A STUDY ON THE RELATIONSHIP OF THE THEORY OF CONSUMPTION VALUES AND FLOW ON CONSUMERS BEHAVIOURAL TO USE ONLINE SHOPPING IN MALAYSIA

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A Study on The Relationship of The Theory of Consumption Values And Flow on Consumer Behavioural to Use Online Shopping In Malaysia

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TABLE OF CONTENT

CHAPTER 1: INTRODUCTION

CHAPTER 2: LITERATURE REVIEW

CHAPTER 3: RESEARCH METHODS

CHAPTER 4: DATA ANALYSIS AND FINDINGS

CHAPTER 5: DISCUSSION DAN CONCLUSION

LIST OF FIGURES TITLE

LIST OF TABLE TITLE

LIST OF APPENDICES TITLE

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND

In the twenty-three century, the development of science and technology in Malaysia is growing rapidly. Hence, this situation has caused the online shopping platform in Malaysia to become increasingly popular and consumers nowadays prefer to shop online. The data from the Malaysia ecommerce Statistics and Trends in 2023, the Malaysian ecommerce market grows rapidly year by year and records a total of 14.43 million consumers purchasing goods or services online in the year 2022. In addition, Malaysians spent more time using online platforms for personal use during the pandemic Covid-19. It is safer when consumers purchase products or services online at that particular time. Malaysia's ecommerce income crossed MYR 566.4 billion in the half year of 2022 (Factory, 2023). Recent years, online spending in different sectors shows a positive growth in percentage.

According to Gnanadhas and Sunitha in 2014, online shopping is an action or process in which a consumer purchases goods or services from electronic commerce and directly over the internet. Online shopping brings convenience by improving the way people shop, especially for those that are always busy with jobs and studies. Since online shopping stores are mostly operated 24 hours and available worldwide, it is only required that consumers have the internet to access it. Local consumers can purchase products or services worldwide by visiting online shopping platforms on the Internet. Therefore, consumers worldwide can look around the online stores from the comfort of their house as by staying in front of their phones, or computers anytime. In addition, there is usually everything that consumers can get through online stores. Some sectors such as insurance, computer hardware and software, books, music-video, and tourism are growing rapidly in Malaysia's online shopping platforms. So, it is sure that Malaysia's online shopping platforms will take the place of the local traditional shopping shops or centres. According to Kim and Ammeter (2008), the younger generation in Malaysia has dominated the internet population. They digested information from websites five times faster than the older age and were not simply familiar with e-commerce.

Referring to the research by Hasan, H.H., & Rahim, S.A. year 2008, the approach of the new science and technology has tremendously altered the way of online consumers' behaviour. Online shopping platforms provide consumers a better way to view a variety of

products and services, and create a clear relationship between marketer and consumers. There are over a hundred brands of the same or similar product or services that consumers can get through online. As the consumers, they have to make decisions and action while they select the products or services. Consumer behaviour regarding the goods or services encompasses all aspects, such as the choice to buy at first, how to utilize it, and whether or not they will continue to buy it in the future.

There are many factors in different aspects that may influence the consumer behaviour, including personal, environment, cultural, and psychological. In the aspect of personal, the income of the consumer will be one of the factors. The level of income of a consumer will decide the product or service that they want to purchase. Besides, the quality and price of the product or services may also be the factors that affect consumers when making the purchasing decisions. Most consumers will require the product or service that purchase is in good quality and reasonable price. Some consumers will also be affected by family, friends, and media when selecting the brand of a product or service. The suggestion of family and friends will result in consumer behaviour. In addition, the advertisements that are shown by the media also may influence the decision-making of a consumer.

Consumers will be attracted to purchase a product or service when the advertising shows that the product or service is good and effective. Same as religion and traditions, those factors may also influence consumer behaviour while purchasing online. From a multicounty survey of consumers in Malaysia, the analysis shows that the regional level factors, and individual cultural difference factor will systematically influence the purchasing behaviour of consumers (Kacen, 2002). In terms of psychology, the satisfaction of consumers while purchasing online were the factors that influence the consumer decision-making. Consumers will think about why the decision was made, do they really need the product or service, and the sense of satisfaction after purchasing the product or service. Previous experience of consumers will also decide the decision-making of consumers. Consumers will choose another brand of product or service if the previous one didn't fulfill their satisfaction. In business, having a deeper understanding about consumer behavior is important because it can help businesses to make better decisions about the products and services. It contributes to creating effective marketing strategies and advertising campaigns to reaching potential consumers.

1.2 PROBLEM STATEMENT

The way consumers interact with brands has fundamentally changed in the modern digital marketplace. In addition to changing the consumer-brand dynamic, the increasing use of the internet and the rise of online purchasing platforms have given the consumer-brand relationship a completely new side. The challenge of comprehending and utilizing the interaction between the theory of consuming values, flow, and online brand experiences develops in this new context.

In today's digital marketplace, customer interactions with brands have undergone a fundamental transformation. The interaction between consumers and brands has taken on a completely new side as a result of altering consumer-brand dynamics and the rise of online shopping platforms. In this new setting, it becomes difficult to understand and make use of the interactions between the idea of consuming values, flow, and online brand experiences. Consumer behaviour is known to be influenced by consumption values, which include emotional and economical elements. Customers want goods and experiences that fulfil their emotional needs while also serving a practical purpose. For brand managers and marketers, it is critical to understand how these values emerge online and affect consumer choices.

Additionally, Csikszentmihalyi's idea of "flow" offers an interesting viewpoint on customer involvement. It is impossible to underestimate the potential relevance of flow to the online brand experience because it is characterized by a state of intense immersion and joy in an activity. Brands that can design a flow-friendly online environment may be able to engage customers on a more emotional level as well as catch their attention.

Despite the importance of these elements, extensive research that explores the connections between consumer values, flow, and online brand experiences is lacking. The research that is now available generally concentrates on specific components, such as consumer values or the online user experience, without clearly discussing how these elements interact.

By researching the complex relationships between the theory of consumption values and the occurrence of flow during online brand interactions and how this, in turn, impacts the overall online brand experience, this research attempts to close this gap. This study aims to provide insights that can guide the creation of plans and tactics for optimizing online brand

3

experiences, raising brand loyalty, and enhancing the efficacy of digital marketing initiatives by understanding these relationships.

A thorough investigation of the connections between consumer values, flow, and online brand experiences in the digital age is required to solve the current issue. By offering empirical data and helpful advice that can help brand managers, marketers, and companies improve their online presence and interactions with customers, our research aims to address this issue. This problem statement establishes the context for your research by emphasizing the significance of the research topic, the existing knowledge gap, and the narrow focus of investigation. It ought to inspire the reader to see the value of the study and the contributions it can offer to the subject.

1.3 RESEARCH QUESTION

The survey method used in this research quantitative approach to data collection. The research questions that related to the online consumers' purchasing behaviour are:

a. What is the effect between the flow on consumer behavioural to use online shopping?

b. What is the effect between the economic on consumer behavioural to use online shopping?

c. What is the effect between the quality on consumer behavioural to use online shopping?

d. What is the effect between the satisfaction on consumer behavioural to use online shopping?

1.4 RESEARCH OBJECTIVES

The purposes of carried out this research are:

a. To examine the effect between the flow on consumer behavioural to use online shopping.

b. To examine the effect between the economic on consumer behavioural to use online shopping.

c. To examine the effect between the quality on consumer behavioural to use online shopping.

d. To examine the effect between the satisfaction on consumer behavioural to use online shopping.

1.5 SCOPE OF THE STUDY

This research is mainly focused on understanding the relationship between theory of consumption values and flow with online purchasing behaviour among consumers. Consumer behaviour is about the sensations, thoughts, feelings, and reactions that consumers have after purchasing the products or services through online shopping. At the same time, this paper was also carried out to investigate whether the value of usage and flow will influence online consumers' behaviour. This is due to the fact that consumer's behaviour is influenced by many different factors.

This research focused on the consumers that have the previous experiences of online shopping. The scope of this research is among the youth or teenagers that always use online shopping platforms while purchasing products or services. This research will collect and analyse the data from 335 respondents that answered the questionnaire survey. This is to clearly understand the relationship between the consumers and online shopping behaviour when purchasing through online platforms. So, this study focuses on those elements that may influence the consumer's behaviour when purchasing online, which include flow, economy, quality, and satisfaction.

1.6 SIGNIFICANCE OF STUDY

Nowadays, consumers are more likely to shop online via e-commerce platforms rather than traditional brick due to the convenience and other beneficial factors. Through this research paper, researchers of this study will understand more specifically about the website-based construct of online consumer behaviour. This study is to examine the role of flow and the theory of the consumption value in affecting the online brand experience or the purchasing habits of online consumers. By carrying out this research paper, researchers will be able to find out the main elements that influence the consumer behavioural to use online shopping.

1.7 DEFINITION IN TERM

Operational definitions are essential for research because they offer precise, quantifiable, and understandable descriptions of the important terms, variables, or concepts in your study. Operational definitions are included for the key ideas that are in the research paper on the connection between consumer values, flow, and online brand experience. Here is an operational definition of these terms:

1.7.1 CONSUMPTION VALUES

According to Sheth *et al.* in 1991, the theory of consumption values is one of the most widely used models to explain consumer behaviour. Consumption values show that the final decision of a consumer is influenced by several values, which include functional, emotional, social, epistemic, and conditional values. Those values will predict consumers' preferences to purchase the product or service.

1.7.2 FLOW

With the recent explosive growth of the e-commerce industry, the concept of flow has increasingly become one of the theories that explain online consumers' shopping behaviour in the electronic market. Flow can be used to describe how the customers engage with virtual worlds and have a favourable and desirable effect on the consumer's purchasing experiences (Esteban-Millat, 2014). Theory of flow is a mental state in which a consumer will engage in an activity with an intense sense of focus, full involvement, and enjoyment. Personal preferences, marketing methods, economic situations, and social factors will influence the customers' behaviour in this section.

1.7.3 ECONOMY

Economics is one of the factors that may directly influence the purchasing behavior of a consumer. Consumers' economic abilities may affect their decision-making. Those economic factors include consumer's income level, employment rates, inflation rates, and interest rates. Those factors will influence consumers for selecting the products or services that they can afford. Especially during the pandemic Covid-19 outbreak from the year 2021, the purchasing power of consumers decreased rapidly due to the high unemployment rate.

1.7.4 QUALITY

Quality, in the context of this study, refers to the perceived excellence or superiority of a product or service offered by a brand. It is a multi-dimensional construct assessed through the following aspects:

Product Quality: Operationalized as the degree to which consumers perceive a product to be free of defects, reliable, and meeting their expectations in terms of functionality and performance. Product quality will be measured using Likert scale items that ask respondents to rate their perceptions of the product's attributes.

Service Quality: Operationalized as the extent to which consumers perceive the service provided by the brand (customer support, responsiveness, reliability) to be responsive to their needs and expectations. Service quality will be measured using Likert scale items that assess customer perceptions of service attributes.

1.7.5 SATISFACTION

Satisfaction is defined as the consumer's overall positive emotional and cognitive evaluation of their experience with a brand's product or service. It is measured using Likert scale items designed to capture the extent to which consumers feel content, pleased, and fulfilled with their interactions with the brand.

1.8 ORGANIZATION OF THE PROPOSAL

The proposal contains five different chapters. Each chapter focuses on the core aspect of the research study. The first chapter discusses the background of research, problem statement, research question, research objectives, scope of the study, definition of terms and organization of the proposal. The first chapter gives the core concept of the research study.

Journal articles, books and other relevant sources to the research are studied and evaluated in the second chapter. The dependent variable consumers behavioural to use online shopping as well as the independent factors like flow, factor of economy, quality and satisfaction are thoroughly studied in this chapter. Introduction, underpinning theory, previous studies, hypothesis statement, conceptual framework and a summary of the chapter are included in this second chapter.

The approach used to succeed in the goal of the research is explained in the third chapter. The chapter includes introduction, research design, data collection methods, study population, sample size, sampling strategies, design of the research instrument, measurement of the variables, method for data analysis and chapter conclusion.

The fourth chapter uses the Statistical Package for Social Science (SPSS) to analyse the data that was gathered through the survey in connection to the research question and hypothesis. The chapter also presents relevant table and figures for easier comprehension.

Finally, the last chapter of the proposal is the conclusion. The overall findings are thoroughly summarized and explained giving a full view of the research. Recommendation for further research and ideas are also included in this chapter.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

A literature review is a kind of academic writing that shows the author's understanding and familiarity with the academic literature on a certain topic when it is presented in the right context. A literature review is not the same as a literature report because it also includes a critical evaluation of the sources. It is a technique for assessing the literature as well as a writing process.

