it is better to have a thorough understanding of customers to design better advertising strategies. As a replacement for traditional shopping, Malaysian consumer turning their shopping behaviour to online. This expansion of online shopping will create a new idea for researchers and marketers to perform a study regarding the existing trend of Malaysian purchasing intention. Alternatively, the exponential in online shopping offers chances for the consumer to engage in online selling. Recently, the number of online sellers grown more rapidly and formed an extremely viable marketplace. In this scenario, understanding the factors that influence purchase intention in online shopping among students at Universiti Malaysia Kelantan, City Campus becomes vital for online marketers to assist them in understanding the present market condition.

Literature Review

Purchase Intention

Akram, Junaid, Zafar, Li, and Fan (2021) indicate that purchase intention is the inclination to purchase a particular product in a particular purchasing environment. Akram et al., (2021) presented a comparable explanation stating that purchase intention is a choice-making procedure that indicates the motive why a customer purchases a particular product. Moreover, the researchers included that it is a complicated process in making a purchase decision. Online purchase intention is described as the construct that nurtures the potency of a customer's intention to purchase online (Salim & Bahanan, 2022). Salim and Bahanan (2022) added online purchase intention came from purchase intention due to the differentiation of shopping platforms. Hong et al. (2020) and Salim and Bahanan (2022) identified online purchase intention as the customers' readiness to buy through the internet. In general, the greater the desire to engage in behaviour, the more likely it will be carried out. However, it should be understandable that a purchase intention can only be shown in conduct if the activity is under volitional control, that is, if the individual may choose whether to perform the behaviour or not.

Attitude

Attitudes are learned and developed over a certain period and are often difficult to change but can be influenced by satisfying psychological motivation (Mathur, Tewari, & Singh, 2021). More specifically, attitudes change over time as individuals learn new concepts about the idea or object based on the personal evaluation (Mathur et al., 2021). In this study, attitude is understood as the assessment of the consumer about purchasing through online stores, following the work of Andrews and Bianchi (2013). Based on the theory of Reasoned Action (TRA), intentions are the result of the attitude toward certain behaviour the greater the positive attitude toward a behaviour, the greater the intention of carrying out the behaviour Bilal, Akram, Rasool, Yang, and Tanveer (2021) and Mathur et al. (2021). It is then expected that, if

the consumer's opinion of online shopping is positive, the consumer's desire to shop at online retailers will grow.

Subjective Norm

Subjective norms are based on an individual's opinion of what should or should not be done considering the potential reward or punishment for engaging in such activity. Thus, according to the study by Ha, Nguyen, Pham, and Nguyen (2021), subjective norms are defined in this research as the motivation a consumer receives from friends, family, and colleagues, to make purchases through online stores. Subjective norms are a construct that is commonly used as a precursor in decision-making. Ha et al. (2021) because people are more inclined to act if their role models think they should do. The research concerning the factors that influence the individual to make an online purchase is limited (Akar, 2021). However, studies such as that by Akar (2021) state that subjective norms from friends, family, and colleagues have a positive influence on buying online. According to the literature, consumers' online buy intention will be higher if they perceive their peers are in favors of making an online purchase. The evidence demonstrates the subjectivity inherent in customers' perceptions based on their culture.

Perceived Behavioral Control

Ajzen (1991) defines behavioral control or Perceived Behavioral Control as follows "this factor refresh to the perceived ease or difficulty performing the behavior and it assume to reflect past experience as well as anticipates impediment and obstacles", This indicates that these elements reflect perceptions that it will be difficult to decide whether to act or not, and that they are thought to be a reflection of previous experience and expectation of barriers. Behavior control specified in the form of self-efficacy is a condition where people believe that a behavior is easy or difficult to do (Yusuf, 2021; Zulkiffli et al., 2021). Individuals' choice of entrepreneurship over working for someone else, belief in their ability to self- manage their own business, leadership, and human resources all demonstrate behaviour control.

