ONLINE SHOPPING BEHAVIOR AMONG YOUTH IN MALAYSIA

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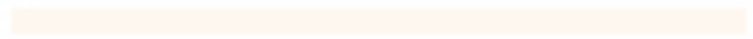NURUL SYAKILLA BINTI RAMLI (A19A0772)

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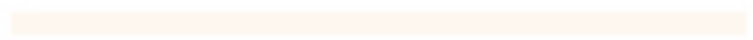
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by

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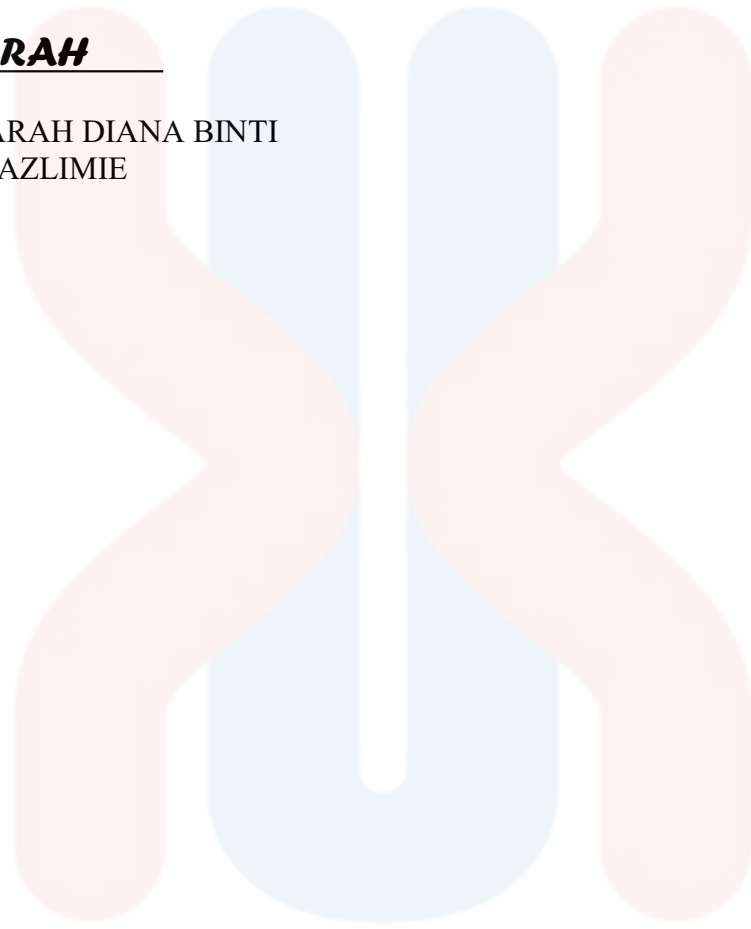
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I

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ABSTRAK

Kebanyakan generasi muda Malaysia menghadapi masalah kewangan kerana tabiat berbelanja yang buruk. Mereka lebih suka melibatkan diri dalam membeli-belah dalam talian walaupun mereka tidak mempunyai banyak wang untuk berbuat demikian. Di samping itu, orang ramai membazirkan wang dengan membeli barang yang mereka tidak perlukan kerana kurang akal untuk membezakan antara keperluan dan kehendak. Walau bagaimanapun, membeli-belah dalam talian masih menjadi trend kerana lebih daripada 26 juta orang di Malaysia menggunakan internet, dan 80% pengguna berumur antara 16 dan 64 tahun, menurut Indeks Web Global (2019). Oleh itu, kajian ini mengkaji faktor yang mempengaruhi tingkah laku membeli-belah dalam talian di kalangan belia di Malaysia. Penyelidikan ini juga bertujuan untuk mengisi jurang dalam penyelidikan semasa dan untuk memberikan gambaran baru mengenai topik yang memberi tumpuan kepada belia di Malaysia. Responden yang disasarkan untuk kajian ini adalah belia yang berumur 15 dan 30 tahun di Malaysia. Rangka kerja konseptual diunjurkan dengan menggunakan pembinaan Teori Tingkah Laku Terancang (TPB) dengan faktor-faktor yang dianggap memudahkan penggunaan, faedah yang dirasakan dan pengalaman masa lalu. Persampelan kuota yang merupakan sejenis persampelan bukan kebarangkalian telah dipilih dalam kajian ini. Kaedah penyelidikan untuk kajian ini adalah penyelidikan kuantitatif dan data boleh dikira. Sebanyak 400 soal selidik akan diedarkan kepada responden. Analisis Frekuensi, Analisis Deskriptif, Ujian Kebolehpercayaan dan Kesahan dan Korelasi Pearson digunakan untuk menganalisis data yang dikumpul.