In this part, researchers discuss both independent and dependent variables. The independent variables are flow, economic, quality, and satisfaction. The dependent variable is consumer behavioural to use online shopping. The independent variables are influencing the dependent variables. "A Study on The Relationship of The Theory of Consumption Values and Flow on Consumer Behavioural To Use Online Shopping" serves as the framework for the researcher's discussion of independent factors and dependent variables.

2.2 UNDERPINNING THEORY

Prior to presenting the theoretical framework for the utilization of consumer behavioural in the context of online purchasing, it is imperative to have a comprehensive understanding of the concept of theory, which can be approached from various perspectives. The theoretical framework or conceptual framework that facilitates the explication of a given occurrence. According to Forsyth (2021), theories serve the purpose of elucidating the significance of various components, establishing their relationships, and providing explanations for their specific manifestations in certain contexts. All articles encompass these elements, albeit with varying degrees of explicitness in terms of their incorporation of these theories or conceptual frameworks. All publications adhere to this practice, however certain publications may exhibit a greater degree of explicitness in presenting their theories or conceptual frameworks compared to others. Every model under the theory possesses its own distinct set of variables.

2.2.1 THEORY OF CONSUMPTION VALUE

In 1991, Sheth, Newman, and Gross introduced the theory of consumption values (TCV) as a means to comprehensively elucidate the influence of value-oriented elements on consumer decision-making processes. The present study aims to expound upon the theory of consumption values, which serves as a comprehensive framework for classifying consumer motivations. This theoretical construct delineates five distinct categories of values that drive consumer behaviour, namely functional, emotional, social, epistemic, and conditional values. By examining these various dimensions, researchers gain a deeper understanding of the multifaceted nature of consumer motivations and their impact on consumer decision-making processes.

The first category, functional value, can be illustrated by the practicality of a well-designed rucksack, which is valued for its durable material, spacious compartments, and comfortable features. The utilitarian aspect of this product satisfies the consumer's requirement for a reliable and effective means of transporting their possessions.

In contrast, the concept of emotional value can be exemplified by the profound sense of comfort derived from a cosy blanket. This particular item not only serves the practical purpose of providing physical warmth, but also elicits a range of emotions associated with feelings of security and nostalgia. The significance of insulation extends beyond its practical function, as individuals also attribute emotional comfort to this feature.

The association of social value with luxury watches is a commonly observed phenomenon, wherein these timepieces are not only esteemed for their accuracy but also for the symbolic significance and acknowledgment they symbolize. The act of wearing a timepiece of this nature can potentially serve as a representation of achievement and distinction, thereby coinciding with the individual's desire for social advancement.

The observation of epistemic value can be facilitated by the utilization of an educational application that provides users with a range of interactive lessons and quizzes. The acquisition of knowledge and the stimulation of curiosity are highly valued by users, as they align with their innate desire for intellectual growth.

In conclusion, it is important to note that the concept of conditional value is contingent upon the specific context in which it is applied. This can be exemplified by considering the case of an all-terrain bicycle. The value of the subject under consideration

exhibits variability contingent upon the surrounding milieu; specifically, it is of considerable worth when employed in arduous terrains, yet its significance diminishes when utilized within an urban context. The significance of the situation or need in assessing the value of a product is a crucial factor to consider.

2.2.2 THEORY OF FLOW

The theory of "flow," as proposed by Mihaly Csikszentmihalyi (1975), holds a significant position within the field of psychology. This theory elucidates a distinctive psychological state wherein individuals experience complete absorption in an activity, resulting in a profound sense of contentment and involvement. The present state under consideration exhibits a multitude of defining characteristics that collectively contribute to its unique and distinguishable nature.

The concept of flow is closely linked to the presence of clear and well-defined goals. The phenomenon of individuals experiencing a flow state has garnered significant attention in the field of psychology. Flow state refers to a mental state characterized by a profound sense of purpose and direction, wherein individuals possess a clear understanding of their objectives within the activity they are actively involved in. This state of optimal experience has been extensively studied and is widely acknowledged for its positive impact on various aspects of human function. The clarity of purpose exhibited by individuals serves as a significant driving force behind their motivation and focus.

The significance of concentration and focus in the flow experience cannot be overstated. The phenomenon of flow is characterized by individuals who demonstrate a heightened level of focus and deep engagement with the activity they are currently undertaking. The individual's focus remains steadfast, with minimal disruptions, thereby engendering a state of heightened concentration commonly referred to as being "in the zone."

The provision of immediate feedback is an additional vital component of activities that promote the state of flow. The aforementioned activities provide individuals with explicit and prompt feedback, allowing them to make necessary adjustments to their actions and sustain their level of involvement and advancement. The present feedback loop plays a significant role in enhancing the overall level of satisfaction experienced by individuals.

The attainment of flow, a state of optimal experience characterized by intense focus and enjoyment, is influenced by the delicate equilibrium between an individual's skill level

and the level of challenge inherent in the activity. This fundamental interplay between personal proficiency and the demands posed by the task at hand is of paramount importance in facilitating the experience of flow. The occurrence of flow is more likely when an individual's skills align perfectly with the level of challenge they encounter. The impact of activity difficulty on individuals' affective states has been a topic of interest in psychological research. It has been observed that engaging in activities that are excessively easy can result in feelings of boredom, while participating in tasks that are excessively difficult can elicit anxiety. This phenomenon highlights the importance of finding an optimal level of challenge in activities to promote positive affective experiences. In this paper, we will explore the relationship between activity difficulty and affective states, shedding light on the potential consequences of engaging in activities that are either too easy or too difficult.

The phenomenon of flow is further distinguished by an inherent modification in the individual's perception of time. The phenomenon of losing track of time, commonly observed in individuals experiencing a state of flow, has been widely documented. Flow, characterized by a complete immersion in the present moment, can lead individuals to perceive a shorter duration of time than what has actually elapsed. This subjective distortion of time perception has been a subject of interest in various research studies.

The autotelic nature of flow is a crucial component. The aforementioned statement implies that the activity in question possesses an inherent quality that elicits a sense of reward. The pursuit of an activity solely for the purpose of personal enjoyment and fulfilment, rather than for external rewards or recognition, is a phenomenon observed among individuals. This intrinsic motivation, as it is commonly referred to, drives individuals to engage in activities without any external incentives or pressures. Intrinsic motivation is characterized by an internal desire to partake in an activity, stemming from the inherent pleasure and satisfaction it brings. This research paper aims to explore the concept of intrinsic motivation and its significance in understanding human behaviour and engagement in various activities.

The concept of experiencing a sense of control over one's actions and the resulting outcome of an activity is considered a fundamental element of the flow state. The perception of agency plays a significant role in fostering a sense of contentment and pleasure.

The theory of flow, proposed by Csikszentmihalyi, has exerted a significant influence on the discipline of psychology as well as numerous other domains. The concept of actively seeking and creating flow experiences in various domains of life, such as sports, art, work, or leisure activities, has gained significant attention due to its potential to enhance productivity and well-being among individuals. This approach has been extensively employed to explore the ways in which individuals can optimize their performance and overall satisfaction. This theory emphasizes the significance of identifying activities that stimulate and captivate individuals, ensuring that their abilities are well-matched with the tasks they undertake in order to attain a state of optimal experience and satisfaction. This study provides a comprehensive analysis of the ways in which individuals can enhance their overall life satisfaction and achieve a greater sense of fulfilment. By examining various strategies and approaches, this research aims to shed light on the factors that contribute to a more gratifying existence.

2.3 PREVIOUS STUDIES

These previous studies refer to a general overview of research and studies conducted. In addition, it is also related to the issues studied by the researcher and helps the researcher in obtaining various types of information about the research subject and fully understanding the research subject. As a result, previous studies play an important role in this study.

2.3.1 CONSUMER BEHAVIOURAL TO USE ONLINE SHOPPING

Since the outbreak of the COVID-19 Pandemic that hit the world, most consumers have switched to online purchases instead of conventional or face-to-face purchases. Indirectly, this has given an opportunity for a business to open an online store according to the distribution of time. As mentioned by Troise et al. (2021), and Brewer and Sebby (2021), this COVID-19 can pose a risk in influencing the consumer of each user's behaviour negatively and bring changes to the behaviour and usage patterns of users.

According to Khan (2022), culture can influence every user behaviour in general and online behaviour in particular. There are several ways in understanding the use or purchase online such as online user experience, websites and online purchases. Online shopping like a website needs to have certain features such as regional language, unique website design,

secure transactions and easy navigation. Therefore, operationalizing the brand experience enabling customers to interact with the brand online is an important strategy.

Understanding consumer behaviour is a fascinating and intricate area of study that delves into the intricacies of how people make choices and interact with products and services. As per the findings of Solomon et al. (2019), consumer behaviour is influenced by various factors such as psychology, society, culture, and economics, which collectively shape the process of consumer decision-making. Gaining insights into consumer behaviour is crucial for businesses and marketers as it allows them to better understand the factors that influence purchasing decisions. This understanding enables them to develop strategies that effectively cater to consumer needs and preferences.

Consumer behaviour is not purely based on logic and practicality; it is frequently shaped by emotional and personal factors. According to Kotler and Keller (2016), understanding consumer behaviour involves examining the various factors that shape individuals' interpretations and responses to marketing stimuli, such as motivations, perceptions, attitudes, and cultural influences. Marketers utilise this understanding to craft marketing campaigns, develop enticing products, and forge meaningful connections with consumers. Consumer behaviour is a constantly evolving and multidisciplinary area that has a significant impact on the success of businesses in the marketplace. Online shopping refers to a form of commerce or electronic business that can facilitate users to buy goods or services directly from sellers over the internet by using a web browser or mobile application. As mentioned by Rehman et al. (2019), online shopping is done by more than 1.6 billion individuals around the world, and in 2016 this system generated and brought in 1.90 trillion US dollars. In the past 20 years, online shopping has grown significantly and become a large part of consumers' daily lives.

Therefore, the popularity of online shopping is increasing day by day. This is because users think that online shopping is easier and can save time because all purchases and payments can be made only at the tip of the finger use online platform.

2.3.2 FLOW

Flow refers to something or a situation that happens to an individual when that individual performs an activity. This will cause the individual to be unaware of other factors such as time. In addition, being able to create a better online experience as an experiential interaction between online users and the website is also a recognized flow. There is a recent study that took place in Iran related to impulsive buying behaviour where the trend has influenced the cognitive and affective dimensions of the experience of each brand Shahpasandi et al. (2020).

As mentioned by Lee et al. (2019), trend elements can influence consumers towards online purchases due to the interrelatedness of the online environment, the nature of internet usage and the online brand experience. Thus, trends are likely to help in increasing greater online purchases and indirectly influence positive brand experience online. There are various types of fields that have been widely applied in flow theory, especially regarding the behavior of using social media, mobile shopping, online shopping, and information technology Lin et al. (2020).

According to Hyun et al. (2022), flow is a state of increased energy or concentration when doing an activity such as playing sports and watching movies. In addition, a person will be immersed in what is being done by having a pleasant experience so that it can cause other surrounding stimuli to tend to be ignored. A person experiencing internal delight, losing self-awareness, and self-reinforcement are all explained by a cognitive condition known as online flow state. It also explains smooth reactions and interaction in online settings Novak et al. (2000).

Flow describes a person's views of a task that make it seem easy and helpful. It is a state of intrinsic enjoyment that boosts a person's propensity to complete a given task because of enjoyment. As a result, the correlation shown between a person's flow state and their use of certain social media shopping websites raises the possibility that these interactions could be viewed as joyful and encouraging maximum participation in purchasing activities. Previous research has looked at the concept of flow from a variety of perspectives, including experiences and outcomes Lin et al. (2020).

In conclusion, flow can be said to be a very useful framework for users in showing user behaviour online. As mentioned by Hyun et al. (2022), the experience of online flow can indirectly help increase the use of websites. This is because flow has a positive relationship with the online and shopping experience.

2.3.3 ECONOMIC

Economic refers to the field used to study financial, market, environmental and organizational issues that will be faced by a business or company. This matter has certain factors that can have an impact on business organization, management and strategies that will be used. In addition, the field of economics, especially related to business, may have research topics such as how or how to develop a company, the impact on entrepreneurs, the role of government and so on.

