Analysis of Consumer Attitudes Towards Digital Shopping in Johor Bahru During Covid-19 Pandemic

Zuhayra Khayrin Binti Zaini

Faculty of Entrepreneurship and Business,

Universiti Malaysia Kelantan,

Malaysia

Email: zuhayra.a18a0966@siswa.umk.edu.my

Abstract:
This research analyses consumer attitudes towards digital shopping in Johor Bahru during the Covid-19 pandemic. Consumer beliefs, feelings, and behavioural intentions influence consumer attitudes toward digital shopping in Johor Bahru. A non-probability sampling method is used to perform the study, and the survey is distributed to 384 respondents who are the residents of Johor Bahru. SPSS version 26 was used to analyse the data. Furthermore, the findings reveal that consumer beliefs, feelings, and behavioural intentions are positively influence consumer attitude. It is found that, consumer behavioural intentions are the most influential variables in determining consumer attitudes regarding digital shopping. As a result, it provides the researcher with the necessary guidance and direction to achieve the research aim and purpose. Finally, the research project provides a thorough knowledge of the limitless and some helpful ideas.

Keywords*: Behavioural Intentions, Consumer Attitude, Consumer Beliefs, Consumer Feelings, Covid-19, Digital Shopping*

1. INTRODUCTION

1.1. Background of the study

Due to Covid-19, all consumers have shifted their buying habits from physical to digital stores. Consumers alter their behaviour since every human activity must proceed on a digital platform. According to Detego (2019), digital stores are the stores of the new era. E-Commerce, which stands for Electronic Commerce, includes digital shopping. When a consumer consumes anything online, they are using a digital platform. A platform such as is Amazon, Shopee, Lazada and more. Since lockdowns had become the new normal, retailers and consumer steadily "went digital," providing and purchasing more items and services online, increasing e-share commerce's of global retail trade from 14% in 2019 to over 17% in 2020 (Popov, 2021).

Every individual, industry, organization, nation, and other facets of the global economy has an indirect or detrimental influence on Covid-19. According to the World Economic Forum, there would be a 12% reduction between January and March 2020. According to Statista Research Department (2021), the Covid-19 pandemic will reduce worldwide retail sales by 5.7 percent in 2020. Global retail sales will reach about 26.7 trillion US dollars by 2022, up from around 24.8 trillion US dollars in 2019.

The movement control order (MCO) restricted public movement, and the lockdown, which was supposed to last two weeks in March 2020 but was extended until mid-May 2020, resulted in a significant drop in overall retail income. By 2020, the industry is expected to decline by around 16%. Several retail categories saw considerable contractions, including double-digit contractions in 2020, including clothing, footwear, fashion accessories, and others. Similarly, one of the primary distribution channel sectors –hypermarkets, supermarkets, and convenience shops – saw a decrease in overall sales.

1.2 Problem statement

The pandemic has had an impact on nearly every aspect of our lives. Some changes have been abrupt and involuntary, such as social isolation or mask-wearing. Others believe that technology has accelerated the adoption of pre-existing widespread behaviours like shopping, banking, and other services. Since the world hit Covid-19, consumer attitude will change because they need to buy a product online. Consumer attitudes vary due to those phrases, which are reflected in their consumer beliefs, feelings, and behavioural intentions. The pandemic has boosted people's digital technologies in life and work to stay connected. Malaysia's response to the Covid-19 pandemic has been unprecedented. The entire country joined together to follow the standard operating procedures (SOPs), which included keeping social distance, wearing face masks, and regularly washing their hands with soap. Paved the way for commercial industry to resume normal operations. Malaysia has found a significant potential in digitization in online shopping, food processing services, and courier services. The government chose to enhance the digital economy, which was recently formed through government projects such as PENJANA and is linked with the launch of e-commerce for the entire globe.

1.3 Research objective

The aim of this research is:

1.3.1 To find out consumer beliefs towards digital shopping during Covid-19 pandemic.
1.3.2 To examine the consumer feelings towards digital shopping during Covid-19 pandemic.
1.3.3 To analyse consumer behavioural intentions towards digital shopping during Covid-19 pandemic.