ABSTRACT

The most of Malaysian younger generation are facing with financial problems because of their poor spending habits. They more prefer to engage in online shopping even though they do not have much money to do so. Additionally, people waste money by purchasing things they do not need due to lack of sense to differentiate between needs and wants. However, online shopping is still a trend as more than 26 million people in Malaysia use the internet, and 80% of consumers between the ages of 16 and 64, according to Global Web Index (2019). Therefore, this study examines the factor influencing online shopping behavior among youth in Malaysia. This research also aims to fill in the gaps in the current research and to provide new insight into the topic that focus on the youth in Malaysia. The targeted respondents for this study are youth with age 15 and 30 years old in Malaysia. A conceptual framework is projected by applying the constructs of Theory of Planned Behavior (TPB) with the factors perceived ease of use, perceived benefits and past experience. Quota sampling which is a type of non-probability sampling has been selected in this study. The research method for this study is quantitative research and the data can be quantified. Total of 400 questionnaires will be distributed to the respondents. Frequencies Analysis, Descriptive Analysis, Reliability and Validity Test and Pearson Correlation are used to analyse the data collected.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Today, the internet is more of a global means of transaction for customers than a networked newspaper (Nuruddin & Abdullah, 2019). The internet has become more popular because of its beneficial properties for giving users quick information and more surfing options in the least amount of time (Turi, 2018). Online shopping is becoming an increasingly preferred channel, with sales increasing year-on-year (Pahlevan Sharif and Yeoh, 2018). The percentage of customers participating in online purchases and transactions gradually increases. According to Global Web Index (2019), more than 26 million people in Malaysia use the internet and 80% of consumers aged 16-64 are currently shopping online. Najihah (2018) say that this digital business approach saves customers time and allows them to order goods anytime, anywhere.

"Youth" was referred as the transition period between childhood and adulthood. At this point, this group of people is entering a completely new phase of their life cycle, moving from childhood to adolescence. According to the website YouGov, Britons believe that youth ends by the age of 30. This is in line with the definition of the Selangor Youth Policy in 2019, where the age of the youth is between 15 to 30 years. This definition is in line with the youth definition standards used internationally.

Online shopping has become a popular way for youth in Malaysia. Young people still dominate online shopping. Online shopping will make more people use this platform for shopping especially Generation Y (Karan, 2017). In Malaysia, Generation Y whose age ranges from 15 to 35 years old. Research shows that younger generations, such as students and professionals, prefer online shopping because of its convenience, time, and money savings (Norzaidi and Mohamed, 2016). According to the website Business.com in 2017,

compared to physical stores, online businesses offer convenience to customers. The convenience and efficiency of online shopping appeal to the younger generation, who are always on the go and have little free time. In addition, online shopping offers a wider variety of products and services than traditional brick-and-mortar stores. For these reasons, online shopping has become the preferred shopping method for Malaysian youth. According to Dos-Santos et al. (2021), convenience is encroaching on product penetration and skill, which may attract customers to make online purchases. Convenience is extremely important to online consumers because it delivers benefits and allows customers to buy at any time and have products delivered to their preferred location. The convenience of online buying directly influences customers' decisions to buy. Because a variety of products are easily accessible online and are available every day of the week, customers can save time and money on travel.

In our research, we focus on youth aged from 15 to 30 years old. This is because most of the youth in Malaysia aged between 15 and 30 are active and help a lot in development programs and activities. Various factors influence online shopping behavior among the youth and this research is aimed at exploring those factors in detail. By conducting this research, we will be able to provide a new perspective on the topic that can be used by future researchers. It is also pertinent for us to find out what factors influence consumers' intention to purchase online as a determinant of actual behavior.

1.2 PROBLEM STATEMENT

In recent times, online shopping has become an increasingly popular method of purchase for Malaysians. Expenditure among youth is one of the most pressing problems of today. The purpose of this study is to fill in the gaps in the current research and to provide new insight into the topic that focuses on the youth in Malaysia. Saidi 2016 said, most youth among Malaysian students does not have a fixed income, which makes it difficult for them to budget their money according to statistics by PayPal.

Several researchers have confirmed that online shopping behavior is influenced by income, Lissitsa and Kol (2016). The aforementioned researchers have found that high-income consumers are more likely to shop online than low-income consumers. Furthermore, sometimes consumers waste money because they spend money on what they do not need. The result is greater financial burdens, such as more debt, or financial illiteracy (Nur, 2019). This behavior that happens frequently has led to several problems and issues among the consumers, such as overspending, an increase in debt, and a lack of sense when it comes to differentiating between wants and needs.

In addition, Malaysian students do not have enough money to feed themselves, as their one of bad spending habits contributes significantly to their poor financial state (Ruxyn, 2016). The past researcher said that nowadays the current generation of students cannot distinguish between needs and wants, in which most students tend to follow the trend just to be on par with their friends making them spend lavishly is a common problem of university students (Sani, 2019).

1.3 RESEARCH QUESTION

- What is the relationship between **perceived ease of use** and online shopping behaviour among youth in Malaysia ?

- What is the relationship between **perceived benefits** and online shopping behaviour among youth in Malaysia ?

- What is the relationship between **past experience** and online shopping behaviour among youth in Malaysia ?

