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CONFERENCE PROCEEDING

KUALA LUMPUR, MALAYSIA

1ST INTERNATIONAL CONFERENCE ON SOCIAL SCIENE, INNOVATION, TECHNICAL AND VOCATIONAL EDUCATION (1st ICSITVE 2023)

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FACTORS INFLUENCING THE USE OF E-COMMERCE PLATFORMS DURING THE PANDEMIC OF COVID-19

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Abstark:*The purpose of this study is to determine the relationship between subjective norms, pandemic concern, awareness easy to use and affection of society towards the adoption of E-commerce during the pandemic. This study trying to prove hypothesis of the relationship of between subjective norms, pandemic concern, awareness easy to use and affection of society towards the adoption of E-commerce during the pandemic. The sample size for this research is 384 based on a table of Krejcie & Morgan (1970). The respondents are from different age, gender and employment status. The data gathered for this study though questionnaire distributed to respondents and the data analysed using reliability test, descriptive analysis, demographic analysis, normality test and Spearman's Correlation. A software program using the Statistical Package for the Social Science (SPSS) evaluated the data obtained from the questionnaires. This study found that there was a significant relationship between subjective norms, pandemic concern, awareness easy to use and affection of society towards the adoption of E-commerce during the pandemic.*

Keywords*: E-commerce, subjective norms, pandemic concern, awareness easy to use and affection of society.*

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Introduction

The pandemic of Covid-19 has led to the rapid growth of electronic commerce which is known as e-commerce. Using of Internet, individuals and organisations can transact electronically anywhere in the world. The information can be requested and provided, orders placed and filled, products can be delivered and services performed. According to Rayport and Sviokla 1995,p.75 business today competes in two worlds, which are physical world of resources that managers can see and touch and a virtual world made of information.

Besides that, in a study which is conducted by Ha Lau Ching & Paul Ellis (2004) the adoption of e-commerce defined as using Internet-related applications to support marketing operations, management and decision making in business. When Covid-19 occurred during March 2020, there are more than 50% of customers who reduced their frequency of visiting physical stores, 80% reduced their occasions of out-of-home consumption and 39% bought more frequently from online shopping channels, according to research carried out by Nielson.

PROBLEM STATEMENT

E-commerce is using of Internet by individuals and organisations to transact electronically anywhere in the world. It also define as buying and selling of good or services via internet to complete the sales. The adoption of e-commerce is due to several factors.

Subjective norms are one of the factor influence the adoption of e-commerce during pandemic. According to (Akar 2021), subjective norms define as person's notion that depends on his or her friends, family and household to interact or not to engage in a particular behaviour. Besides that we cope with subjective norms as clients' perceptions of whether online buying is recognized, encouraged and implemented by using the clients' circle of influence (Pavlou and Fygenson 2006). So, the social agencies or essential humans undoubtedly affect customers' desire. Family and friends constantly encourage to follow the Covid-19 preventative strategies in purchasing, and also brought about the patron's pick out e-commerce with the occurrence and unfold of Covid-19.

Pandemic concern also become a factor influence the adoption of e-commerce. Covid-19 has changed everything across the world. It's include people life too. People use their emotions to face any crisis and changes in their lives (Long and Khoi 2020). Most of the people prefer e-commerce during the pandemic to avoid pandemic risks. Additionally they have to wear mask, sanitize their hands and keep social distancing when they visit physical stores. So, they feel better to buy their needs through online. Moreover, with the occurrence and spread of Covid-19, lockdowns and peoples' concerns of disease infection encourage them to use e-commerce platforms.

Next, the other factor that influence the adoption of e-commerce is awareness easy to use (Pham, Do Thi et al. 2020). During Covid-19 pandemic, the situation is changing rapidly. Many businesses was shutting down and many workers also facing new challenges. So, people changed their shopping behaviours. In our country, all the cities are going under lockdowns and public places are avoided by the customers. But necessary essentials is becoming new normal. So, to get their needs, they have to choose an easy way which is prevent them from going out to avoid the infection of Covid-19. Expert shoppers who can use modern technology proficiently would feel easier to purchase everything on the Internet and they might tent to opt for more online shopping.