2. LITERATURE REVIEW

2.1 Introduction

This chapter covers a survey of the research literature on consumer attitudes regarding digital shopping during the Covid-19 pandemic. Various literature reviews related to the model and research use the theoretical and empirical basis on user acceptability based on this study. This study's three significant independent variables are consumer beliefs, consumer feelings, and behavioural intents, all of which affect consumers' shopping behaviour towards digital stores.

2.2 Previous study

2.2.1 Covid-19

Covid-19 is an infection caused by a novel coronavirus known as SARS-CoV-2; formerly known as 2019-nCoV. It was found during a global pandemic of respiratory illness cases in Wuhan City, Hubei Province, China. The Covid-19 pandemic has claimed a vast number of lives worldwide. Tens of millions of people are at risk of falling into extreme poverty. The pandemic's economic impact is disastrous, with governments implementing shutdowns or movement control orders (MCO), which have a substantial impact on the global supply chain. Covid-19 may substantially impact the value of the Malaysian ringgit. As of March 27, 2020, Malaysia's stock exchange had fallen to its lowest level in ten years. In the first quarter of 2020, retail sales are predicted to tumble by double digits.

2.2.2 Digital Shopping

Buying and selling online or offering an online service are examples of digital shopping (AU, 2018). It entails going online, landing on a seller's website, purchasing, and arranging for delivery. Digital stores do not have space limits; therefore, a large range of items may be presented. According to Reyhle (2020),there are various advantages to adopting a digital site for both retailers and consumers. Using a digital store, the retailers may easily compare prices with their competitors. Consumers benefit from digital shopping since it allows them to easily compare shop with different retailers. The disadvantage of using a digital store is that the consumer misses out on the purchasing experience. Remote shoppers face network issues, money being debited but not received by sellers, or payment stuck halfway through. There is also the risk that personal information will be exploited.

2.2.3 Consumer attitude

Understanding consumer attitudes is one of the primary motivations for performing marketing research. Most consumer attitudes are formed because of product and service experiences. Retailers must know what attitudinal hurdles exist in purchasing to strategize how to overcome such hurdles through marketing efforts. The goal is to deliver the greatest experience for consumers.

2.2.4 Consumer attitude towards digital shopping

2.2.4.1 Consumer beliefs

Beliefs are a consumer's understanding and assumptions about products/brands and the potential advantages of utilizing them. Beliefs are formed as a function of information processing (Saif, 2013). Retailers that try to inspire behaviour change by disregarding or confronting consumers' beliefs face a struggle.

2.2.4.2 Consumer feelings

Consumer feelings analysis is one of the most effective ways to evaluate public perception of a circumstance, a product, a campaign, or even brand. Retailers can utilize that information to tweak, personalize, and curate things like marketing tone to resonates with their target audience.

2.2.4.3 Consumer behavioural intentions

The greater the desire to engage in conduct, the more likely it is that an activity will be completed (LaMorte, 2019). Recognition or peer pressure can influence a person's development of a favorable attitude toward conduct. Consumers' good response to online shopping will encourage them to repeat their purchases.

2.3 Hypotheses statement

The three developed hypotheses of this research are:
H1: There is a positive and significant relationship between consumer beliefs and consumer attitude towards digital shopping behaviour during Covid-19.
H2: There is a positive and significant relationship between consumer feelings and consumer attitude towards digital shopping behaviour during Covid-19.
H3: There is a positive and significant relationship between consumer behavioural intentions and consumer attitude towards digital shopping behaviour during Covid-19.