Different values will have an impact on how users perceive consumption in a specific context such as individual or collective. Among the values that describe those values are "functional", "social", emotional" and "epistemic". As for the "functional" value, it has quality and economic value. As mentioned by Aljukhadar et al. (2020), predicting every current and future user behaviour consists of social values that are very important and need to be deeply understood. Therefore, online users can also be bound by these standards.

According to Lee et al. (2020), economy means reasonable, low prices and the occurrence of financial savings when in the online open market. This is because the existence of social commerce will lead to price factors that can influence consumer attraction and the achievement of objectives in the final consumer purchase. Low prices and discounts can provide a unique definition of satisfaction that includes the consumers to make a repeat purchase. Online shopping has had a strong positive impact on customer confidence and customer interaction. The effect occurs on the level of price search and product purchase in influencing repurchase behavioural among consumers.

Interest in the economy is increasing, especially for business, government, academics and society. This is widely recognized because initially it used a liner economic model but has shifted to a circular economic model that provides social, environmental and financial

benefits Ferasso et al. (2020). In economics, it also aims to eliminate waste, which is to make goods that are at the end of their life cycle as new resources. This can be achieved through improvement, recycling, manufacturing, durable design and so on.

Therefore, a creative economy is one that can lead to the realization of sustainable economic development and has its own creativity (Aditi et al., 2023). Every human being is born with their own creativity and abilities. In making a change such as the business being run, being able to build skills and create goods and services that have their own economic value.

2.3.4 QUALITY

A consumer's behavioural to utilize online purchasing is substantially influenced by the quality of the online shopping experience, which includes aspects such as perceived product quality, website usability, service excellence, trust, convenience, user reviews, value for money, and customization. Consumers' attitudes and behavioural toward online buying are positively influenced by their perceptions of the quality of these elements, while a lack of quality can discourage its use. Consistently providing a high-quality online purchasing experience is crucial to attracting and retaining customers, as shown by the interplay between quality and behavioura.. The evaluation of quality is a significant area of research that intersects with multiple disciplines, including information systems, marketing, and operations management. One perspective posits that technical quality, which refers to the actual value received by the client from a service, is intricately linked to functional quality, which pertains to the manner in which services are delivered. According to the study conducted by Merugu and Mohan (2020).

The concept of quality holds great importance in the field of consumer behaviour since it exerts a substantial impact on customer decisions and behaviours. The construct under consideration is characterized by its complexity and dynamism, encompassing multiple dimensions that consumers evaluate from numerous perspectives. According to Kotler (2000), quality does not solely rely on the alignment between one's goals and actions. Customer satisfaction occurs when the actions undertaken align with the expectations of the customers. One of the key aspects of quality pertains to the inherent characteristics of a product, which include its performance, durability, reliability, and features (Zeithaml,

Parasuraman, & Berry, 1990). Highly commendable items are those that either meet or exceed the expectations of consumers, effectively serving their intended purposes and offering commensurate value in relation to the price paid.

Perceived quality is a significant element that involves consumers making subjective evaluations of the quality of a product, taking into account elements such as brand reputation, packaging, and advertising (Aaker, 1996). The implementation of successful marketing strategies and the establishment of a robust brand identity have the potential to cultivate a sense of superior quality, even in cases when the tangible characteristics of a product are similar to those of rival offerings. The buying decisions of consumers are heavily influenced by the credibility of a brand and the trust that they have in it.

The significance of service quality is equally important, as it encompasses several aspects such as customer service, warranties, after-sales assistance, and the whole purchasing experience (Parasuraman, Zeithaml, & Berry, 1988). A great service encounter has the potential to offset slight imperfections in a product and strengthen consumer loyalty. In contrast, a decline in service quality can result in customer discontent, irrespective of the product's inherent excellence.

The concept of relational quality refers to the level of quality exhibited in the relationship established between consumers and brands or companies. The concept encompasses various dimensions, including trust, loyalty, and general satisfaction pertaining to the ongoing contact. Companies that continuously provide products and services of superior quality have the potential to establish robust connections with consumers, thereby cultivating customer loyalty and brand endorsement.

In addition, it is important to note that psychological factors significantly influence consumer behaviour. Specifically, customers tend to establish connections between products or brands and their own self-identity or social standing (Kapferer & Bastien, 2009). Consumers may choose to acquire luxury goods not alone for their utilitarian attributes, but also for the psychological benefits they offer, such as prestige or exclusivity.

In summary, the notion of quality is a complex and ever-changing idea that significantly influences customer behaviour. The concept includes inherent characteristics of

the product, the perceived level of quality, the quality of service, the quality of the relationship, and the psychological aspects of quality. It is imperative for businesses and marketers to comprehend and fulfil consumer expectations pertaining to these quality characteristics. This understanding plays a pivotal role in shaping consumer decisions and fostering brand loyalty.

2.3.5 SATISFACTION

The correlation between consumer satisfaction and the behavioural to utilize online buying services in the future is significant. When online consumers experience satisfaction, encompassing elements such as product quality, user-friendliness, customer support, and convenience, they are inclined to exhibit a favourable behavioural inclination towards persisting with online buying. The sense of satisfaction experienced by customers serves as a motivating factor for engaging in repeat commerce, as individuals who are happy with their previous experiences are more likely to make future purchases and actively promote the platform to others. Hence, it is imperative for the long-term viability and expansion of e-commerce enterprises to prioritize the maintenance of client contentment by upholding unwavering standards of quality and fostering favourable interactions. The satisfaction of consumers plays a crucial role in determining their behavioural to make a purchase, as satisfied individuals are more likely to demonstrate brand loyalty over an extended period of time. In their research, Khan, Mohammad, and Muhammad (2021) found a correlation between consumer satisfaction and both consumer loyalty and purchase intent.

Satisfaction is a fundamental concept within the field of consumer behaviour; it refers to the overall contentment and fulfilment experienced by consumers as a result of their interactions with various products or services. To comprehend the dynamics of consumer decision-making, it is essential to comprehend consumer preferences and behaviours. According to Kotler and Keller (2016), customer satisfaction is a crucial component of the post-purchase evaluations made by consumers. This evaluation compares a product or service's perceived performance to the customer's initial expectations. When consumers believe that the product or service they have received meets or exceeds their expectations, they are considered satisfied.

19

Satisfaction is a complex concept that encompasses multiple dimensions and can be influenced by a variety of elements, such as the quality of the product, the quality of the service, and the overall customer experience. According to Oliver (2010), pleasure frequently depends on the perceived efficacy of a product or service, which in turn influences overall contentment. In addition, Zeithaml, Berry, and Parasuraman (1996) assert that service quality has a significant impact on the formulation of customer satisfaction. Possessing positive interactions with customer service, efficiently resolving issues, and providing high-quality service as a whole are significant contributors to high customer satisfaction.

Several factors affect consumer satisfaction, including quality, service, customer loyalty, and trust (Morgan & Hunt, 1994). As individuals continue to interact with a brand or organization and develop trust in its products and services, contentment plays an increasingly important role in the association's longevity. Moreover, the concept of relationship quality as elucidated by Garbarino and Johnson (1999) demonstrates the correlation between the robustness of a relationship and the level of consumer satisfaction.

Satisfaction is a multifaceted concept with the ability to influence subsequent consumer actions, such as repurchase intent and word-of-mouth communication (Anderson & Sullivan, 1993). Satisfied consumers are more likely to be brand loyal, to make repeat purchases, and to actively promote the brand, exerting a positive influence on the decisions of others.

In conclusion, consumer satisfaction is a complex and diverse concept with substantial implications for consumer behaviour. The phenomenon under consideration is a result of the congruence between perceived performance and expectations, and it is susceptible to the influence of numerous factors, including product quality, service quality, customer loyalty, trust, and relationship quality. Organizations and marketers play a crucial role in determining future consumer behaviour and fostering brand loyalty through their understanding and skilful management of consumer delight.

2.4 HYPOTHESES STATEMENT

In this part, four hypotheses have been for this study to investigate the relationship between the independent variables and dependent variables.

H1: Flow has a positive effect on consumer behavioural to use online shopping.

H2: Economic has a positive effect on consumer behavioural to use online shopping.

H3: Quality has a positive effect on consumer behavioural to use online shopping.

H4: Satisfaction has a positive effect on consumer behavioural to use online shopping.

2.5 CONCEPTUAL FRAMEWORK
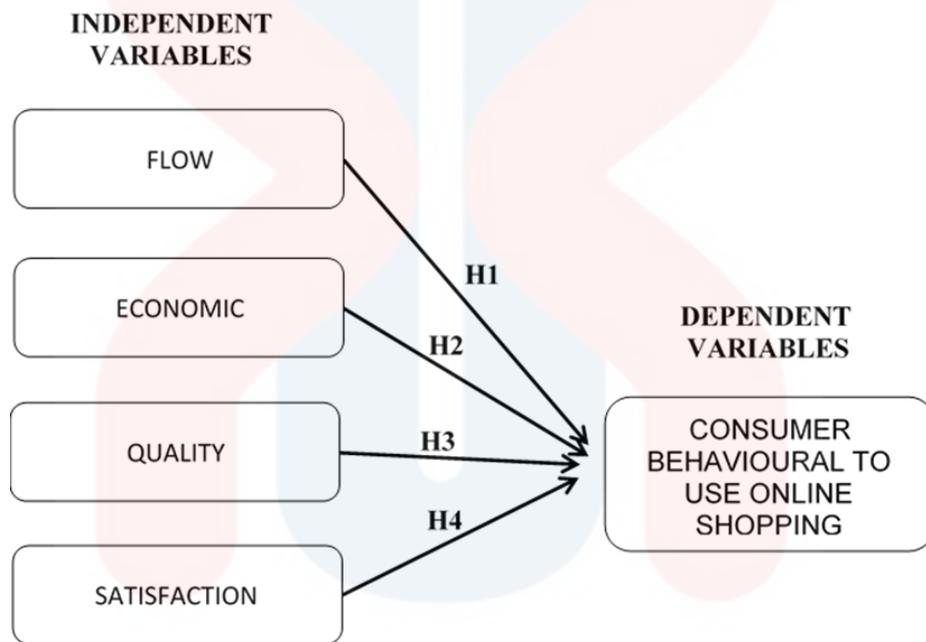
Figure 2.1: Conceptual Framework

2.6 SUMMARY/ CONCLUSION

The Theory of Consumption Value, as formulated by Shun and Shi (2001), provides a significant conceptual framework for comprehending the behavioural of consumers in relation to their utilization of online purchasing platforms. This theory acknowledges that consumers evaluate several aspects of value when making the decision to engage in online shopping. The characteristics being discussed in this context include functional benefits, such as convenience and cost-effectiveness, as well as emotional aspects, such as happiness and enjoyment. Additionally, social interactions connected to shopping, information acquisition, and external factors, such as trust in the online platform, are also considered. The perceptions of value dimensions significantly impact consumers' intents to engage in online purchasing.

Consequently, it is imperative for e-commerce enterprises to customize their offerings in order to effectively address these variables and improve the overall online shopping experience.

The Theory of Flow, as developed by Mihaly Csikszentmihalyi, is of significant importance in the realm of online buying. This theory posits that the occurrence of flow among customers during online buying is associated with an increased likelihood of forming good behavioural to persist in using these platforms. The state of flow is distinguished by the presence of well-defined objectives, heightened focus, prompt and informative responses, a harmonious equilibrium between one's abilities and the level of difficulty, and a modified perception of the passage of time. E-commerce businesses can derive advantages by comprehending and using flow-inducing design components that captivate and include consumers throughout their online purchasing experience, hence fostering a greater probability of sustained usage.

Essentially, these theories provide a thorough understanding of the psychological and experiential elements that impact customers' behavioural to utilize online buying platforms. By acknowledging and attending to the diverse aspects of consuming value and cultivating a buying experience that promotes a state of flow, e-commerce enterprises may effectively allure and retain customers, hence propelling the prosperity and endurance of their online endeavours.

CHAPTER 3: RESEARCH METHODS

3.1 INTRODUCTION

The present investigation elucidates the methods employed, which are expounded upon in this particular chapter. The present study necessitates the reader's analysis in order to gain a comprehensive understanding of the methodology that will be employed in this research endeavor. The present chapter aims to provide a comprehensive overview of the various components involved in conducting a research study. Specifically, it will delve into the research design employed, the methods employed for data collection, the characteristics of the study population, the determination of sample size, the sampling technique employed, the research instruments utilized, the measurement of variables, the data analysis techniques employed, and an assessment of how the research goals and questions were effectively addressed. By examining these key elements, a deeper understanding of the research process and its outcomes can be achieved.