The last factor is affection of society. Information from the community and society is taken into consideration to impact customers' goal to choose to keep online, mainly feedback or law suits from human beings who have purchased products before. Before purchase a product from E-commerce platforms, customers usually read the reviews from the other customers. They also choose a product which is highly rated by others. When there are positive comments, that product will be mostly sold. That product also rated 4 or 5 stars by the customers.

Research Question

RQ 1: What is the relationship between subjective norms and the adoption of E-commerce?
RQ 2: What is the relationship between pandemic concern and the adoption of E-commerce?
RQ 3: What is the relationship between awareness easy to use and the adoption of E-commerce?
RQ 4: What is the relationship between affection of society and the adoption of E-commerce?

Research Objectives

RO 1: To determine the relationship between subjective norms and the adoption of E-commerce.
RO 2: To determine the relationship between pandemic concern and the adoption of E-commerce.
RO 3: To determine the relationship between awareness easy to use and the adoption of E-

commerce.
RO 4: To determine the relationship between affection of society and the adoption of E-commerce.

Significance Of Study

The aim of this study is used as a guideline to research which is related with the factors that influence the adoption of e-commerce during this pandemic. Since we face Covid-19 pandemic, people use e-commerce to purchase their needs.

Literature Review

Subjective norms

Subjective norms are one of the factor influence the adoption of e-commerce during pandemic. According to (Akar 2021), subjective norms define as person's notion that depends on his or her friends, family and household to interact or not to engage in a particular behaviour. Besides that we cope with subjective norms as clients' perceptions of whether online buying is recognized, encouraged and implemented by using the clients' circle of influence (Pavlou and Fygenson 2006). So, the social agencies or essential humans undoubtedly affect customers' desire. Family and friends constantly encourage to follow the Covid-19 preventative strategies in purchasing, and also brought about the patron's pick out e-commerce with the occurrence and unfold of Covid-19.

Pandemic concern

Pandemic concern also become a factor influence the adoption of e-commerce. Covid-19 has changed everything across the world. It's include people life too. People use their emotions to face any crisis and changes in their lives (Long and Khoi 2020). Most of the people prefer e-commerce during the pandemic to avoid pandemic risks. Additionally they have to wear mask, sanitize their hands and keep social distancing when they visit physical stores. So, they feel better to buy their needs through online. Moreover, with the occurrence and spread of Covid-19, lockdowns and peoples' concerns of disease infection encourage them to use e-commerce platforms.

Awareness easy to use

Other factor that influence the adoption of e-commerce is awareness easy to use (Pham, Do Thi et al. 2020). During Covid-19 pandemic, the situation is changing rapidly. Many businesses was shutting down and many workers also facing new challenges. So, people changed their shopping behaviours. In our country, all the cities are going under lockdowns and public places are avoided by the customers. But necessary essentials is becoming new normal. So, to get their needs, they have to choose an easy way which is prevent them from going out to avoid the infection of Covid-19. Expert shoppers who can use modern technology proficiently would feel easier to purchase everything on the Internet and they might tent to opt for more online shopping.

Affection of society

Information from the community and society is taken into consideration to impact customers' goal to choose to keep online, mainly feedback or law suits from human beings who have purchased products before. Before purchase a product from E-commerce platforms, customers usually read the reviews from the other customers. They also choose a product which is highly

rated by others. When there are positive comments, that product will be mostly sold. That product also rated 4 or 5 stars by the customers.
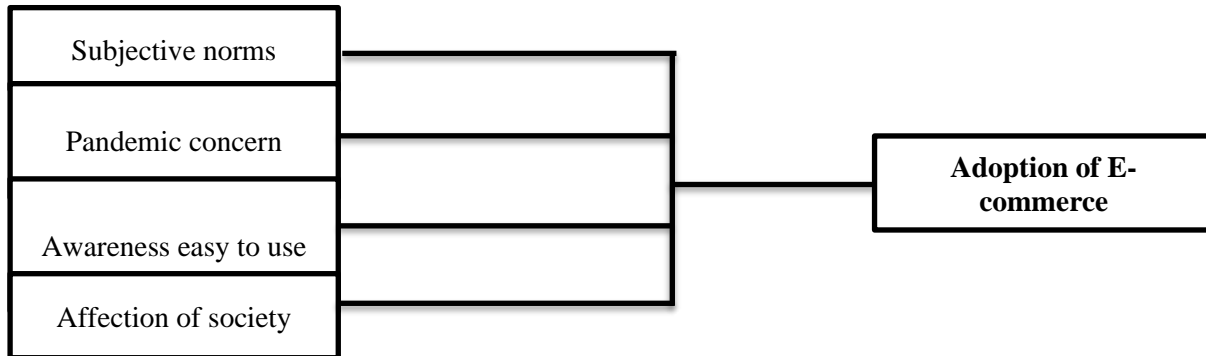
Conceptual Framework