2.4 Conceptual framework
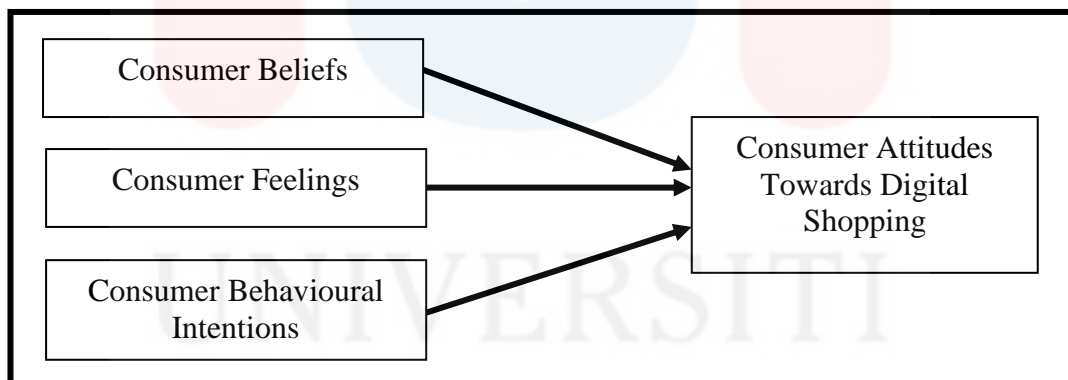
Figure 2.4.1: Conceptual Framework

The above framework was designed to determine the relevance of independent and dependent variables used in this study. All the factors chosen for this study are relevant and applicable to past research. This study seeks to confirm that all hypothesized independent variables, including as consumer beliefs, feelings, and behavioural intentions, have a significant relationship with consumer attitudes regarding digital shopping during the pandemic. The study model is represented in Figure 2.4.1.

3. RESEARCH METHODS

3.1. Introductions

In the third chapter of this research, information on the methodologies and processes employed throughout the endeavour to gather as much as feasible and relevant data to be included and used in this research will be provided. This chapter will identify and describe each aspect involved in conducting this research, including the population, sample size, and sampling procedures used for the study. Finally, this chapter will go through the analytic methods that will be employed and the data gathering methods that will be used in greater depth.

3.2. Study population

The study aims to determine the consumer attitude toward digital shopping in Johor Bahru during Covid-19. The study was carried out between October 10, 2021, until February 2022. Participants in this survey include consumers who shop online through sites like Mudah.my, Zalora, Shopee, Lazada, and Carousell. This study's population consists of the residents of Johor Bahru. According to DOSM (2021), Johor Bahru has 1,565,900 residents.

3.3. Sample size

In a study report, the proportion of individuals refers to the number of people included in the sample size. The population of Johor Bahru is 1,565,900 residents. According to table Krejcie & Morgan (1970), 384 consumers from a computerized store were selected to represent a population of over 100,000 people. A list of digital stores such as Mudah.my, Zalora, Shopee, Lazada, and Carousell will be used to represent this research.

3.4. Sampling Technique

The researcher will employ non-probability sampling to continue with the research procedure. To collect data, researchers will circulate a questionnaire over social media. The questionnaire will be distributed globally, and anyone can fill it out. The researchers estimate that gathering all the data will take a week. Researchers can collect many samples using simple sampling approaches to finish the questionnaire quickly.

4. DATA ANALYSIS AND FINDINGS

4.1. Introduction

The results of this study were acquired using the approach provided in Chapter 3. The response rate, descriptive analysis, Cronbach's alpha, correlation tests, and description were all covered in this chapter. The collected data were analyzed with the SPSS version 26.

4.2. Demographics profile of respondents

In Table 4.2.1 below, the research showed the demographic profile of the respondents as derived from Part A of the questionnaire. Part A has six items: gender, age, race, marital status, educational background, and occupation.

Table 4.2.1: Descriptive Analysis of Demographic Profile of Respondents

Demographic	Item	Frequency (n = 384)	Percentage (%)
Gender	Male	176	45.8
	Female	208	54.2
Age	Below 20 years	84	21.9
	21 – 30 years	165	43.0
	31 – 40 years	75	19.5
	41 – 50 years	39	10.2
	51 years and above	21	5.5
Race	Malay	224	58.3
	Chinese	87	22.7
	Indian	38	9.9
	Others	35	9.1
Marital Status	Married	107	27.9
	Single	245	63.8
	Widowed	10	2.6
	Divorced	10	2.6
	Others	12	3.1
Education Background	SPM / STPM	149	38.8
	Diploma	126	32.8
	Degree	102	26.6
	PhD and above	7	1.8
Occupation	Student	180	46.9
	Private sector	111	28.9
	Government sector	45	11.7
	Retiree	12	3.1
	Others	36	9.4

