

DOES GEN Y SHOP ONLINE? DISCOVERING THEIR PURCHASE INTENTION

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Abstract: *The impact of Covid 19 has increased the frequency of online shopping at a tremendous rate. By adapting the theory of Technology Acceptance Model, this study is conducted to examine the relationship between perceived ease of use, perceived usefulness and perceived value towards online purchase intention among Generation Y in Malaysia. The study was conducted quantitatively and opts for the judgmental sampling technique under non-probability sampling. An online survey was conducted with 164 valid responses. Data were analyzed using SPSS software version 22. Results revealed that all independent variables (perceived ease of use, perceived usefulness and perceived value) positively influence online purchase intention among Shopee users. Thus, the results of the study confirm the usability of TAM theory in measuring online purchase intention. This study provides valuable insight for marketers, academicians and practitioners about the drivers of online consumers' purchase intention. Furthermore, this study also postulates valuable insight into the literature by incorporating the perceived value in the existing model.*

Keywords: *Perceived ease of use, perceived usefulness, perceived value, online purchase intention, Generation Y*

Introduction

The outbreak of Covid-19 has created a new wave of digital-enabled businesses and online shopping activities among consumers. E-commerce activities have raised dramatically that reached up to 87 per cent from 2020 to 2021 and Malaysia recorded 88 per cent of digital users, which is the highest percentage in South East Asia (Zainuddin, 2021). Additionally, statistics also showed that Malaysian citizens shop online at 57 per cent higher than before the pandemic (Ministry of Domestic Trade and Consumers Affairs, 2020). The increase in online shopping activities also triggered a huge response from offline and traditional sellers. The growth of online platforms also creates unlimited opportunities for online transactions due to many advantages as compared to offline shopping such as countless flexibility, market grasp, varied product line, minor cost structures, smooth transactions, convenience and customization (Yadav et al., 2019).

An online marketplace is similar to going to a physical market, however it is in the form of a digital environment. The movement of the digital environment introduces the application of e-commerce in consumers' daily lives where most products can be purchased through mobile technology or applications. Most businesses nowadays have to divert their business transactions online due to a larger target market and high consumer acceptance of these online purchase activities (Azad et al., 2018). Shopee is one of the leading e-commerce mobile application platforms in Southeast Asia (Napitupulu et al., 2018). It provides customers with an easy, convenient, secure, and fast online shopping experience through durable payment and fulfilment support (City, 2019).

Despite its flexibility and convenience characteristics, the exposure of consumers' data such as details of consumers' identification for their bank accounts has led to security issues and must be taken into consideration. A report has shown that Malaysian citizens lost RM58 million to online shopping scams equivalent to 8162 online shopping fraud cases in the first ten months of 2020 (Perimbanayagam, 2021). These huge numbers give serious implications for online shoppers. Furthermore, bad services given by online sellers such as poor product quality, improper information displayed on the sellers' website and delayed response (Wowor et al., 2019) also lead to dissatisfaction among consumers. Considering this matter, this study is conducted to examine the online purchase intention between Generation Y (people who born between 1981 to 1996) (Dimock, 2019) in Malaysia. This study adapted the theory of Technology Acceptance Model (TAM) to further discuss the context of online purchase intention between Generation Y in Malaysia.

The writing of this article is divided into several sections. In the following section, a literature review of past studies relating to the TAM theory and all variables were discussed to develop the study hypotheses. Then, a conceptual framework was developed and followed by the methodology section. Later, the research findings were presented to answer all hypotheses and the following section presented the discussion of the findings. At the end of the section, limitations and future research directions were highlighted.

Literature Review

Technology Acceptance Model (TAM)

This study is supported by the theory of Technology Acceptance Model (TAM). This theory predicts how people accept and use technology and influence their decision making from various factors such as perceived ease of use, perceived usefulness and intentions (Davis 1989).

The objective of this theory is to describe the influential factors that are commonly accepted by the online marketplace system's technology. The TAM theory speculates that individuals who use technology are determined by their intentions, and the intention is further distinguished by perceived ease of use and perceived usefulness (Asaad, 2019). Additionally, a past study also adapted TAM theory as an underpinning theory and found this theory is the best and most suitable theory to describe technology acceptance in online marketplace research (Najib & Siddiqui, 2019). In the current research context, this study adapted TAM theory to measure online purchase intention between Generation Y in Malaysia where the technology system, which is Shopee website was chosen as the online platform.