Figure 1: Conceptual Framework

Hypotheses statement
H1: there is a relationship between subjective norms and the adoption of e-commerce.
H2: there is a relationship between pandemic concern and the adoption of e-commerce.
H3: there is a relationship between awareness easy to use and the adoption of e-commerce.
H4: there is a relationship between affection of society and the adoption of e-commerce.

Research Methods

Research Design
In this study quantitative research design is used to collect the data. In quantitative research, the researcher makes use of standardized questionnaires or experiments to gather numeric information. Quantitative research is carried out in a greater structured environment that frequently lets in the researcher to have manipulate over study variables, environment, and studies questions. Quantitative research may be used to decide relationships among variables and consequences. Quantitative research includes the development of a hypothesis – a description of the predicted end result, relationship, or predicted final results from the query being researched (Rutberg and Bouikidis 2018).

Data Collection Methods
In this research primary data collection methods used to collect the data. Questionnaires are created and will be answered by the individuals who are using e-commerce to purchase their needs during the pandemic.

Sample Size
According to the sample size table by Krejcie & Morgan (1970), 384 respondents will be chosen from the population to determine relationship between subjective norms, pandemic concern, awareness easy to use and awareness of price and cost towards the adoption of E-commerce.

Sampling Techniques

In this study non-probability sampling is used. Non-probability sampling defined as a sample of members or cases ought not to be representative or random, but a clear method of reasoning is required for the incorporation of a few cases or people or maybe than others. From the non-probability sampling, I choose convenience sampling which is choose the respondent who is not difficult to be available or already are there (Taherdoost, 2016). I choose convenience sampling due to lack of time to find out specific participants and I collected data from the respondents of the population who were available to provide it. I choose respondents from the group who has been experienced by online purchasing where those are available to participate in this research. The respondents required to answer questionnaire distributed using google form to make easy for collect data. I choose social media platforms such as WhatsApp, Facebook and Telegram to share the google form to the respondents. The sample size is based on experience customer purchasing through social media in Malaysia, where they are from different region in Malaysia, age and gender.

Research Instrument Development

Questionnaire is a bunch of questions including space provided to answer it where the purpose is to gather data from respondents (Etikan & Bala, 2017). There will be totally three sections to be answered by respondents. Section A is to collect the respondent's personal data such as age, gender, region, employment status and marital status. For section B, will have questionnaire for five parts which is user experience, online review, frequency of visit, quality of content and instafamous. The section C will consist questionnaire regards social media marketing towards customer engagement. There will consist of a Liker Scale to make easier for the respondents to answer the questionnaire. The respondents may tick an option in Liker Scale. To make easier data collection, the questionnaire in the google form spread through online survey in social media so that will get many respondents.

Procedure For Data Analysis

Data analysis is the process of collecting, evaluating, transforming, and modelling data with the purpose of finding useful information, informing conclusions, and supporting decision making. This study was analysed using the Statistical Package for Social Science (SPSS) system. All results are presented in the form of tables, pie charts, and graphs. The results of the research presented in this research are to explain the answer to the research question is what the factors that influence the adoption of E-commerce during the pandemic. To answer the research question, the researcher used descriptive statistics to answer the research questions A, B, and C to explain the background of the respondents, questionnaire regarding social, speculative, and internal, external and environmental factors. Analysis of data from Google form is done through the frequency distribution process which is to show frequency and per cent. In this study, respondents are who use E-commerce platforms to purchase their needs during Covid-19 pandemic because it easy for researchers to finds the information and collecting data specifically.

Data Analysis And Findings

Preliminary Analysis (Pilot Test)

Table below shows the independent variable such as subjective norms, pandemic concern, awareness easy to use and affection of society.