Table 4.2.1 showed the descriptive analysis of demographic profile of respondents in this study. In analyzing of the frequency, most female respondents use digital shopping in this survey at 208 (54.2%) whereas male respondents were 176 (45.8%). The primary distinction between men and women in terms of shopping is what they purchase. Men often purchase for heavy-duty products such as furniture and computers, whereas women typically purchase for groceries and apparel. Besides, there were 165 respondents among 21 until 30 years with (43%) which were the highest, while the lowest was 21 of respondents among 51 years and above with (5.5%). This can be supported by the observation that consumers aged 21 to 30 years are more interested to purchase through a digital platform since it saves time and offers a wide range of products. Next, mostly Malay individuals like to use digital shopping which is 224 of respondents with (58.3%). That's because most Malay consumers believe that buying online is more convenient than going to crowded stores or standing in line for hours. Even better, most online businesses allow users to select same-day delivery at the checkout screen. Not only can avoid crowds and lines, but consumer also get their things swiftly. On the other hand, single consumer was highest use in digital shopping at 245 respondents with (63.8%) while the lowest is widowed and divorced that is 10 respondents with (2.6%). Single consumers prefer to shop online since it is more economically efficient. This is especially true for electronics, toys, and other leisure things. They may also apply coupons online and obtain special deals on a regular basis. The highest of frequency in education background were SPM/STPM at 149 respondents with (38.8%). They prefer to purchase online since it is more convenient to do so from home. Their responsibilities are under the authority of their parents, and it is tough to purchase in physical stores during the pandemic. Therefore, student is the most prefer to use digital shopping during pandemic in which 180 respondents with (46.9%). That's because consumers can afford what they want through digital shopping since they can acquire thorough information about the products and compare them to other brands or models.

4.3. Descriptive analysis

Table 4.3.1: Level of Mean

Variables	Mean	Interpretation
Consumer Beliefs	4.6234	High
Consumer Feelings	4.6424	High
Consumer Behavioural intentions	4.5536	High
Consumer attitude	4.5792	High

Table 4.3.1 shows the mean of the independent and dependent variables. The highest average of the independent variables is feelings of 4.6424, followed by consumer beliefs at 4.6234 and consumer behavioural intentions of 4.5536. The average of the dependent variable is the consumer attitude towards digital shopping in Johor Bahru which is 4.5792. According to Hadiyanto and Suratno's (2015) argument, the range of mean for both the independent variables and the dependent variable is 3.67-5.00, indicating a high degree of acceptability based on the replies from target respondents in this study. As a result, the mean result for each variable is designated as a good result.

4.4. Validity and Reliability Test

Table 4.4.1: Validity and Reliability Test

Variables	Cronbach's Alpha	Item	N (sample size)
Experience during digital shopping	0.799	5	384
Consumer Beliefs	0.868	5	384
Consumer Feelings	0.876	5	384
Consumer Behavioural Intentions	0.852	5	384
Consumer Attitude	0.863	5	384

The reliability test for dependent and independent variables can be seen in table 4.4.1 above. The Cronbach alpha coefficient value for the dependent variable, consumer attitude in Johor Bahru, was 0.863, indicating that it was good and dependable. The Cronbach alpha coefficient values for consumer beliefs, feelings, and behavioural intents variables were 0.868, 0.876, and 0.852, respectively, indicating that the reliability is good and dependable.

4.5. Pearson correlation analysis

Table 4.5.1: Pearson Correlation Analysis

Variables		Consumer Attitude
Consumer Beliefs	Pearson Correlation	0.639**
	Sig. (2 - tailed)	0.000
	N	384
Consumer Feelings	Pearson Correlation	0.638**
	Sig. (2 - tailed)	0.000
	N	384
Consumer Behavioural Intentions	Pearson Correlation	0.715**
	Sig. (2 - tailed)	0.000
	N	384

**. Correlation is significant at the 0.01 level (2-tailed)

From the table, there is good correlation between consumer beliefs and consumer attitude towards digital shopping in Johor Bahru (r = 0.639). There is also a good correlation between consumer feelings and consumer attitude towards digital shopping in Johor Bahru (r = 0.638). Moreover, there is a good correlation between consumer behavioural intentions and consumer attitude towards digital shopping in Johor Bahru (r = 0.715).