Methodology

Conceptual Framework

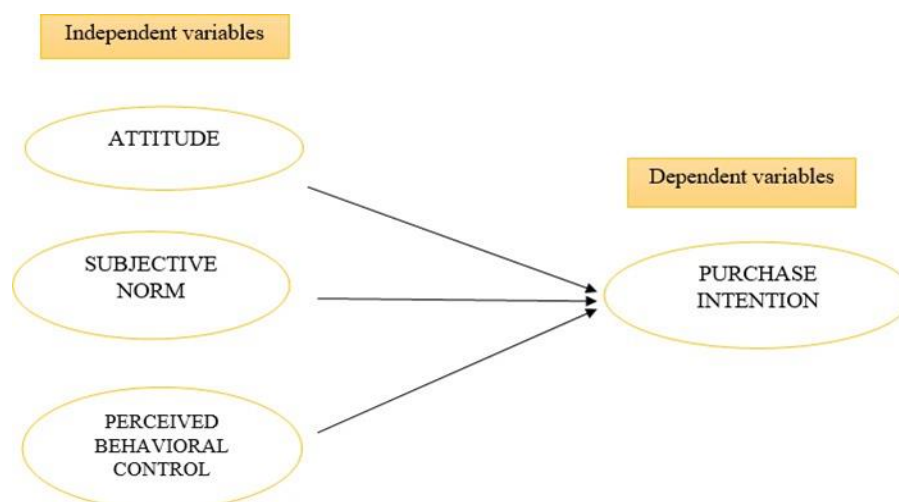


Figure 1: Conceptual Framework

Research Design

In this research design, a quantitative method was used by the researcher. The purpose of the quantitative method in this study is used by the researcher because the data obtained from this technique is more appropriate of conducting hypothesis testing.

Data Collection Method

The researcher used questionnaires as the method of data collection because it is more effective and efficient approach to gain information from the respondents. The primary data obtained is a key resource for this study which we could ensure that it is accurate in carrying out for this study by gathered from the questionnaire which answered by the student's Universiti Malaysia Kelantan, City Campus.

Sampling Design

Population

The target population in this study are the student of Universiti Malaysia Kelantan, City Campus. The population of the students of Faculty Entrepreneurship and Business is 3,583 students.

Sample Size

Sample is a subset of population. The sample size is 346 selected from students of Faculty Entrepreneurship and Business. The main reasons for the researcher to selected students of Faculty of Entrepreneurship and Business due to these students mainly are aged between 20 to 30 years old which aligned with the data that provided by the Malaysian. Communications and Multimedia Commission (MCMC) in 2018 stated that these age group are active online shoppers compare to other age group. Researcher was referring on the Krejcie & Morgan (1970)'s table and supposedly 346 questionnaires need to be distributed to the respondents to complete the research. Due to pandemic issue, the researcher tends to distribute the questionnaire through online form.

Sampling Technique

Sampling is a method of selecting a sub-group from a community to partake in the study. It is the technique of determining the number of people for research in such a path that the people choose to represent the large group from which they were chosen. The researcher in this study used probability sampling due to the availability of population numbers as stated by Mumtaz, Ting, Ramayah, Chuah, and Cheah (2017). The researcher uses this simple random sample approach is useful and suitable in this research since it uses a sampling methodology with an equal chance and probability of constantly being picked in the survey for each object, which is generally in populations.

A simple random sample is a subset of a statistical population in which each member of the subset has an equal probability of being chosen (Sekaran & Bougie, 2016). A simple random sample is meant to be an unbiased representation of a group. As with all probability sampling methods, simple random sampling allows the sampling error to be calculated and reduces selection bias (Sekaran & Bougie, 2016). A specific advantage is that it is the most straightforward method of probability sampling.

Research Instrument

The questionnaire was used as a research tool in this study. Questionnaire is recognized as the best research tool when a researcher is approached by a large number of people (Sekaran & Bougie, 2016). The questionnaire consists of and is divided into three part which are section A, section B and section C. Section A for demographic characteristics, section B for independent variable, section C for dependent variable. Hence, all items in section B and section C are adopted from Rameez and Kulathunga (2019) and been modified based on the theme of this study.

Finding and Discussion**Descriptive Analysis for Demographic****Table 1: Demographics Characteristic of the Respondents**

	N	%
Gender		
Female	211	58.0
Male	153	42.0
Age		
Below 20 years old	22	6.0
21-30 years	313	86.0
31-40 years	20	5.5
41 and above	9	2.5
Race		
Malay	266	73.1
Chinese	43	11.8
Indian	30	8.2
Others	25	6.9
Courses		
SAB	96	26.4
SAE	50	13.7
SAK	80	22.0
SAL	54	14.8
SAR	84	23.1
Year		
Year 1	31	8.5
Year 2	57	15.7
Year 3	100	27.5
Year 4	176	48.4
Favourite Platform for Online Shopping		
Online shopping application (Shopee & Lazada)	257	70.6

Online shopping for websites (Company Websites)	60	16.5
Social Media (Facebook & Instagram)	47	12.9
Frequency for Online Shopping		
Annually	58	15.9
Daily	30	8.2
Monthly	204	56.0
Weekly	72	19.8

Based on Table 1, most of respondents were female with 58.0% (N=211) while the minority were the male which consists of 42% (N=153). Besides that, there were total of four age categories. The result indicated the most respondents were from age group around below 20 years old, which consists of 6.0% (N=22). While for the group of 21-30 years old which consists of 86.0% (N=313) out of total 364 respondents. Followed by the age group around 31-40 years old which consists of 5.5% (N=20) and the last age group around 41 and above years old which consists of 2.5% (N=9).