3.2 RESEARCH DESIGN

The concept of research design encompasses a comprehensive and systematic approach or framework that is specifically developed to address the research topic at hand and effectively manage potential sources of variability. This approach is essential in ensuring the reliability and validity of the research findings. By employing a well-designed research design, researchers are able to minimize bias, control for confounding variables, and enhance the generalizability of their results. The organization of criteria for data collection and analysis is a crucial component of research design, as it serves to enhance the relevance of the study's objective. In their study, Mashau and Mutshaeni (2013) define research design as the systematic and comprehensive approach utilized to effectively integrate conceptual study problems with appropriate and achievable empirical research methods.

The present discourse aims to expound on the concept of research design, specifically focusing on the distinction between quantitative and qualitative analytical approaches. The present study utilized a quantitative research methodology to investigate the research question at hand. Quantitative research, as defined by scholars, encompasses a rigorous and methodical approach to gathering and evaluating numerical data. This type of research involves the utilization of statistical techniques to derive meaningful insights and draw valid

conclusions. By focusing on quantifiable variables, researchers are able to establish patterns, relationships, and trends, thereby enhancing the overall understanding of the subject matter under investigation. Moreover, the utilization of this method serves the purpose of extrapolating the results obtained from a single study to a more extensive and diverse population. The present study will utilize a quantitative methodology, which is a rigorous and systematic research approach known for its objectivity, formality, and reliance on statistical procedures. Quantitative research is distinguished by its utilization of large sample sizes, standardized measurement criteria, deductive methodologies, and structured interview instruments for data collection. These methodological components collectively contribute to the investigation of hypotheses.

The survey in the present study was administered through the utilization of a standardized questionnaire. The study's sample consists of individuals who fall under the category of youth consumers. Questionnaires are widely recognized as a valuable research instrument utilized in both quantitative and descriptive research methodologies. They play a crucial role in gathering data and obtaining insights from participants in a systematic and structured manner. This paper aims to explore the significance of questionnaires as a research tool, highlighting their utility in various research approaches and shedding light on their key characteristics and advantages. By examining existing literature and research studies, this paper seeks to provide a comprehensive understanding of the role and importance of questionnaires in the field of research. The present study has developed a meticulously designed questionnaire with the aim of collecting comprehensive and relevant data that directly corresponds to the research objectives.

3.3 DATA COLLECTION METHODS

In the data collection phase of the research process, researchers gather factual information, objects, numerical data, and historical records from diverse sources. This phase is crucial for obtaining the necessary data to address the research objectives and answer the research questions. By collecting a wide range of information, researchers aim to ensure the reliability and validity of their findings. Various sources, such as books, articles, databases, and archival records, are consulted to gather comprehensive and accurate data. The inclusion of multiple sources enhances the robustness of the research and allows for a comprehensive

analysis of the topic under investigation. The present study incorporates a procedure that entails the systematic classification and categorization of the data that has been gathered. This process is deemed highly valuable in achieving the objectives of the research. The acquisition of data plays a crucial role in the execution of research projects. In order to gather empirical evidence, researchers employ various methodologies including surveys, face-to-face interviews, questionnaires, and direct observation. The methodologies under consideration in this study present unique sets of advantages and disadvantages. The selection of a specific approach is contingent upon the research objectives and the characteristics of the study population.

The purpose of this chapter is to analyse the diverse data acquisition methods employed by researchers and evaluate their individual advantages and disadvantages. The collection of data is a fundamental aspect of research, and it can be categorized into two distinct types: primary data and secondary data. These categories serve as a framework for understanding the various sources and methods employed in data collection. By delineating between primary and secondary data, researchers can effectively organize and analyse the information gathered for their studies. The collection of primary data involves the direct acquisition of information by the researcher, with the purpose of fulfilling the objectives of the study. Secondary data, also known as pre-existing data, pertains to information that has been collected by an individual or organization for a distinct purpose, but is subsequently employed by a researcher for their own investigation. The acquisition and utilization of data in research is of utmost importance, as it furnishes researchers with invaluable information that can be analysed and utilized to formulate conclusive findings. The process of acquiring primary data entails the researcher's collection of first-hand information, while secondary data pertains to information that has been previously gathered by sources such as newspapers, magazines, and other publications.

The selected modality for disseminating the questionnaire forms in the present research investigation is via an electronic survey platform. In order to streamline the process, the researcher has chosen to employ Google Forms as the means of distributing the survey. The present study aims to collect data from participants through the utilization of a Google form, which will be distributed across diverse social media platforms. These platforms include, but are not restricted to, WhatsApp, Instagram, Facebook, and Telegram. By

employing this method, the researchers anticipate obtaining a wide range of responses from a diverse pool of individuals. The veracity of the aforementioned claim remains valid as a result of the predominant inclination of the contemporary cohort towards social media platforms. Moreover, this particular methodology provides researchers with the added benefit of efficiently conserving valuable time and financial resources.

The methodology employed in this study will involve the deliberate selection of respondents who possess prior experience in online purchasing and fall within the demographic of young consumers. In order to be considered eligible for inclusion in this study, participants must adhere to a specific age criterion, specifically falling within the age range of 15 to 30 years. In anticipation of distributing the questionnaire, the researcher will initiate a preliminary phase of inquiry to evaluate the appropriateness of the selected participants and their compatibility with the aforementioned criteria.

3.4 STUDY POPULATION

Study population is the operational definition of the target population that is available for the research (Henry, 1990). In simple words, the study population is the group of individuals that the intervention intends to gather data for research and make inferences from. The statistical population could be uniform or unintelligible. If the target population is not present, the information will be useless.

For this research, that target population consists of the young adult consumers that are between the ages of 15 to ages 30. The target respondent's gender, ethnicity, age, and country of origin were not restricted. More than 30% of Malaysia's population are youth and it is the target population of this research. Therefore, those respondents will be researching the primary's sample.

This research focuses on examining the consumer behaviour while purchasing online. The main consumers here refer to the youth that have experiences with online shopping. Thus, our study focuses on the young consumers that have prior experience in online purchasing. More than 51% of the online shoppers are between the ages of 25 to 34, and 24% of online shoppers are between ages 18 to 24. A total of 75% of young adults participate in ecommerce platforms (Mokhtar et al., 2020). So, it is a good direction to target young adult consumers as the target populations.

To narrow down the target population of this research, researchers focus on collecting data from the young adult consumers that live near Universiti Malaysia Kelantan. There are about 2 600 young adult consumers near Universiti Malaysia Kelantan. So, the target population for this study is 2 600 people. The target population of this research will function in determining consumer behaviour during online shopping. Researchers focus on determining the different factors that may influence the behaviour of young adult consumers during their journey while shopping through online platforms.

3.5 SAMPLE SIZE

Sample size can be determined as the number of the observations used for determining the estimations of the large population of the study. A sample size of the target population that has been selected is used to represent the entire population. Sample size will influence the accuracy of the research estimations and the researcher's ability to develop conclusions. In various clinical research, recruiting the entire target population is not appropriate. According to Kish (1965), researchers should select sample sizes that is greater than 30 but less than 200. As an alternative, researchers will select a representative sample size of the target population by referring to a table by Krejcie and Morgan (1970). Krejcie and Morgan provide a calculation of sample size for a particular population. Table 3.1 below shows the determining sample size from the study population by Krejcie and Morgan (1970).

Based on this research, there were a total of 2 600 young adult consumers as the respondents randomly selected in the sample, which is a statistically significant representation of the whole young consumer population. The respondents were selected from different gender, ethnicity, age, and country of origin. The data-collection by those 2 600 respondents will be used to construct all the data of this research. By following the table of Krejcie and Morgan (1970) below, the total population of this research is about 2 600 respondents, it is equivalent to 335 respondents. Therefore, a total of 335 young adult consumers are required as the minimum sample size to achieve the accuracy of this research. The respondents will be chosen from the young adult consumers in Malaysia that have prior experience in online shopping to examine the factors that influence them to purchase through online shopping platforms.

Table 3.1: Krejcie and Morgan's Table of Determining Sample Size

Table for Determining Sample Size from a Given Population

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size.
S is sample size.

Note: N is Population Size, S is Sample Size

Source: Krejcie and Morgan (1970)

3.6 SAMPLING TECHNIQUES

Sampling is the method of choosing specific individuals or a selected group of the population in order to estimate the characteristics of the entire population and draw statistical conclusions from them. Researchers in the field of market research frequently employ various sampling techniques in order to avoid studying the complete population in order to obtain

practical insights. As mentioned by Pace (2021), there are two types of sampling techniques which is probability sampling and non-probability sampling.

Probability sampling is often known as "random sampling". Simple random sampling is a sampling approach that ensures that each individual in a population has an equal chance of being chosen as a respondent Thomas (2020). Simple random sampling is a useful technique when the goal of the study is to get a generalized result that can be applied to the entire population. Therefore, one of the main drawbacks of simple random sampling is that it cannot be used in situations when there is heterogeneity among the population units.

However, non-probability samples are ones in which it is impossible to calculate the chance that a subject will be chosen, which introduces bias into the participant selection procedure. According to Rahman (2023), in situations where selecting study participants is not based on equal chance, the non-probability sampling technique is recommended. Non-probability samples can typically be obtained more rapidly and for less money than probability sampling techniques. Besides that, this inference method can be affected by selection bias which makes it challenging to use and estimate population estimates in an unbiased way. Therefore, this process also depends on the judgment of the researcher or random events and it is sometimes impossible to use it in creating broad generalizations for the whole community.

The sampling technique used in this study is non-probability sampling. Through the non-probability sampling technique, only one was used by researchers in this study to select a small number of respondents from a large population. Researchers used quantitative methods for this study. So, researchers conducted a questionnaire using google form and sent it to the target respondents.

This sampling technique will be distributed via google form individually and focuses on respondents aged 18 years to 30 years and suitable to answer the questions given. Finally, this questionnaire will be shared through online platforms such as WhatsApp, Instagram, Facebook, and Telegram.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

An effective research instrument involves utilising various techniques to identify and gather data from reliable sources. Based on expert opinions, a research instrument is a valuable tool utilised in the research process for data collection, evaluation, and analysis. It can also showcase the validity, complexity, reliability, and potential distractions of the study data. When conducting research, various tools can be utilised, including questionnaires, focus group discussions, interviews, and direct observation. Regarding the questionnaire, it is commonly utilised to gather research data from participants. Furthermore, the questionnaire includes a series of structured and unstructured questions to gather information from the respondents. A questionnaire was utilised as the research instrument in this study, which was distributed online to the respondents.

This questionnaire is divided into three sections: Section A, Section B, and Section C. Section A provides an overview of the respondents' demographic profile, including information on their gender, age, occupation, monthly income, and other relevant details. Section B focuses on gathering information about the respondents' general information in relation to their consumer behaviour when it comes to online shopping. Section C includes questions regarding the independent variables examined in this study, specifically flow, economy, quality, and satisfaction.

The survey in this study utilises an online platform, specifically a Google Form questionnaire that will be distributed to young individuals in Malaysia. This instrument method is a highly efficient and user-friendly approach for gathering information or data from respondents. This is because the link to the Google Form can easily be shared through WhatsApp.

3.8 MEASUREMENT OF THE VARIABLES

Measurement involves the assignment of numerical values to objects or observations. The measurement level serves as a helpful guide for assigning numbers (Rashid, M. A., 2019). The questionnaire for this study utilises a nominal scale in Section A, which includes demographic profiles of the participants. Variables can be categorised into different groups, including gender, ethnicity, education level, marital status, and occupation, using a nominal

scale. In section B, an ordinal scale is used to represent non-mathematical concepts like frequency, satisfaction, and other variables. Organising the data is crucial for gaining a deeper comprehension. In section C, the five-point Likert scale is commonly employed to gather comprehensive information about the stimulus object from the respondents. The Likert scale includes five response options, ranging from "Strongly Disagree" to "Strongly Agree". Here is Table 3.1 for reference.

Table 3.2: A Five-Point Likert Categorical Scale

1	2	3	4	5
Strongly Disagree	Disagree	Moderate/Neutral	Agree	Strongly Agree

3.9 PROCEDURE FOR DATA ANALYSIS

Thorough analysis of data is crucial in any research as it greatly impacts the way the data is understood and interpreted. Students at the University Malaysia Kelantan were provided with a series of surveys via various platforms, including WhatsApp, which contained links to the questionnaires. The respondents are given a few weeks to respond and answer the questionnaire at their own discretion. The researcher conducting the study gathered all the necessary information through a questionnaire that was completed by the respondents.