Table 1: Result from Pilot Test of Reliability Test for Independent and Dependent Variables

Variables	No. of items	Cronbach's Alpha
Subjective norms	3	0.871
Pandemic concern	4	0.790
Awareness easy to use	5	0.898
Affection of society	3	0.726
Adoption of E-commerce during pandemic	3	0.671
Total outcome	**18**	**0.948**

Demographic Profile Of Respondents

The tables below indicates the respondent's demographic profile as stated in section A of the questionnaire distributed.

Table 4.2.1 Age

Age	Frequency (n)	Percentage (%)
15-24	239	62.2
25-34	112	29.2
35-44	23	6
45-54	10	2.6
55 and above	0	0
Total	**384**	**100**

Table 4.2.2 Gender

Gender	Frequency (n)	Percentage (%)
Female	198	51.6
Male	186	48.4
Total	**384**	**100**

Table 4.2.3 Occupation

Occupation	Frequency (n)	Percentage (%)
Students	124	32.3
Employed	187	48.7
Self-employed	68	17.7
Unemployed	5	1.3
Total	**384**	**100**

Table 4.2.4 Average expenditure/month

Expenditure/month (RM)	Frequency (n)	Percentage (%)
0 – 1500	122	31.8
1501 – 2000	140	36.5
2001 – 2500	86	22.4
2501 and above	36	9.4
Total	**384**	**100**

Descriptive Analysis

Independent Variables And Dependent Variable
The table below show the mean and standard deviation.

Table 4.3.1: Descriptive statistics

Variables	Mean	Standard Deviation
Subjective norms (IV)	4.19	0.534
Pandemic concern (IV)	4.19	0.542
Awareness easy to use (IV)	4.22	0.549
Affection of society (IV)	4.22	0.621
Adoption of E-commerce (DV)	4.27	0.55

Independent Variable: Subjective Norms
The Mean and the Standard Deviation of independent variable for subjective norms are shown in the table below.

Table 4.3.2: Subjective norms (independent variable)

Item Description	N	Mean	Standard Deviation
The people who are important to me think that I need to shop online.	384	4.17	0.781
The people who are important to me approve of my online shopping.	384	4.24	0.776
The people who are important to me think online shopping is a good idea.	384	4.17	0.757

Independent Variable: Pandemic Concern
The Mean and the Standard Deviation of independent variable pandemic concern are shown in the table below.

Table 4.3.3: Pandemic concern (independent variable)

Item Description	N	Mean	Standard Deviation
I think that the relevant laws and rules should be enforced more strongly.	384	4.17	0.823
I think that significant changes are necessary for social life.	384	4.20	0.784
I think that a major policy change in the economic field is required.	384	4.18	0.816
I think that a major policy change in healthcare is required.	384	4.22	0.780

Independent Variable: Awareness Easy To Use

The Mean and the Standard Deviation of independent variable for awareness easy to use are shown in the table below.

Table 4.3.4: Awareness easy to use (independent variable)

Item Description	N	Mean	Standard Deviation
I have the knowledge and skills to shop online.	384	4.22	0.804
It is easy for me to shop online when I consider my online shopping experience.	384	4.18	0.801
E-commerce is easy to use.	384	4.21	0.802
E-commerce is clear and understandable.	384	4.19	0.800
E-commerce saves me lot of time and energy.	384	4.28	0.822

Independent Variable: Affection Of Society

The Mean and the Standard Deviation of independent variable for online review are shown in the table below.

Table 4.3.5: Affection of society (independent variable)

Item Description	N	Mean	Standard Deviation
Feedbacks from the people encouraged me to purchase through E-commerce.	384	4.23	0.800
Reviews from other users can change my attitude E-commerce usage.	384	4.21	0.839
Positive comments by the user before encouraged me to use E-commerce.	384	4.22	0.818

Dependent Variable: Adoption Of E-Commerce During The Pandemic

The Mean and the Standard Deviation of dependent variable for adoption of E-commerce during the pandemic are shown in the table below.

Table 4.3.6: Adoption of E-commerce during the pandemic (dependent variable)

Item Description	N	Mean	Standard Deviation
I will recommend to my friends and relatives using the E-commerce in the future.	384	4.34	0.701
I intend to use E-commerce platforms in my daily life.	384	4.37	0.726
I will use E-commerce platforms daily.	384	4.09	0.852

Validity And Reliability Test

In this study, a reliability test was performed among 384 customer who has experience in purchasing through E-commerce platforms such as Shopee and Lazada. They are provided with questionnaire through social media. The result used to view the reliability. The closer the reliabilities coefficient gets to 1.0, the better the element. Based on the table, first independent variable which is subjective norms has 0.458, second independent variable which is pandemic concern has 0.604, third independent variable which is awareness easy to use has 0.712, fourth independent variable which is affection of society has 0.630, and dependent variable which is adoption of E-commerce has 0.538. The total outcome for reliability test towards all the variables were 0.879. Therefore, all of the variables are excellent reliable.