With regards to e-commerce buying activities, it is assumed that normative social influence gives an impact on the individual to make a buying decision. When a consumer is normatively influenced, they care about the views, desires, wishes and aspirations of the influencers and tend to behave in line with them. The tendency to adhere to the desires of others forms the purchase decision of a consumer. Additionally, past research also found that people put higher trust in their online peers rather than the traditional advertisements made by the business platforms studies (Ye et al., 2019). Based on the previous justification, the following hypothesis is postulated:

Perceived Ease of Use

According to Davis (1989), perceived ease of use was an individual believes using a particular system such as technology that is free from physical and mental efforts. Furthermore, perceived ease of use can increase trust in the online marketplace once consumers are willing to make payments when constructing their exchange relationship (Sullivan & Kim, 2018). Besides, perceived ease of use can assist in building long-term exchange relationships between consumers and the online marketplace (Hansen et al., 2018). In the current research context, perceived ease of use is a belief of individuals from Generation Y consumers while using Shopee platform in conducting online purchase activities. Therefore, Generation Y can distinguish particular technology, Internet functions, access websites, and the flexible of web-interface that is easy to use (Hanjaya et al., 2019). Besides, perceived ease of use has been an essential factor in the acceptance of new technologies. The user-friendly feature shows the attempts of Generation Y to the perceived ease of use, whereas the level of their effort is the same as they can easy to understand use the operators' website (Hansen et al., 2018). This is because the users from Generation Y will interact with online operators and sellers constantly through the website interface. Therefore, if less effort was used in configuring the website, the consumers were able to use the online operator's website in an effective way (Hanjaya et al., 2019). Based on this justification, the following hypothesis is postulated:

H1: There is a significant relationship between perceived ease of use and online purchase intention in Shopee between Generation Y

Perceived Usefulness

According to Davis (1989), perceived usefulness describes a person's belief in using a certain system that can enhance their work performance. The perceived benefits and supportable advantages of online purchases were identified as perceived usefulness. Besides, perceived usefulness requires delivering useful information and helping consumers complete their tasks on the website easily and efficiently (Hanjaya et al., 2019). Additionally, low-cost advantage can lead to the concept of perceived usefulness. The benefits of an online purchase from online operators as compared to a physical store can also lead to perceived usefulness. The efficiency

of transactions for online operators is another supportive factor for the perceived usefulness (Fu et al., 2018). Furthermore, based on past studies, perceived usefulness refers to individuals' guarantees that online store brands can meet their requirements, have a good outcome as promised, and genuinely care about their consumers (Hanjaya et al., 2019). Moreover, the usefulness of online operators depends on the effectiveness of technology and the level of the services delivered by the online operators and sellers (Biucky & Harandi, 2017). With regards to the context of current study, it assumes that Generation Y can get benefit by using Shopee platform based on their interaction with Shopee website. Besides, usefulness is also being measured in terms of the perception of Generation Y performing a behavior to gain specific rewards as expected. However, some services may not be as convenient and useful as in physical stores, such as direct comparison among various products that involve tasting, smelling, or sense. Therefore, perceived usefulness might change the attitudes of Generation Y toward online purchase intention (Suleman & Zuniarti, 2019). Based on this justification, the following hypothesis is constructed:

H2: Perceived usefulness positively affects online purchase intention using Shopee between Generation Y consumers.

Perceived Value

Perceived value can be described as the perspective of money, quality, interest, and social psychology while using online operators (Lin et al., 2017). Besides, it can integrate more rational aspects of attitudes, such as economic value for money, convenience, and time-saving assessment. According to Lin et al. (2017), perceived value can be described as a customer's general judgment of the net worth of the products or services, based on their assessment of what they receive, which are benefits provided and what is given, and also the costs or sacrifice in obtaining and operating the service. Furthermore, the monetary perspective specifies that value is created when less is paid, such as by using coupons, free shipping, cash back, or promotions and discounts for various items in the online operators (Eggert et al., 2018). Additionally, other research has found that perceived value is the difference between the money paid and the quality of certain products (Keshavarz & Jamshidi, 2018). Specifically, when a smaller amount of money is paid for a high quality product, a positive perceived value would be created. In other words, customers might cognitively assimilate their perceptions of what they have to pay and what they will get to gain good products or services (Tsao et al., 2016). Besides, an improvement of the perceived value in the relationship between consumer and seller is based on social psychology, namely expectation and dependence of the consumer, that the seller can deliver a good product or service that will be competent to match or even exceed their preferences and expectations regularly. In the current research context, it assumes that Generation Y received perceived value due to minimum time saving required and also scarififying costs that they can omit while doing online purchase activities. Based on the previous justification, the following hypothesis is developed:

H3: Perceived value positively affects online purchase intention in Shopee between Generation Y.

Based on past empirical findings justification, this study proposed the following conceptual framework.