Furthermore, ensuring the accuracy and reliability of the data is crucial during the information gathering process. It's the outcome of removing all the extraneous details. This method eliminates any unnecessary white spaces, removes any duplicate records, and corrects any basic errors. It is essential to conduct this step prior to analysing the data.

Qualitative data is often described as non-quantitative data that can be gathered through semi-structured interviews, open-ended survey questions, or any source that does not involve numbers (Thorne, 2000). Scientists have been actively engaged in analysing gathered information to draw conclusions during the evaluation of the data.

The collected data is refined using a quantitative methodology. The collected data is uploaded into the computer using SPSS, a software for analysing statistical data.

3.9.1 DATA ANALYSIS

The research uses the statistical software package Statistical Package for Social Science (SPSS) to analyze the demographic factors, neutral variables and fixed variables. SPSS (Statistical Package for the Social Sciences) is a powerful software tool for data analysis that helps researchers and analysts import, clean, explore, and analyse data with ease. It offers a user-friendly interface, making it accessible to a broad audience, and supports a wide range of statistical tests and visualizations. SPSS is widely used in social sciences, business, and healthcare for conducting data-driven research and decision-making. The following are mentioned:

3.9.1.1 Descriptive Analysis

Descriptive analysis is a fundamental component of data analysis that focuses on summarizing and presenting data to gain a clear and concise understanding of its basic characteristics. It involves techniques and methods that help you describe and visualize data, such as calculating measures of central tendency (e.g., mean, median, mode), measures of dispersion (e.g., range, variance, standard deviation), and creating graphical representations like histograms, box plots, and scatter plots. Descriptive analysis provides an initial snapshot of the data, identifies patterns and outliers, and serves as a crucial first step before more in-depth statistical analysis or interpretation.

3.9.1.2 Reliability Test

A reliability test, also known as a reliability analysis, is a statistical method used to assess the consistency, stability, and dependability of measurements or data in research, particularly in the social and behavioural sciences. It is crucial in ensuring that the data and measurements used in a study are trustworthy and can be relied upon for drawing meaningful conclusions. Reliability tests aim to quantify the degree of reliability through statistical measures like correlation coefficients or coefficients of internal consistency. High reliability indicates that the measurements or data are consistent and dependable, while low reliability

suggests that the data may be inconsistent and less trustworthy. Researchers use reliability tests to evaluate the quality of their data and to determine whether the data collection process and instruments are producing consistent and reliable results. Table 3.3 below shows Cronbach's Alpha coefficient value from Saidi, S.S.& Siew, N.M (2019).

Table 3.3: Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
α ≥ 0.90	Excellent
0.80 ≤ α < 0.90	Good
0.70 ≤ α < 0.80	Acceptable
0.60 ≤ α < 0.70	Questionable
0.50 ≤ α < 0.60	Poor
α < 0.50	Unacceptable

Source: Saidi, S.S. & Siew, N.M (2019)

Table 4.12 shows the Cronbach's Alpha value which is the coefficient is less than 0.5, the internal consistency is unacceptable. When the value is between 0.50 and 0.60, the internal consistency is a poor consistency. The internal consistency is questionable when the number of Cronbach's Alpha is 0.60 or less than 0.70. Acceptable internal consistency value of 0.70 to less than 0.80. The internal consistency is good when the number is between 0.80 and 0.90, however the excellent internal consistency a value is 0.90 or above.

3.9.1.3 Regression Analysis

A statistical technique called regression analysis is used to investigate and measure the associations between one or more independent variables and a dependent variable. It is used to understand patterns, test ideas, and make predictions in a variety of fields. The two most popular types are logistic regression for binary or categorical outcomes and linear regression for continuous outcomes. Whereas logistic regression models probabilities, linear regression models these relationships using linear equations. This method is very useful for making predictions, validating hypotheses, streamlining processes, and understanding how variations in one variable affect the other. It is extensively used in corporate analytics and research to comprehend the dynamics of complex systems and make well-informed judgements.

33

3.10 SUMMARY / CONCLUSION

This chapter provides a concise overview of the methodology that the researchers will employ to develop this study. In this chapter, the authors delve into various aspects related to conducting a study. They provide a comprehensive overview of the research design, data collection methods, target population, sample size and sampling techniques, development of research instruments, measurement of variables, and the data analysis procedure. This chapter also covered the procedures implemented by the researchers to ensure the accuracy and consistency of the data they gathered. These processes are crucial for researchers to accurately transcribe the data that has been collected and analysed into a written report. Every bit of data and information gathered helps us achieve the goal of our investigation.

Researchers utilise primary data collection methods, specifically online surveys with questionnaire forms, to gather data from the target respondents. The questionnaire forms will be distributed across a range of popular social media platforms, including WhatsApp, Instagram, Facebook, and Telegram, allowing participants to conveniently provide their data. The focus of this study was on young adult consumers in Malaysia who have previous experience with online shopping. A total of 335 respondents were randomly selected for the sample, without any restrictions based on gender, ethnicity, age, or country of origin. The researchers utilised probability sampling, specifically random sampling, for their sampling techniques. The sampling technique will be implemented by distributing questionnaire forms to individuals. The target respondents will be individuals between the ages of 15 and 30, who are considered suitable to provide answers to the given questions. Questionnaires were utilised as the research instrument. It is primarily utilised for the purpose of collecting, assessing, and acquiring data. The findings of the data are subsequently assessed. The researchers proceed to develop three measurement scales to assess variables, encompassing a nominal scale, ordinal scale, and a five-point Likert scale. In this research, the data analysis procedures included descriptive analysis, reliability test, and regression analysis for the data analysis part. Effective data analysis is essential in any research endeavour as it simplifies the complexity of learning data and enhances its accuracy. In order to ensure that the goals of this study are effectively met, the analysis methodology plays a crucial role in its development.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

In this chapter, researchers will assess the findings of data collection from questionnaires that were distributed to respondents using Google Forms in this chapter. Preliminary analysis was carried out to test the reliability of the question. Descriptive analysis, validity and reliability testing normality test, and hypothesis testing (correlation and regression) also included in this chapter. For this investigation, 335 respondents are needed in total. The researcher conducts a statistical analysis of the data using IBM/SPSS version 27 (Statistical Package for Social Science), and this chapter will examine the findings.

4.2 PRELIMINARY ANALYSIS

By showing the relationship between variables in a model or individuals, descriptive statistics are used to summarize data in a planned manner. The dependent variable is consumers behavioural to use online shopping, and the independent variables which is flow, economic, quality, and satisfaction, are computed in this section. All variables starting with section B's mean and standard deviation for each question were revealed.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

The total respondent who involves in answering the research was 335 respondents. The demographic profile was included their age, gender, race, occupation, and how often do you purchase products or services through online shopping platforms.

4.3.1 AGE

Table 4.1: Respondent's Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	38	11.3	11.3	11.3
	21-25	244	72.8	72.8	84.2
	26-30	53	15.8	15.8	100.0
	Total	335	100.0	100.0	
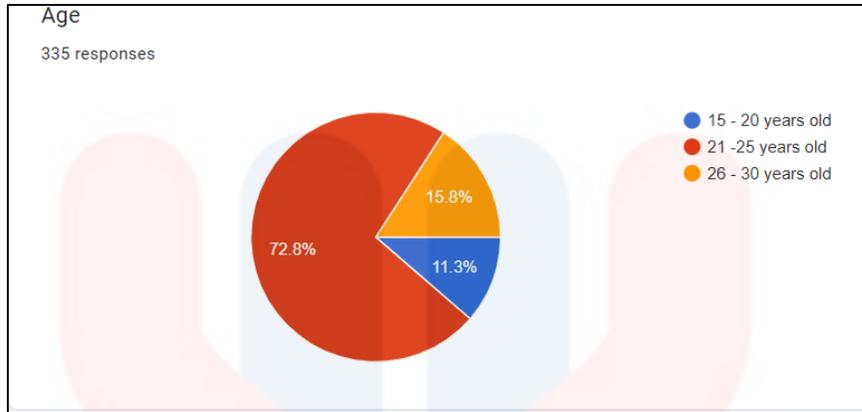
Figure 4.1: Respondent's Age

According to Table 4.1 and Figure 4.1, which is seen above, the age group with the biggest percentage of respondents is those between the ages of 21-25 years old. This group accounts for 244 respondents, or 72.8% of all respondents. 15.8%, or 53 respondents, who were between the ages of 26-30 years old came in second. It affects 11.3% of respondents, or 38 respondents, in the age group of 15-20 years old.

4.3.2 GENDER

Table 4.2: Respondent's Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
	Gender				
Valid	Male	141	42.1	42.1	42.1
	Female	194	57.9	57.9	100.0
	Total	335	100.0	100.0	
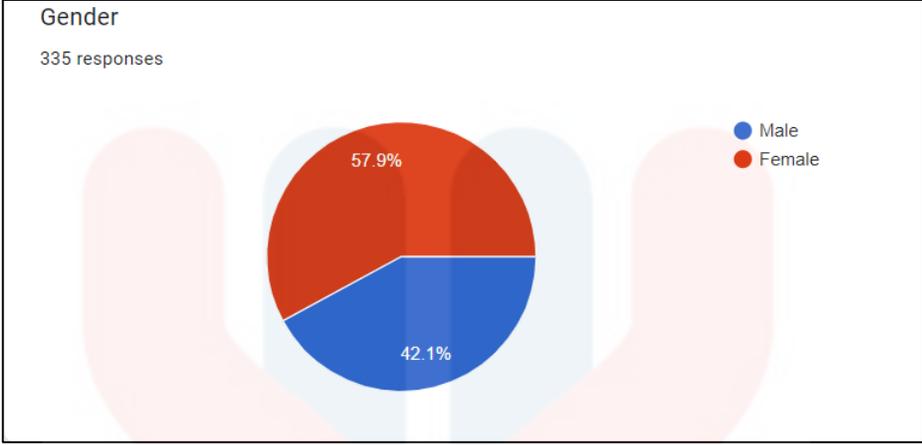
Figure 4.2: Respondent's Gender

Table 4.2 and Figure 4.2, show the gender with 335 respondents who participated in answering the questionnaire. The majority of respondents, or 57.9%, or 194 respondents, are female, as seen in table 4.2 above. While, 141 respondents from the 335 respondent in this study who made up the remaining 42.1% are male.

4.3.3 RACE

Table 4.3: Respondent's Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	168	50.1	50.1	50.1
	Chinese	60	17.9	17.9	68.1
	India	79	23.6	23.6	91.6
	Others	28	8.4	8.4	100.0
	Total	335	100.0	100.0	
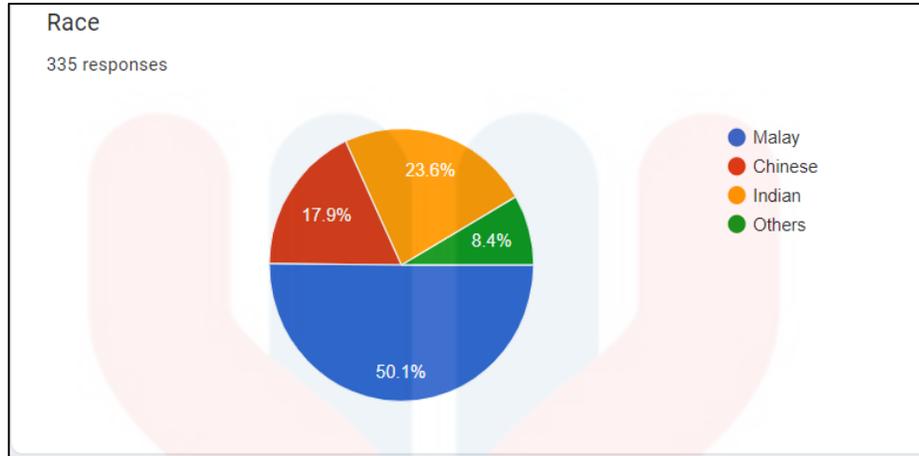
Figure 4.3: Respondent's Race

According to Table 4.3 and Figure 4.3 shown above, have 4 type of race from the total race which is Malay, Chinese, India and Others. The highest race of respondents is Malay which is 50.1% equivalent to 168 respondents, second is India which hold 23.6% or 79 respondents. Then, the following race is Chinese which is 17.9% or 60 respondents. The lowest race of respondent is Others which is 28 respondents or 8.4% in the total race.