4.6 Hypotheses Testing

Table 4.6.1: Summary of Hypotheses Testing

	Hypotheses	Statistical Analysis	Result
H1	There is a positive and significant relationship between consumer beliefs and consumer attitude towards digital shopping behaviour during Covid - 19.	0.639	Accepted
H2	There is a positive and significant relationship between consumer feelings and consumer attitude towards digital shopping behaviour during Covid - 19.	0.638	Accepted
H3	There is a positive and significant relationship between consumer behavioural intentions and consumer attitude towards digital shopping behaviour during Covid - 19.	0.715	Accepted

According to table 4.6.1, the three independent variables, namely consumer beliefs, feelings, and behavioural intentions, had good correlations with consumer attitudes towards digital shopping in Johor Bahru during the Covid-19 pandemic. In brief, following Pearson 's correlation testing, three hypotheses in this study were approved.

5. CONCLUSION AND FUTURE RESEARCH

The research findings were analysed and discussed through the Pearson correlation coefficient analysis presented in Chapter 4. Based on the questions posed in Chapter 1, a summary of the findings was created. The researchers also discussed whether research hypotheses were accepted or rejected after hypothesis testing. The results of the outcome goals based on the research goals stated in Chapter 1 are also discussed in this chapter.

5.1. Discussion

5.1.1 Consumer Beliefs

The H1 of objective 1 is to analyse the relationship between consumer beliefs and consumer attitudes toward digital shopping in Johor Bahru. Consumer beliefs have a positive correlation coefficient of 0.639, indicating a good correlation between consumer belief and consumer attitude. It's because consumer beliefs will have an impact on whether or not they use digital shopping during pandemic. According to Bina (2019), belief is the new advantage. Consumers are purchasing not the product itself, but rather the more significant concept that necessitates the purchase of that product. Consumers rely on their beliefs since they may have favourable or negative feelings about a product. According to Punj (2011), there is a substantial association

between the opinion that online shopping aids in the selection of the best product fit and online purchase activity for customers who enjoy shopping. Consumers who are more concerned with the utility of their purchase are more likely to perform product research before making a purchase.

5.1.2 Consumer Feelings

Consumer feelings have a positive correlation coefficient of 0.638, indicating that there is a positive relationship between consumer feelings and consumer attitude. The H2 of Objective 2 is to decide whether or not the relationship between consumers' feelings and their attitudes towards digital shopping during Covid-19 is significant. In Johor Bahru, it was discovered that consumer feelings have an impact on consumer attitudes regarding digital shopping. While positive emotions evoked after purchasing were highly related to satisfaction (Kunieda,2013). According to Jiang, Yang, and Jun (2013), the most main factor of online business success is consumer perceived online purchasing convenience. According to IGI (2021), consumers' sentiments regarding a brand, company, product, or service are evaluated using consumer feelings. It is used to identify consuming experiences and make an impression on the consumer.

5.1.3 Consumer behavioural intentions

The H3 of objective 3 is to determine the relationship between consumer behavioural intentions and consumer attitudes towards digital shopping in Johor Bahru during Covid-19 pandemic. Consumer behavioural intentions have a positive correlation coefficient of 0.715, indicating a good relationship between behaviours intents and attitudes. It shows that consumers' intentions have an impact on consumer attitudes towards digital shopping. According to Yulihasri, Aminul, and Ku Amir (2011), who performed research in Malaysia, attitude is one of the most important factors influencing university students' intention to shop online. Likewise, Jamil and Mat (2011) discovered that a favourable attitude toward online purchase intention preceded real internet buying. According to Fishbein, behavioural intention, which is regarded the primary antecedent of conduct behaviour, is influenced by the people's attitude toward the behaviour and the people's sense of social pressures, which is reflected by consumer attitude.

5.2 Limitations of the study

Researchers must consider various limits to this research when performing it. The researchers combined questionnaires from numerous historical surveys (depending on variables). The sample size and target group may not reflect all digital shoppers in Johor Bahru. Only a few consumers can be surveyed because this study is limited to Johor Bahru. The research sample size is limited to 384 respondents. While the previous survey's sample size was adequate to attain significant statistical capacity, it was insufficient enough to raise concerns about the possibility of generalization to a broader population. The limited sample of respondents may harm the study's precision and reliability. When assessing study findings, researchers were exposed to the

challenge of using the Social Science Statistics Package (SPSS). Researchers have found it challenging to use this software since the Covid-19 pandemic, it takes a lot of internet data. The strength of an area's internet connection is dependent on it. Furthermore, researchers only attend SPSS seminar sessions online, making it difficult for them to understand the steps involved in using this SPSS application.