In term of race, the highest number of respondents is Malay which is consists of 73.1% (N=266). The second highest is Chinese which consists of 11.8% (N=43). Then, Indian races respondents was consisting of 8.2% (N=30). While the small percentage reported being others race which are 6.9% (N=25). For respondent's courses section, the highest number of respondents is SAB students which is consists of 26.4% (N=96). The second highest is SAR courses which is consists of 23.1% (N=84). For the third highest is SAK which is consists of 22.0% (N=80). Next, SAL courses which consists of 14.8% (N=54). And last one for the smallest respondents is SAE which consists of 13.7% (N=50).

For the Year section, the highest number of respondents is Year 4 which consists of 48.4% (N=176). The second highest is Year 3 which consists of 27.5% (N=100). Then, for Year 2 is consists of 15.7% (N=57). And lastly, the smallest number of respondents is Year 1 which consists of 8.5% (N=31).

The highest number of respondents for the Favourite platform for online shopping section is Online shopping application (Shopee & Lazada) which consists of 70.6% (N=257). The second highest result for this section is Online shopping for websites (Company websites) which consists of 16.5% (N=60) and lastly is social media (Facebook & Instagram) which consists of 12.9% (N=47).

Last section is frequency of online shopping among students Universiti Malaysia Kelantan purchase by online shopping. The highest number of respondents is monthly frequency which consists of 56.0% (N=204). Next, result of respondent for weekly frequency is 19.8% (N=72). The third highest of respondents for frequency result is annually which consists of 15.9% (N=58) and the minority result were daily frequency which consists of 8.2% (N=30).

Reliability Analysis

Reliability analysis is the most crucial step in data analyzing that any researchers need to be done (Hair, Page, & Brunsveld, 2019). The primary purpose of reliability test is to determine the stability of the data that was gathered (Hair et al., 2019). The results were measured based on the range of the coefficient value which is explained as the value is higher than 0.70, it shows that the questionnaires are reliable and can be accepted as the measuring tool to measure the concept intended to be measured.

Table 2: Summary of Reliability Analysis

Variable	Number of Item	Cronbach's Alpha
Attitude	5	0.818
Subjective Norm	5	0.750
Perceived Behavioral Control	5	0.801
Purchase Intention in Online Shopping	5	0.704

Table 2 above shows the result of reliability analysis and the indicated of Cronbach's Alpha value for factors influencing attitude, subjective norm, perceived behavioral control and purchase intention in online shopping are more than 0.7 and it is considered as reliable stated by Hair et al. (2019).

Spearman's Correlation Analysis

Table 3: Summary for Spearman's Correlation Coefficient Analysis

Hypothesis	Spearman's correlation result
<i>H1</i> There is a significant relationship between attitude and purchase intention in online shopping among students at Universiti Malaysia Kelantan, City Campus.	$r = 0.692$ $p < 0.01$ Supported
<i>H2</i> There is a significant relationship between subjective norm and purchase intention in online shopping among students at Universiti Malaysia Kelantan, City Campus.	$r = 0.664$ $p < 0.01$ Supported
<i>H3</i> There is a significant relationship between perceived behavioral control and purchase intention in online shopping among students at Universiti Malaysia Kelantan, City Campus.	$r = 0.725$ $p < 0.01$ Supported

Table above shows the relationship between all independent variables and purchase intentions in online shopping among students at Universiti Malaysia Kelantan. Based on the table above, all independent variables are significant towards purchase intention in this study due to the p-value is less than 0.05. Moreover, the coefficient value in this table showed that perceived behavioral control has high positive relationship on purchase intention ($r = 0.725$) while attitude

($r=0.692$) and subjective norms ($r=0.664$) have moderate positive towards purchase intention. Thus, this table supported that all three hypotheses in this study are accepted.

Conclusion

As a conclusion, the present study focuses on the factors influencing customers purchase intention in online shopping among students at Universiti Malaysia Kelantan, City Campus. The discussion of the major findings concluded that all hypotheses were supported and positive relationship this research achieved its objective which is to identify the factors influencing customers purchase intention in online shopping among students at Universiti Malaysia Kelantan, City Campus. In summary, the finding of the research showed that the understanding is the main factors that influence consumers' attitude among students to purchase in online shopping. This reveals that a good understanding will bring to more good practices in activities in consuming online shopping. From the analysis that was conducted, there were significant relationships between all independent variables (attitude, subjective norm and perceived behavioral control) towards purchase intention in online shopping among students at Universiti Malaysia Kelantan, City Campus. Thus, the research had been proven that there is a slightly impact on the knowledge and understanding that influences customers purchase intention in online shopping.

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