4.3.4 OCCUPATION

Table 4.4: Respondent's Occupation

<table>
<tr><th colspan="6">Occupation</th></tr>
<tr><th></th><th></th><th>Frequency</th><th>Percent</th><th>Valid Percent</th><th>Cumulative Percent</th></tr>
<tr><td>Valid</td><td>Government Sector</td><td>28</td><td>8.4</td><td>8.4</td><td>8.4</td></tr>
<tr><td></td><td>Private Sector</td><td>39</td><td>11.6</td><td>11.6</td><td>20.0</td></tr>
<tr><td></td><td>Self-employed</td><td>29</td><td>8.7</td><td>8.7</td><td>28.7</td></tr>
<tr><td></td><td>Students</td><td>221</td><td>66.0</td><td>66.0</td><td>94.6</td></tr>
<tr><td></td><td>Others</td><td>18</td><td>5.4</td><td>5.4</td><td>100.0</td></tr>
<tr><td></td><td>Total</td><td>335</td><td>100.0</td><td>100.0</td><td></td></tr>
</table>
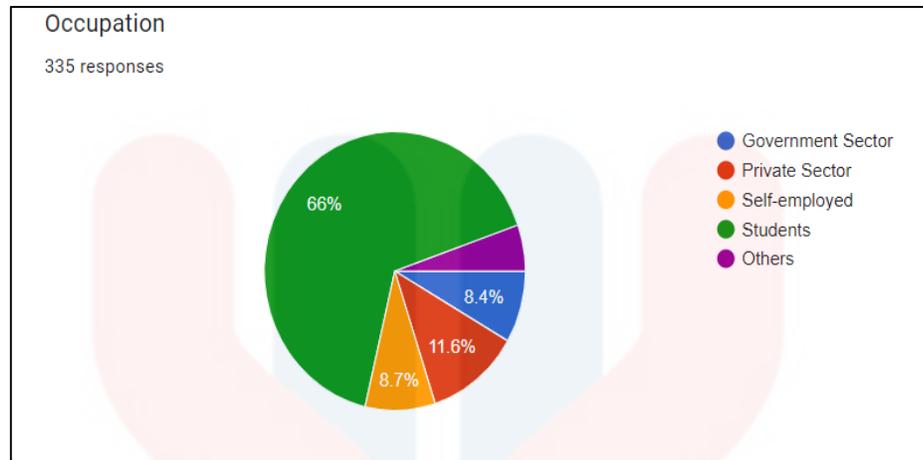
Figure 4.4: Respondent's Occupation

Based on Table 4.4 and Figure 4.4, shown above the highest respondents are students which is 221 respondents by 66%, second is private sector which hold 11.6% or 39 respondents. The following occupation are self-employment and government sector which is 8.7% (29 respondents), and 8.4% (28 respondents). Others is the lowest respondents which is 5.4% or 18 respondents from the total of respondents.

4.3.5 HOW OFTEN DO YOU PURCHASE PRODUCTS OR SERVICES THROUGH ONLINE SHOPPING PLATFORMS

Table 4.5: Respondent's how often do you purchase products or services through online shopping platforms

How often do you purchase products or services through online shopping platforms?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	20	6.0	6.0	6.0
	Weekly	61	18.2	18.2	24.2
	Monthly	222	66.3	66.3	90.4
	Yearly	32	9.6	9.6	100.0
	Total	335	100.0	100.0	
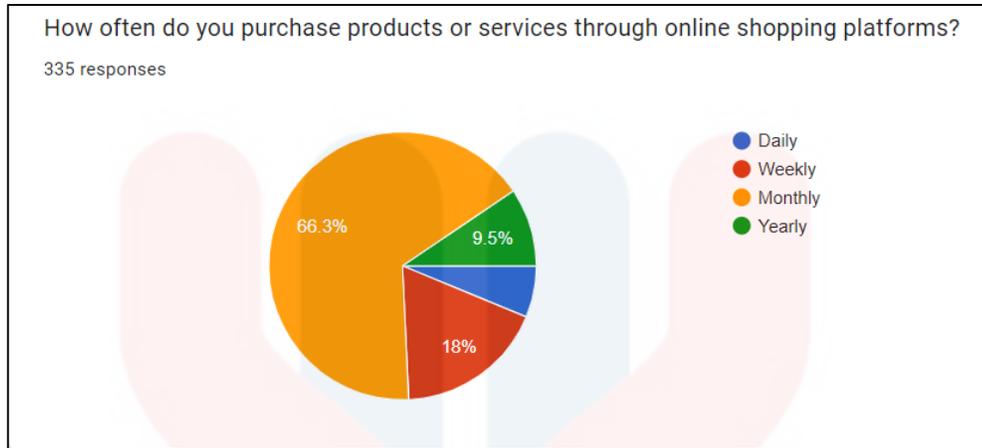
Figure 4.5: Respondent's how often do you purchase products or services through online shopping platforms

According to Table 4.5 and Figure 4.5 shown above, the highest respondents is Monthly which is 66.3% equivalent to 222 respondents, second is Weekly which hold 18% or 60 respondents. Then, yearly which is 9.5% or 31 respondents. The lowest of respondent is Daily which is 21 respondents or 6.2%.

4.4 DESCRIPTIVE ANALYSIS

In this section, descriptive analysis is one of the basic analysis performed in this study. Descriptive analysis was used in this part to assess the mean analysis and standard deviation of independent variables and dependent variable in this study.

4.1.1 MEAN SCORE FOR EACH VARIABLE

The mean and standard deviation of the variable are shown in table 4.6.

Table 4.6: Mean Score for Each Variable (n=335)

Item	Variable	Mean	Std. Deviation	N
DV	Consumer behavioural to use online shopping	4.4155	.70175	335
IV 1	Flow	4.3741	.75467	335
IV 2	Economic	4.3562	.77884	335
IV 3	Quality	4.2617	.85326	335
IV 4	Satisfaction	4.3483	.76045	335

40

The results for descriptive statistics are shown in the table 4.1, DV is consumer behavioural to use online shopping as a dependent variable. The independent variable consists of four which is flow (V1), economic (V2), quality (V3), and satisfaction (V4). The analysis results show, the mean score for consumer behavioural to use online shopping (DV) is (M= 4.4155, SD= 0.70175). The mean score for independent variable for flow (V1) is (M= 4.3741, SD= 0.75467), economic (V2) is (M= 4.3562, SD= 0.77884), quality (V3) is (M= 4.2617, SD= 0.85326), and satisfaction (V4) is (M= 4.3483, SD= 0.76045).

4.4.2 CONSUMER BEHAVIOURAL TO USE ONLINE SHOPPING (DEPENDENT VARIABLE)

Table 4.7: Mean and Standard Deviation for Consumer Behavioural to Use Online Shopping

No	Item Description	N	Mean	Standard Deviation
1.	I will recommend my friends and family to use online shopping.	335	4.40	0.786
2.	I will always try to use online shopping because it is beneficial.	335	4.39	0.770
3.	I will encourage more people to use online shopping in the future.	335	4.41	0.788
4.	I believe that online shopping may influence our daily life.	335	4.41	0.825
5.	I believe that online shopping may bring convenience to us in the future.	335	4.45	0.783

Based on Table 4.7, shows the table Mean and Standard Deviation for Consumer Behavioural to Use Online Shopping which represent for dependent variable in this study. From the mean result above, the highest mean value was item number 5 which is I believe

that online shopping may bring convenience to us in the future at mean level 4.45. Followed by item number 3 and 4 which is about I will encourage more people to use online shopping in the future and I believe that online shopping may influence our daily life with the mean level 4.41 while item number 1 which is about, I will recommend my friends and family to use online shopping was the second lowest with mean level 4.40. The lowest mean value was item number 2 which is about I will always try to use online shopping because it is beneficial at mean level 4.39.

4.4.3 FLOW (INDEPENDENT VARIABLE)

Table 4.8: Mean and Standard Deviation for Flow

No	Item Description	N	Mean	Standard Deviation
1.	I found my visit to online shopping sites interesting.	335	4.34	0.836
2.	I found my visit to online shopping sites enjoyable.	335	4.38	0.820
3.	I found my visit to online shopping sites exciting.	335	4.41	0.809

According to Table 4.8, illustrates the Mean and Standard Deviation for Flow which indicates the first independent variable in this study. From the mean result above, revealed that item number 3 which is I found my visit to online shopping sites exciting are categorized as the highest mean which is 4.41 for Flow in this study. Followed by I found my visit to online shopping sites enjoyable which has a mean of 4.38. Finally, item number 1 which I found my visit to online shopping sites interesting has the lowest mean with a mean of 4.34.

4.4.4 ECONOMIC (INDEPENDENT VARIABLE)

Table 4.9: Mean and Standard Deviation for Economic

No	Item Description	N	Mean	Standard Deviation
1.	Generally, products sold through online websites are reasonably priced.	335	4.33	0.837
2.	Generally, products sold through online websites offer good value for money.	335	4.37	0.837
3.	Generally, products sold through online websites are affordable.	335	4.37	0.816

Table 4.9 show the result revealed that the table of Mean and Standard Deviation for Economic which indicates the second independent variable in this study. Item number 2 and 3 which Generally, products sold through online websites offer good value for money and Generally, products sold through online websites are affordable with a mean 4.37 is recorded as the highest of this variable in this study. Lastly, item number 1 which is Generally, products sold through online websites are reasonably priced is the lowest mean with the mean 4.33.

4.4.5 QUALITY (INDEPENDENT VARIABLE)

Table 4.10: Mean and Standard Deviation for Quality

No	Item Description	N	Mean	Standard Deviation
1.	Generally, products sold through online websites have good quality.	335	4.21	0.949
2.	Generally, products sold through online websites have an acceptable standard of quality.	335	4.28	0.881
3.	Generally, products sold through online websites are of consistent quality.	335	4.29	0.901

Based on Table 4.10 it indicates the results of Mean and Standard Deviation for the third independent variable which is Quality. The highest mean value was item number 3 which is about Generally, products sold through online websites are of consistent quality at mean level 4.29. Following that, the second highest was Generally, products sold through online websites have an acceptable standard of quality with a mean level of 4.28. The lowest was about Generally, products sold through online websites have good quality with a mean level of 4.21.

4.4.6 SATISFACTION (INDEPENDENT VARIABLE)

Table 4.11: Mean and Standard Deviation for Satisfaction

No	Item Description	N	Mean	Standard Deviation
1.	I am satisfied with the product of this online retailer.	335	4.32	0.814
2.	I am overall satisfied with this online retailer.	335	4.37	0.812
3.	I am satisfied with the purchase experience at this online retailer.	335	4.35	0.805

According to Table 4.11, the results of Mean and Standard Deviation for the last independent variable which is Satisfaction in this study. According to the mean result above, the highest mean value was item number 2 which is I am overall satisfied with this online retailer at mean level 4.37 and the lowest mean value was item number 1 which is about I am satisfied with the product of this online retailer at mean level 4.32. Finally, I am satisfied with the purchase experience at this online retailer with a mean level of 4.35 being the second highest mean.

4.5 VALIDITY AND RELIABILITY TEST

A reliability test is one kind of software testing that looks at the stability and dependability of a system of application. The reliability of test results is the level to which they are consistent across different sessions of testing, different versions of the test, or raters who grade test taker's responses. This research's reliability test will determine by Cronbach's Alpha value. Besides, Cronbach's Alpha value will be analysed by using IBM SPSS Statistics version (27).

4.5.1 PILOT TEST

A pilot test is a type of software testing that verifies a component of the system or the full system under real-time working conditions. The test's objective is to assess the viability, time, cost, risk, and performance of a research project. Prior to the system's complete implementation, the chosen respondents participate in this pilot testing by using the system and offering input. Pilot Testing aids in early discovery of the system issues and improve techniques. All the questionnaire's items were tested for reliability using a total of 30 pieces of data from respondents.

Table 4.12: Pilot Test

Variable	Dimensions	Cronbach's Alpha	Number of items
Dependent variable	Consumer behavioural to use online shopping	.933	5
Independent variable	H1 Flow	.907	3
	H2 Economic	.932	3
	H3 Quality	.930	3
	H4 Satisfaction	.932	3
Overall variable		.978	17

The table above shows the pilot test's result of 30 respondents. From the table, it shows that Cronbach's Alpha coefficient for the dependent variable is 0.933, it is an excellent internal consistency for scale with this specific sample. Following to the table, the

45

Cronbach's Alpha of independent variables which are flow (0.907), economic (0.932), quality (0.930), and satisfaction (0.932) show excellent internal consistency. As a result, the Cronbach's Alpha coefficient for the overall variable is 0.978 which shows an excellent internal consistency.