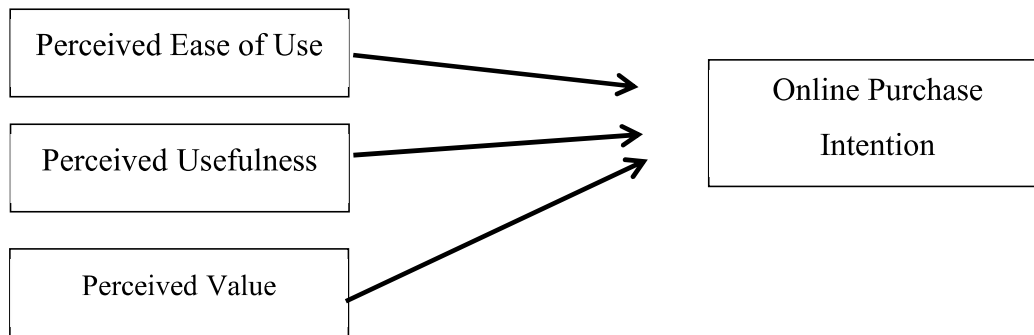


Figure 1: Conceptual Framework

Methodology

This study opts for a quantitative research method and uses an online survey as the instrument for data collection procedure. To meet the research objectives, this study conducted a correlational study where the researchers attempt to look for the relationship between variables (perceived ease of use, perceived usefulness and perceived value) towards online purchase intention. Data is collected using judgmental sampling under non-probability sampling where the researchers set screening questions focus on those who experienced purchasing online and fall under Generation Y consumers. Generation Y selected in this study because this group of consumers was the biggest contributor to online purchase activities compared to other generations (Muda et al., 2016). The questionnaire divided into four main sections that begin with two screening questions, followed by Part A, indicate the demographic profile of the respondents, Part B related with independent variables and Part C was related to dependent variable. The instrument used a 5-point Likert scale ranging from 1, which strongly disagrees and 5, which strongly agrees.

Regarding the sample size, this study follows Chin (1998) suggestion where the calculation of the sample size is based on power analysis using G*Power software version 3.1. G*Power determines the minimum sample size based on statistical power analysis (Faul et al., 2007). Thus, based on three maximum indicators (perceived ease of use, perceived usefulness and perceived value) that point to one construct (online purchase intention), it was suggested a minimum of 77 samples were required in this study. Thus, 175 responses seem appropriate to run data analysis for this study.

Findings and Analysis

Demographic Profile

This study collected 175 responses and only 164 were usable after conducting data cleaning procedure. Table 1 presents the demographic profile of the respondents categorized under gender, race, educational level and monthly. Overall, female respondents showed the highest score with 61.6 per cent and Malay was the biggest response of this study with 75.6 per cent. Additionally, for education level, the undergraduate level showed the highest percentage with 48.8 per cent. In terms of employment status and income level, most respondents are students (43.3 per cent) and have income below RM2500.

Table 1: Demographic profile

Profile	Category	Frequency	Percentage
Gender	Male	63	38.4
	Female	101	61.6
Race	Malay	124	75.6
	Chinese	17	10.4
	Indian	11	6.7
	Others	12	7.3
Education Level	High school	42	25.6
	Diploma	18	11.0
	Undergraduate degree	80	48.8
	Postgraduate degree	10	6.1
	Doctor of philosophy	3	1.8
	Others	11	6.7
Employment Status	Full time	37	22.6
	Part-time	13	7.9
	Unemployed	22	13.4
	Student	71	43.3
	Self-employed	21	12.8
Monthly Income	Below RM 2,500	113	68.9
	RM 2,500-RM 4,999	20	12.2
	RM 5,000-RM 9,999	25	15.2
	RM 10,000-RM 15,000	3	1.8
	Above RM 15,000	3	1.8

Descriptive Analysis

Table 2 presents the number of respondents, mean and standard deviation of independent variables and dependent variable. For the independent variables, the highest mean was the perceived ease of use, which is 4.62, followed by perceived usefulness, where the mean is 4.59, and lastly the perceived value, which is 4.55. As for the dependent variable, the mean for online purchase intention in Shopee is 4.54. Overall, the responses for all variables indicate strongly agree with each item in the instrument.

Table 2: Descriptive Statistics for Independent Variables and Dependent Variable

Descriptive Statistics

Variables	N	Mean	Std. Deviation
Perceived Ease of Use	164	4.62	0.419
Perceived Usefulness	164	4.59	0.440
Perceived Value	164	4.55	0.503
Online Purchase Intention in Shopee	164	4.54	0.496

Reliability Analysis

Table 3, Table 4 and Table 5 presented Spearman correlation coefficient results computed to assess the relationship between perceived ease of use, perceived usefulness and perceived value towards online purchase intention. If the p-value was less than 0.05, there was a statistically significant correlation between all independent variables and dependent.