Table 4.4.1: Result Test of Reliability Coefficient Alpha for the Independent and Dependent Variables

Variables	No. of items	Cronbach's Alpha
Subjective norms	3	0.458
Pandemic concern	4	0.604
Awareness easy to use	5	0.712
Affection of society	3	0.630
Adoption of E-commerce	3	0.538
Total outcome	**18**	**0.879**

Normality Test

Table 4.5.1: Normality test for all variables

Variables	Kolmogorov-Smirnov[a]		Shapiro-Wilk	
	Statistic	Sig.	Statistic	Sig.
Adoption of E-commerce	0.181	0.000	0.919	0.000
Subjective norms	0.206	0.000	0.907	0.000
Pandemic concern	0.147	0.000	0.935	0.000
Awareness easy to use	0.133	0.000	0.934	0.000
Affection of society	0.186	0.000	0.895	0.000
a. Lilliefors Significance Correction				

Table shows the normality test result which run towards the variables. There are two types of normality test run which is Kolmogorov-Smirnov and Shapiro-Wilk. Based on the normality test, Kolmogorov-Smirnov and Shapiro-Wilk shows p-value below 0.05. This shows that the data not normally distributed and the null hypothesis for each variable is rejected.

Discussion And Concusion

Discussion

The conclusion of the five research objectives, research questions with their individual proposed hypothesis, results and conclusions is shown in table 5.2.1.

Table 5.1 Summary of Research Questions

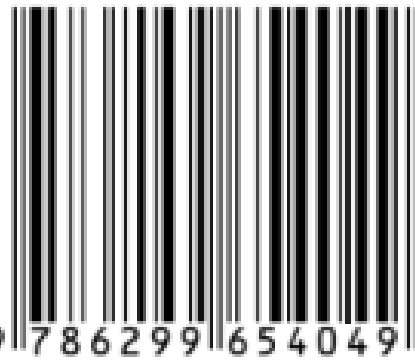| RESEARCH OBJECTIVES	RESEARCH QUESTIONS	HYPOTHESIS	RESULTS
RO 1: To determine the relationship between subjective norms and the adoption of E-commerce during the pandemic.	RQ 1: What is the relationship between subjective norms and the adoption of E-commerce?	H1: There is a relationship between subjective norms and the adoption of e-commerce.	Supported: (p=0.395, $p < 0.05$)
RO 2: To determine the relationship between pandemic concern and the adoption of E-commerce during the pandemic.	RQ 2: What is the relationship between pandemic concern and the adoption of E-commerce?	H1: There is a relationship between pandemic concern and the adoption of e-commerce.	Supported: (p=0.351, $p < 0.05$)
RO 3: To determine the relationship between awareness easy to use and the adoption of E-commerce during the pandemic.	RQ 3: What is the relationship between awareness easy to use and the adoption of E-commerce?	H1: There is a relationship between awareness easy to use and the adoption of e-commerce.	Supported: (p=0.449, $p < 0.05$)
RO 4: To determine the relationship between affection of society and the adoption of E-commerce during the pandemic.	RQ 4: What is the relationship between affection of society and the adoption of E-commerce?	H1: There is a relationship between awareness of price and cost and the adoption of e-commerce.	Supported: (p=0.474, $p < 0.05$)

Implication Of The Study

This study gave implication to the society and consumer, e-commerce industry and government. With E-commerce, society and consumer can save their time and energy to top up their daily essentials without going out. Next, e-commerce industry such as seller on Shopee also can save a lot of cost regarding investing their capital in renting shop lot, computer, interior design and so on. Therefore, mobile e-commerce really benefits them especially for their business. Lastly, this study also gave implication to the government. E-commerce can help the government in generate the growth of economy by money cash flow that happen between the seller and buyer. Besides, during this Covid-19 pandemic season, people tend to buy online due to Malaysia Movement Control Order (MCO).

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