5.3   Recommendations/ suggestion for future research

The research focuses on studying more about the factors that impact consumer attitudes toward digital shopping during Covid-19. Other parties, such as researchers and retailers, can help the research by conducting similar studies in the future. This research may be useful to researchers in achieving their research goals by contributing as a reference. Aside from that, future researchers can use this research to expand this type of research into a more extensive scope of study and apply a different way to achieve their objectives.

Next, retailers can benefit from this research. Retailers can apply this research as a resource to improve the quality of their websites for their consumers, resulting in increased beliefs, feelings, behavioural intentions, and consumer attitude. Retailers also, can improve their service such as their new marketing plan, service quality, digital platform, etc. This can assist retailers in attracting consumers, increasing earnings, improving brand image, and retaining existing consumer attitude.

5.4   Conclusion

The researchers studied consumer attitudes towards digital shopping in Johor Bahru during Covid-19. They found that the most crucial variables influencing consumer attitudes toward digital shopping is behavioural intentions. The study will act as a blueprint for consumers to better understand their attitudes about digital shopping.

ACKNOWLEDGEMENT

REFERENCES

Bina, Jasmine. "Belief Is the New Benefit: Why You Need to Find Your Deeper Brand." *Medium*, 7 Feb. 2020, medium.com/swlh/belief-is-the-new-benefit-why-you-need-to-find-your-deeper-brand-75f7696b8924.

"Consumer Beliefs - Consumer Behaviour - Lecture Slides - Docsity." *Www.docsity.com*, www.docsity.com/en/consumer-beliefs-consumer-behaviour-lecture-slides/246087/.

"Five Benefits of Online Shopping and Offline Shopping." *Retail Minded*, 14 Sept. 2020, retailminded.com/five-benefits-of-online-shopping-and-offline-shopping/#.YebtDP5Bzcd. Accessed 18 Jan. 2022.

Jaiswal, Shefali, and Anurag Singh. "Influence of the Determinants of Online Customer Experience on Online Customer Satisfaction." *Paradigm*, vol. 24, no. 1, 28 May 2020, pp. 41–55, 10.1177/0971890720914121.

Jiang, Ling (Alice), et al. "Measuring Consumer Perceptions of Online Shopping Convenience." Journal of Service Management, vol. 24, no. 2, 19 Apr. 2013, pp. 191–214, 10.1108/09564231311323962. Accessed 23 Sept. 2019.

LaMorte, Wayne. "The Theory of Planned Behavior." Sphweb.bumc.bu.edu, Boston University School of Public Health, 9 Sept. 2019, sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/BehavioralChangeTheories/BehavioralChangeTheories3.html.

Popov, Andrey. "How COVID-19 Triggered the Digital and E-Commerce Turning Point | UNCTAD." *Unctad.org*, 15 Mar. 2021, unctad.org/news/how-covid-19-triggered-digital-and-e-commerce-turning-point.

Punj, Girish. "Effect of Consumer Beliefs on Online Purchase Behavior: The Influence of Demographic Characteristics and Consumption Values." *Journal of Interactive Marketing*, vol. 25, no. 3, Aug. 2011, pp. 134–144, 10.1016/j.intmar.2011.04.004.

"Retail Sales Growth Forecast 2022." *Statista*, www.statista.com/statistics/232347/forecast-of-global-retail-sales-growth/. Accessed 18 Jan. 2022.

"The Digital Store: Transforming Retail in 10 Simple Steps • Detego." *Detego*, 16 Aug. 2019, www.detego.com/retail_insights_en/retail-en/from-store-to-digital-stage/.

Yulia Vakulenko Poja Shams, D. H. K. H. (2018). Online retail experience and customer satisfaction: the mediating role of last mile delivery. *The International Review of Retail, Distribution and Consumer Research 29*(3), 306-320. doi:https://doi.org/10.1080/09593969.2019.1598466

Yusta, Alicia Izquierdo, and Stephen J. Newell. "Consumer Beliefs and Motivations That Influence Repeat Online Purchases." *International Journal of Electronic Marketing and Retailing*, vol. 4, no. 4, 2011, p. 270, 10.1504/ijemr.2011.045611. Accessed 6 Sept. 2020.