Table 3: Spearman Correlation for Perceived Ease of Use and Online Purchase Intention

Correlations			Perceived Ease of Use	Online Purchase Intention
Spearman's rho	Perceived Ease of Use	Correlation Coefficient	1.000	0.690**
		Sig. (1-tailed)	.	0.000
		N	164	164
	Online Purchase Intention	Correlation Coefficient	0.690**	1.000
		Sig. (1-tailed)	0.000	.
		N	164	164

** . Correlation is significant at the 0.01 level (1-tailed).

Table 4: Spearman Correlation for Perceived Usefulness and Online Purchase Intention

Correlations			Perceived Usefulness	Online Purchase Intention
Spearman's rho	Perceived Usefulness	Correlation Coefficient	1.000	0.677**
		Sig. (1-tailed)	.	0.000
		N	164	164
	Online Purchase Intention	Correlation Coefficient	0.677**	1.000
		Sig. (1-tailed)	0.000	.
		N	164	164

** . Correlation is significant at the 0.01 level (1-tailed).

Table 5: Spearman Correlation for Perceived Value and Online Purchase Intention

Correlations			Perceived Value	Online Purchase Intention
Spearman's rho	Perceived Value	Correlation Coefficient	1.000	0.803**
		Sig. (1-tailed)	.	0.000
		N	164	164
	Online Purchase Intention	Correlation Coefficient	0.803**	1.000
		Sig. (1-tailed)	0.000	.
		N	164	164

** . Correlation is significant at the 0.01 level (1-tailed).

The results showed the relationship between perceived ease of use and online purchase intention is a moderate positive correlation because value of the coefficient is 0.690. Similarly, the relationship between perceived usefulness and online purchase also shows a moderate positive correlation where value of the coefficient is 0.677. Meanwhile, the relationship between perceived value and online purchase intention showed a high positive correlation with a coefficient value of 0.803. Thus, from the results, all hypotheses tested through Spearman correlation analysis showed significant relationships between perceived ease of use, perceived usefulness and perceived value towards online purchase intention. Hence, H1, H2 and H3 are accepted.

Discussion and Conclusion

The study was conducted to measure the relationship between perceived ease of use, perceived usefulness and perceived value towards online purchase intention between Generation Y in Malaysia. By adapting the TAM theory, Shopee was chosen as the online purchase platform in this study. Overall, results showed that all independent variables have a positive impact towards online purchase intention. Specifically, for perceived ease of use, the result was consistent with past research findings that indicated perceived ease of use significantly contributed to online purchase intention (Ananda et al., 2020; Hanjaya et al., 2019; Moslehpour, et al., 2018). According to Ananda et al. (2020), perceived ease of use could reduce customers' efforts to learn the system or technology because customers believe that the system or technology is easy to understand. The more frequently the system or technology is used, the more it is to be acknowledged, easier to operate, and easier to use to make customers interested in making a purchase.

Moreover, for perceived usefulness, the results are also consistent with prior research findings that showed a positive relationship between perceived usefulness and online purchase intention (Lim et al., 2016; Moslehpour et al., 2018; Sawitri & Giantari, 2020). According to Lim et al. (2016), the consumer attained perceived usefulness when they learned that individuals' performance would improve by using a system, as opposed to when they had not experienced the advantage of a system or technology (Pursel et al., 2016). The systems in e-commerce settings mostly help customers to find suitable information to stimulate their purchase intention.

Similarly, for perceived value, the results of the study were also supported by past research findings (Asshidin, et al., 2016; Nggai & Anandya, 2020; Gan & Wang, 2017) that indicated perceived value positively affects online purchase intention. According to Asshidin et al. (2016), perceived value is higher-level goals that encourage and stimulate the consumers' behavior and online purchase intention. The intention to make an online purchase is primarily based on a value judgment resulting from past consumption experiences that helped customers accomplish their aims (Pham et al., 2018). Besides, purchase intention of customers is determined by the level to which the product's perceived value reaches their expectations (Gan & Wang, 2017). Therefore, the findings of this study affirm the viability of TAM theory in measuring online purchase intention in Malaysia.

Limitations and Future Research Direction

This study is not beyond its limitations. Nevertheless, the limitations presented in this study can become further research directions in the future. Specifically, this study was conducted quantitatively to measure the relationship between variables adapted from the theory of the Technology Acceptance Model and online purchase intention. Thus, future studies can apply mixed-method research to gather deeper insights into the issue of online purchases from a group

of customers. Mixed method approach is beneficial to gather deeper insight on consumers' responses towards their online shopping experience. Moreover, the context of the study only focuses on online shoppers through Shopee platforms. Therefore, future research can be conducted to study other online platforms such as Lazada, Amazon and others due to different platforms have different interface and functions that offer different experiences and satisfaction for consumers. Thus, the results might be differed for each online platform consumers engaged with and thus, directly enrich future literature on this matter.

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