4.6 HYPOTHESES TESTING

4.6.1 REGRESSION ANALYSIS

Regression analysis is a statistical method used to investigate the connections between several independent variables and a dependent variable at once. Numerous regressions allow a more thorough analysis by taking into account the influence of multiple predictors, compared to simple linear regression, which only takes into account the impact of one predictor on the outcome. The goal of the analysis is to estimate the coefficients for each independent variable, which, while holding other variables constant, represent the change in the dependent variable associated with a one-unit change in that specific predictor. By minimizing the sum of squared variations between actual and anticipated values, techniques like least squares are used to calculate the coefficients. It is necessary to verify assumptions about linearity, independence, and residual normalcy. Researchers assess the overall fit of the model.

As a result, the variables that helped in explaining nature, and association between the independent variable (Flow, Economic, Quality and satisfaction) and dependent variable (Consumer behavioural to use online shopping) as shown in the table which includes multiple regression analysis.

Table 4.13: Regression (Model Summary)

Model Summary				
MODEL	R	R Sqaure	Adjusted R Square	Std. Error of the Estimate
1	.861	.741	.738	.35918
a. Predictors: (Constant), FLOW, ECONOMIC, QUALITY, SATISFACTION				

Table 4.14: Regression (ANOVA)

	Sum of Squares	df	Mean Square	F	Sig.
ANOVA					
Regression	121.905	4	30.476	236.228	<.001[b]
Residual	42.574	330	.129		
Total	164.479	334			
a. Dependent Variable: CONSUMER BEHAVIOURAL TO USE ONLINE SHOPPING					
b. Predictors :(Constant), FLOW, ECONOMIC, QUALITY, SATISFACTION					

Table 4.15: Regression (Coefficients)

Independent Variable	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Coefficients					
Constant	.819	.120		6.813	<.001
FLOW	.351	.065	.377	5.422	<.001
ECONOMIC	.153	.064	.170	2.391	.017
QUALITY	.025	.055	.031	.458	.647
SATISFACTION	.296	.071	.320	4.158	<.001
a. Dependent Variable: CONSUMER BEHAVIOURAL TO USE ONLINE SHOPPING					

Hypothesis:

H1: The flow has a positive effect on consumer behavioural to use online shopping

According to table 4.15, the p-value for H1 is significant which is 0.001 (p>0.05), and can see from unstandardized B for variable flow shows the positive value which is 0.351. The exitance of a positive effect on consumer behavioural to use online shopping platforms was supported at 95% confidence interval. Hence indicating the hypothesis 1 is accepted.

47

H2: The economic has a positive effect on consumer behavioural to use online shopping

According to table 4.15, the p-value for H2 is significant which is 0.017 (p>0.05), and can see from unstandardized B for variable economic shows the positive value which is 0.153. Positive effect of economic factors, such as perceived cost savings and value for money, are positively associated with a higher consumer behavioural to use online shopping platforms was supported at 95% confidence interval. Hence indicating the hypothesis 2 is accepted.

H3: The quality has a positive effect on consumer behavioural to use online shopping

According to table 4.15, the p-value for H3 is not significant which is 0.647 (p>0.05), and can see from unstandardized B for variable quality shows the positive value which is 0.025. The quality of online shopping experiences is positively associated with a greater consumer behavioural to use online shopping platforms was supported at 95% confidence interval. Hence indicating the hypothesis 3 is rejected.

H4: The satisfaction has a positive effect on consumer behavioural to use online shopping

According to table 4.15, the p-value for H4 is significant which is 0.001 (p>0.05), and can see from unstandardized B for variable satisfaction shows the positive value which is 0.296. Greater overall satisfaction with online shopping experiences is positively correlated with a higher consumer behavioural to use online shopping platforms was supported at 95% confidence interval. Hence indicating the hypothesis 4 is accepted.

4.6.2 HYPOTHESIS RESULT

Table 4.16: Hypothesis Result

HYPOTHESIS	HYPOTHESIS STATEMENT	RESULT
H1	Flow has a positive effect on consumer behavioural to use online shopping	Accepted
H2	Economic has a positive effect on consumer behavioural to use online shopping	Accepted

H3	Quality has a positive effect on consumer behavioural to use online shopping	Rejected
H4	Satisfaction has a positive effect on consumer behavioural to use online shopping	Accepted

4.7 SUMMARY

The most significant section of the study was provided in this chapter which determined whether the studies variables are compatible with the earlier empirical investigation. The chapter also provides demographic information of the respondents and all analysis including reliability analysis, descriptive analysis and multiple regression analysis was then performed. Data examination and data screening process was conducted through the following steps: Profile of respondents 'demographics, descriptive analysis, validity and reliability tests and testing of hypothesis. As for the result of hypothesis testing half of the hypothesis are accepted.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter will explain in detail the findings and hypothesis results for each variable as stated in chapter 4. The first thing that will be explained is the findings obtained throughout the research which is an important part of this study. The second thing that will be explained is related to the discussion of the hypothesis testing that is done whether it is accepted or rejected. Next, discuss the implications and limitations of the study. The researcher will also give recommendations or suggestions for future research. Finally, provide an explanation of the overall conclusion of the study that is related to the objective results in chapter 1.

5.2 KEY FINDINGS

Based on the research that has been conducted through an online application that is a questionnaire through Google Forms, it has helped researchers in getting more explanations and information based on the findings. This study aims to examine "A Study on The Relationship of The Theory of Consumption Values and Flow on Consumer Behavioural To Use Online Shopping in Malaysia". This study has obtained a total of 335 respondents. In obtaining the data required for this study, a questionnaire was distributed as a survey and was analysed using SPSS to obtain more specific and comprehensive results.

In the study conducted, the researcher has 4 objectives for the study conducted, namely to examine the effect between the flow on consumer behavioural to use online shopping, to examine the effect between the economic on consumer behavioural to use online shopping, to examine the effect between the quality on consumer behavioural to use online shopping, and to examine the effect between the satisfaction on consumer behavioural to use online shopping.

The demographic data section consists of 335 respondents, each respondent involved will be categorized into age, gender, race, occupation and how often do you purchase products or services through online shopping platforms. Based on the findings of the study, show that respondents aged 21-25 years have the highest average age to answer the questionnaire, which is a total of 244 people or 72.8%. As for gender, the highest average is female which is 57.9% or a total of 194 people. Meanwhile, race as much as 50.1%, or 168

respondents, consists of Malay respondents who obtained the highest average. For occupation, students obtained the highest percentage which is 221 respondents or 66%. Out of 335 respondents, there are a total of 222 respondents, or 66.3%, who like to purchase products or services through online shopping platforms every month.

Based on the research hypothesis, it was found that independent variables namely flow, economics, quality, and satisfaction can influence and have a significant relationship with consumer behavioural to use online shopping. From the results of the study, it was found that flow has the highest mean value which is 4.3741, followed by economy and satisfaction which respectively have mean values which are 4.3562 and 4.3483. Meanwhile, quality has the lowest mean value of 4.2617. The reliability test proves that flow, economic, quality, satisfaction and consumer behavioural to use online shopping have an excellent relationship which is 0.978.

As a conclusion, the overall results of the study prove that the respondents who answered this questionnaire have given positive feedback to the study conducted, namely "A Study on The Relationship of The Theory of Consumption Values and Flow on Consumer Behavioural To Use Online Shopping in Malaysia".

5.3 DISCUSSION

Further discussion of the findings will take place by referring to the previous literature and findings that related to the variables involved in this study.

5.3.1 Hypothesis 1

H1: Flow has a positive effect on consumer behavioural to use online shopping.

Based on the result of the coefficients regression in table 4.15, it clearly shows that flow have significant effect the consumer behavioural of young adult consumers to use online shopping. The t-value for variable flow is with $\beta = 5.422$, p-value is 0.001(p>0.05) then H0 is rejected and H1 accepted.

The finding also supports the study by Hyun et al. (2022) which shows that flow has a positive and significant impact on the consumer behavioural of young adult consumers to use online shopping. This study indicates that flow is a useful framework that can be used to demonstrate online user behaviour. Besides, from this research study, it also mentions that online flow has a positive relation with online shopping experience and consumers' purchase behavioural. Their result suggests that consumers who are in the flow state exhibit the likelihood of purchase behavioural . The study also examines and makes conclusion that the online shopping behaviour is positively influenced by online enjoyment, perceived control, and merging.

5.3.2 Hypothesis 2

H2: Economic has a positive effect on consumer behavioural to use online shopping.

Referring to table 4.15, economic have negative effect on the young adult consumers on consumer behavioural to use online shopping. The result of the table shows the t-value for the variable economic is 2.391, p-value is 0.017 (p>0.05). Hence, H2 was accepted. Economics have positive influence the consumer behavioural of young adult consumers toward online shopping.

This is also supported by the study by Alade (2023), same as the result of the economic has positive effect on the young adult consumers on consumer behavioural to use online shopping. In each society, economics or status refers to the traits or qualities of a particular group of people or an individual, which may be the consequence of accomplishments within a specific time period or inheritance. Consumer behaviour is influenced by economics when an individual's personal preferences are subordinated to their economic class, which becomes the primary point of reference. No matter how much marketing is done for a $500 product, someone with a lesser economic status will merely acknowledge it as something they are aware of and may buy it later if they really want to. Consumer behaviour has a significant impact on how individuals perceive their status.

5.3.3 Hypothesis 3

H3: Quality has a positive effect on consumer behavioural to use online shopping.

Based on table 4.15, it shows the t-value for the variable quality is 0.458, p-value is 0.647 which is greater than 0.05. This indicates that quality have negative influence on the young adult consumers' consumer behavioural to use online shopping. Hence, H3 was rejected. So, the variable quality has a low influence the consumer behavioural on the young adult toward online shopping.

This result is different from the study by Zeithaml, Berry, and Parasuraman (1996). The article mentions that there is a positive relationship between quality and consumer behavioural, it is different with the result of this study that show in the table 6.10 above. The hypothesis in this study was tested by using multiple regression analysis to examine both relationships. From the research, the study by Cale (1992) shows that quality pays more relationship than other elements. It provides some oblique insight by quantitatively evaluating the connection between the willingness of consumers to purchase and the quality of the services that they receive. Quality is associated positively with favourable consumer behavioural and negatively with unfavourable consumer behavioural. From the study, we know that a good service will offset slight imperfections in a product and strengthen consumer loyalty. But at the same time, if the service quality declines, it will result in consumer discontent, irrespective of the product's inherent excellence.

5.3.4 Hypothesis 4

H4: Satisfaction has a positive effect on consumer behavioural to use online shopping.

According to table 4.15, the result of the analysis that made it shows that satisfaction have significant effect the young adult consumers' consumer behavioural to use online shopping. This can be seen from the result of the coefficients regression in table 4.15, the t-value for this variable satisfaction with $\beta = 4.158$, p-value $= 0.001(p>0.05)$, then H0 is rejected and H4 accepted.

This result is supported by the research by Khan, Mohammad, and Muhammad (2021) which mention that consumers' satisfaction is the key to purchase behavioural, as satisfied consumers are more likely to remain with the same brand in the long run. The research also identified that consumer satisfaction could lead to consumers' loyalty and purchase behavioural. Similar results encountered by several researchers showed that the greater the level of online shopping satisfaction, the greater level of online purchase and repurchase behavioural Chi et al. (2018). So, through the research, the researchers conclude that consumers' satisfaction has a significant impact on the online purchasing behaviour.

5.4 IMPLICATIONS OF THE STUDY

The main aim of this research undertaking is to conduct a thorough investigation into the complex relationship between the flow concept and the theory of consumption values as they pertain to the online brand experience of Malaysian consumers. Through an in-depth exploration of this topic, our objective is to acquire a more profound comprehension of the interrelationships and dynamics that are inherent in these theoretical frameworks. The primary objective of this study was to perform an exhaustive analysis of the influence that flow, economic factors, quality, and satisfaction have on the behavioural to engage in online purchasing. The data collection process for this study was initiated by the researcher via a questionnaire developed on Google Form. Following that, a total of 335 consumers were administered the questionnaire and were chosen as respondents for this research project. The results and implications of the current study regarding consumer attitudes towards online purchasing are substantial.

The insights provided by this research are of great value to marketing professionals, as they shed light on the multitude of factors that impact the online brand experience of young consumers. Through a comprehensive understanding of these complexities, marketers are capable of tailoring their approaches and promotional initiatives to successfully engage this particular demographic. Consequently, this may lead to more effective and targeted marketing initiatives. The previously mentioned result possesses the capacity to generate improved brand perception and heightened consumer loyalty among the youthful online consumer demographic.

Additionally, it is significant to mention that e-commerce platforms may be able to apply these discoveries to enhance the user experience and optimize their interfaces. By applying flow theory to the analysis of online purchasing behaviour, significant insights can be gained that can inform the development and operation of platforms, ultimately aiming to create a streamlined and pleasurable shopping experience for users. There is promise that the improvement of flow experiences on e-commerce platforms will increase conversion rates and consumer satisfaction. This objective can be accomplished by giving precedence to a range of components that enhance the flow experience, such as intuitive navigation and captivating content. By prioritizing these elements, e-commerce platforms have the ability to establish a setting that fosters effortless and pleasurable user engagements, which will ultimately result in greater customer contentment and higher conversion rates.

From an academic standpoint, this research study provides a significant contribution to the existing body of knowledge regarding consumer behaviours. As a result, it establishes a robust foundation for subsequent inquiries and scholarly endeavours in this specific field. By integrating the findings of this research study, consumers can gain substantial knowledge in the fields of marketing, consumer behaviour, and related disciplines. By incorporating these findings into academic curricula, pupils are afforded the opportunity to gain a more profound comprehension of contemporary trends in consumer behaviour and to observe the practical application of theoretical principles in real-world contexts.

The aforementioned studies have substantial implications for the current research due to the practical relevance they impart. Numerous stakeholders, including marketing professionals, e-commerce platforms, academic researchers, educators, and students, will find these insights especially beneficial. The consequences of online brand experience and consumer behaviour are of considerable significance to a range of stakeholders owing to their capacity to provide insights for decision-making, improve user experiences, and contribute to scholarly investigations.

5.5 LIMITATIONS OF THE STUDY

The present study has a number of limitations that may be remedied in subsequent inquiries. A significant limitation that was encountered during the course of this research endeavour concerned the target population. The primary demographic of interest for the current research comprises youthful consumers residing in Malaysia. The research utilized a sample size of 335 respondents in total. Therefore, in order to ensure transparency, participation in the questionnaire sections should be restricted to consumers who genuinely intend to make online purchases. As a result, the information gathered from these participants will be employed during the subsequent phase of data analysis for the research. Consequently, the results of this investigation might not have offered a precise portrayal of consumer behavioural with respect to online purchases, and they cannot be deemed indicative of more extensive scholarly investigations in this domain. Additionally, it is critical to take into account that the restricted target population and small sample size could potentially introduce biases and expand the margin of error associated with the results. It is impossible to disregard the potential ramifications of this phenomenon on the interpretation and evaluation of the results.

The following limitation that was encountered in this research concerned the methodology used to acquire the data. The information was acquired via an internet-based survey conducted by the researchers. The principal aim of implementing this specific methodology is to maximize efficacy with regard to monetary and temporal investments. The researchers dedicated a considerable amount of time and effort to gather online questionnaires from 335 participants. The widespread prevalence of fraudulent activities on the internet has possibly instilled in some individuals a qualm regarding their participation in online surveys. The participants articulate concerns regarding the possible exploitation or unauthorized revelation of the data that has been gathered from them. Additionally, it is critical to acknowledge that questionnaires frequently comprise numerous sections, a feature that could potentially discourage respondents from engaging or impede their capacity to allocate adequate time for survey completion. One possible outcome of this situation is a possible postponement in the collection of data, which may consequently have an effect on the overall advancement of the research.

In conclusion, it is critical to recognize that time was a limitation in the context of this research. The investigation was conducted for a comparatively brief and limited duration. Due to the aforementioned situation, researchers have implemented a more targeted strategy by reducing the size of their samples and target populations. The purpose of this tactical modification is to augment the quality and reliability of research outcomes in a more condensed period. In research, sample size influences the validity of survey results and introduces the possibility of bias. Although producing study results in a shortened period of time may be an advantage of small sample sizes, the potential limitations associated with such samples must be considered. The objective of this study is to investigate the consequences of reduced sample sizes on the validity of surveys and the possibility of bias. We will further comprehend the importance of sample size in survey research through an analysis of pertinent literature and research studies. Therefore, from this, it can be deduced that an extended period of time spent gathering data may produce a sample that is more representative of the population being investigated, thus improving the precision and reliability of the outcomes.

5.6 RECOMMENDATIONS/SUGGESTION FOR FUTURE RESEARCH

The digital era has fundamentally transformed consumer behaviour, particularly in the realm of online shopping. The aim of the study is to provide insight into the complex relationships that exist between online brand experience, flow, and consumption values in order to help organizations maximize their use of digital tactics.

The study finds the positive relationship between the concept of flow and the consumer behavioural in the context of online shopping. Flow, characterized by a seamless and engaging user experience, is found to significantly influence users' inclination to use online shopping platforms. Recommending for businesses involve enhancing website design and navigation to create a user-friendly environment. Personalized content and recommendations are also highlighted as crucial elements to foster a sense of flow, ultimately encouraging active user engagement and positive behavioural.

The study also suggests that strategic pricing and promotional strategies play a crucial role in influencing consumer behaviour. Businesses are encouraged to explore innovative

approaches to pricing models and promotions that resonate with consumers in the dynamic digital marketplace. This research provides a foundation for understanding how economic considerations can be leveraged to shape consumer decisions and influence their behavioural to engage in online shopping activities.

Analysing the impact of satisfaction on consumer behavioural, this study underscores the significance of personalized experiences and efficient customer service in fostering satisfaction among online consumers. Businesses are advised to invest in strategies that enhance overall satisfaction, recognizing its role in building long-term consumer loyalty. The chapter delves into specific aspects of customer service and personalization techniques that contribute to heightened satisfaction levels, emphasizing their importance in shaping positive behavioural in the online shopping domain.

Through the study the rejection of the hypothesis suggesting a negative impact of product or service quality on consumer behavioural. The research encourages further exploration into the specific dimensions of quality that matter most to online consumers. Additionally, the study recommends investigating communication strategies that effectively convey product quality and build trust in the online environment. Understanding the nuanced role of quality in the digital marketplace is deemed essential for businesses aiming to optimize the online brand experience and influence consumer behaviour positively.

In conclusion, the study contributes nuanced insights into the dynamic realm of online brand experiences and consumer behaviour. By embracing the recommendations derived from accepted hypotheses and exploring the suggested avenues for future research, businesses can refine their digital strategies to meet the evolving demands of consumers in the online shopping landscape. The findings serve as a foundation for continued exploration and adaptation in the ever-changing digital marketplace.

5.7 OVERALL CONCLUSION OF THE STUDY

The complete research, "A Study on the Relationship of the Theory of Consumption Values and Flow on Consumer Behavioural To Use Online Shopping In Malaysia," has given important new information about the varied interactions between variables impacting consumer behaviours online. Complicated conclusions from the study of the connections between flow, economic variables, quality, satisfaction, and consumer behavioural to use online shopping buying have important ramifications for companies that operate in the digital economy.

The relationship between behavioural goals and flow, which is favourable, highlighting the significance of a simple and interesting user experience. Personalized information, easy navigation, and well-designed websites have become essential components for maximizing user flow and promoting constructive behavioural intents.

The second hypothesis concentrated on the favourable relationship that exists between behavioural goals and economic circumstances. Strategic pricing and promotional tactics were emphasized as important variables, indicating that companies can use these financial aspects to influence consumer choices and intents in the ever-changing digital market.

The third hypothesis, satisfaction emerged as a crucial catalyst for positive consumer behavioural. The study underscored the importance of personalized experiences and efficient customer service in fostering overall satisfaction, contributing to long-term consumer loyalty. Contrary to expectations, the fourth rejected hypothesis of a negative impact of quality on consumer behavioural. This finding prompts further exploration into the specific dimensions of quality that resonate with online consumers and the communication strategies that effectively convey product quality and build trust.

Concluding, this study contributes to a holistic understanding of online brand experiences and consumer behaviour. The recommendations derived from accepted hypotheses, ranging from optimizing flow and leveraging economic factors to prioritizing satisfaction, provide actionable insights for businesses seeking to refine their digital

strategies. The rejected hypothesis on quality opens avenues for further exploration, encouraging future research to dissect the nuanced role of quality in the digital marketplace.

Businesses navigating the online shopping landscape can use these findings as a foundation to adapt and tailor their strategies, ensuring a seamless and satisfying online brand experience for consumers. As the digital marketplace continues to evolve, the insights from this study pave the way for ongoing exploration and adaptation, guiding businesses toward effectively meeting the ever-changing demands of online consumers.

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APPENDIX A – Draft of Questionnaire

"A STUDY ON THE RELATIONSHIP OF THE THEORY OF CONSUMPTION VALUES AND FLOW ON CONSUMER BEHAVIOURAL TO USE ONLINE SHOPPING IN MALAYSIA"

Greetings to all dear respondents,

We are final year students in Universiti Malaysia Kelantan (UMK) pursuing a Degree in Bachelor of Entrepreneurship (Commerce) with Honors from Faculty of Entrepreneurship and Business (FKP). We are currently conducting a study survey regarding "A Study on The Relationship of the Theory of Consumption Values and Flow on Consumer Behavioural to Use Online Shopping in Malaysia". We would appreciate it if respondents could spend a few minutes to answer the online questionnaire given. Your response will be kept fully private and used exclusively for academic purposes only.

SECTION A: DEMOGRAPHIC INFO

You are required to place a tick (/) at the appropriate answer.

1. Age:

15-20	21-25	26-30

2. Gender:

Male	Female

3. Race:

Malay	Chinese	India	Others

64

4. Occupation:

Government Sector	Private Sector	Self-employed	Students	Others

5. How often do you purchase products or services through online shopping platforms?

Daily	Weekly	Monthly	Yearly

SECTION B: DEPENDENT VARIABLES

This section will measure your consumer behavioural to use online shopping. Please mark your answer based on the scale from 1 to 5.

Strongly Disagree (**SD**)	Disagree (**D**)	Neutral (**N**)	Agree (**A**)	Strongly Agree (**SA**)
1	2	3	4	5

CONSUMER BEHAVIOURAL TO USE ONLINE SHOPPING	SD	D	N	A	SA
1. I will recommend my friends and family to use online shopping.	1	2	3	4	5
2. I will always try to use online shopping because it is beneficial.	1	2	3	4	5
3. I will encourage more people to use online shopping in the future.	1	2	3	4	5
4. I believe that online shopping may influence our daily life.	1	2	3	4	5
5. I believe that online shopping may bring convenience to us in the future.	1	2	3	4	5

SECTION C: INDEPENDENT VARIABLE

This section will measure flow, economy, quality, and satisfaction to use online shopping. Please mark your answer based on the scale from 1 to 5.

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

FLOW		SD	D	N	A	SA
1.	I found my visit to online shopping sites interesting.	1	2	3	4	5
2.	I found my visit to online shopping sites enjoyable.	1	2	3	4	5
3.	I found my visit to online shopping sites exciting.	1	2	3	4	5
ECONOMIC		SD	D	N	A	SA
1.	Generally, products sold through online websites are reasonably priced.	1	2	3	4	5
2.	Generally, products sold through online websites offer good value for money.	1	2	3	4	5
3.	Generally, products sold through online websites are affordable.	1	2	3	4	5
QUALITY		SD	D	N	A	SA
1.	Generally, products sold through online websites have good quality.	1	2	3	4	5
2.	Generally, products sold through online websites have an acceptable standard of quality.	1	2	3	4	5
3.	Generally, products sold through online websites are of consistent quality.	1	2	3	4	5
SASTIFACTION		SD	D	N	A	SA
1.	I am satisfied with the product of this online retailer.	1	2	3	4	5
2.	I am overall satisfied with this online retailer.	1	2	3	4	5
3.	I am satisfied with the purchase experience at this online retailer.	1	2	3	4	5

Thank you for your participation.

Google Form Link: https://forms.gle/VBDLSzSTSMbMQfxQ8

APPENDIX B – Gantt Chart

Task \ Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Find article and choose tittle of research	█	█												
Identify independent variable and dependent variable		█												
Start writing proposal of Chapter 2		█	█	█	█									
State methodology and writing of Chapter 3					█									
Identify problem statement, state research questions and research objectives					█									
Proceed with Chapter 1 and questionnaire						█								
Submit the PPTA 1 (draft) to supervisor						█								
Modified PPTA 1 and submit to supervisor							█							
Full PPTA 1 checked by Turnitin							█							
Prepare slide of presentation							█							
Submit PPTA to examiner								█						
Presentation and evaluation								█						
Collect data through online survey								█	█	█	█	█		
Conduct pilot test analysis										█				
Start data analysis with using SPSS												█		
Start writing discussion and conclusion												█		
Final check of the report													█	
Submit final report to supervisor and examiner													█	