1.4 RESEARCH OBJECTIVES

- To study the relationship between **perceived ease of use** and online shopping behaviour among youth in Malaysia.

- To identify the relationship between **perceived benefits** and online shopping behaviour among youth in Malaysia.

- To investigate the relationship between **past experience** and online shopping behaviour among youth in Malaysia.

1.5 SCOPE OF THE STUDY

This research was mainly focused on youth in Malaysia (15 to 30 years old). The highlight for this research will be the factors influencing online shopping behaviour among youth in Malaysia. The factors are perceived ease of use, perceived benefits and past experience. In this research, online shopping is important to encourage customer participation, especially youth in Malaysia. In addition, it can reduce their cognitive deficiency in e-commerce and can also increase the economic growth. Besides that, the scope of this study was influenced by youth around Malaysia. In this study, the person around Malaysia with age 15 to 30 years old can participate as respondents. The respondents can answer the questionnaire through the link of Google Form that will be given.

1.6 SIGNIFICANCE OF STUDY

This study is conducted to have a deeper understanding on online shopping behavior especially among youth in Malaysia. Presently, online shopping is becoming more popular as it attracts the attention of both consumers and also vendors. More consumers, especially the younger generation, had positive intentions towards online shopping. Most of them seek for ease and convenience where they can just shop using a smartphone. Not only that, availability of various products and services on a single platform will definitely be a great choice for them. However, it also has its drawbacks. Online scams, privacy and delay in delivery could be the problems faced by them to choose online rather than traditional shopping. So, it is crucial to know the factors that influence them shopping online and the behavior when they are still willing to take unpredictable risks. According to Chai et al. (2018), if customers choose to shop online because they believe that it will provide them with benefits, they may be exposed to the risk of becoming one of the victims of online fraud. Therefore, understanding the factors influencing online shopping behaviour can educate the youth to shop wisely and consider the authenticity of the information sources used to describe the goods before making purchases.

This study also contributes to the practical side. Specifically, the study helps us to better understand the online shopping behavior among the youth and this will indirectly help e-commerce business to improve better. Marketers must understand how, where, and why consumers engage online in order to anticipate their online shopping behavior. Then, the results of the study will give researchers a better understanding of the factors that influence online shoppers' decision-making. For example, a colouring and tidy web design will definitely catch the eyes of online shoppers. From there, the platform will likely get more attention compared to others. Hence, it may assist them in making better choices regarding

their goods or services. By understanding why young shoppers purchase certain products and how their shopping experience is, businesses can tailor their offerings to better meet the wants and needs of their target market. It will be helpful in designing a modified and more effective marketing policy.

Finally, this study can be used as a reference by other researchers conducting future research on the factors that influence online buying behaviour among the youth. It is because the results can give a complete understanding of the variables that affect younger shoppers behaviour. More importantly, this study may increase people's understanding of the younger generation's internet shopping behaviour.

1.7 DEFINITION OF TERM

The following terms are defined in the context of this research for a better understanding of this study.

Online shopping

According to Mokhtar et al. (2020), online shopping is a type of digital commerce in which customers use a web browser to instantly purchase goods or services from a vendor over the Internet. The fact that online shopping is practical and easy to use has made people more likely to buy things online. In Malaysia, online shopping apps such as Shoppe and Lazada are becoming increasingly popular.

Shopping Behavior

According to the journal's research, online shoppers are typically younger than those who shop in traditional stores. As a result, regardless of their financial resources and allowances, people are more likely to buy things or search for products from internet

firms (Mokhtar et al., 2020). Particularly, customers with a lot of free time tend to shop offline, while those with limited free time prefer to shop online.

Perceived Ease of Use

When they shop online, younger generations think technology is easy to use, which is related to perceived usability (Vasantha Ganesan, 2021). The website is user-friendly and appealing due to a simple electronic payment process, online security and privacy guarantees, a range of payment and shipping options, and other factors. Thus, if a website is easy to use and understand, or if the product information is straightforward to find, consumers are more likely to make purchases from it.

Perceived Benefit

Convenience is of the utmost importance to online shoppers because it provides advantages and allows customers to purchase at any time and have items delivered to their preferred location. The convenience of online shopping directly influences customers' decisions to buy (Dos-Santos et al., 2021). Besides, it also provides individual consumers with the opportunity to benefit from the use of internet technology to buy and sell products electronically.

Past Experience

The consumer may choose to buy the product from a brick-and-mortar retailer if the perceived experience risk is higher. However, the tendency to shop online increases with decreasing perceived risk. (Chandler et al, 2018). With that, the experience is the overall impression that a visitor to a website receives as a result of being exposed to a combination of virtual marketing elements, which is a combination that influences the behavior of online shoppers.

1.8 ORGANIZATION OF THE PROPOSAL

The organization of this study have 5 chapters. Chapter 1 is contained about the introduction related to the online shopping behaviour among youth in Malaysia. These includes the background of the study, the problem statement of the study, the research questions, the research objectives, the scope of the study, the significant of study, the definition of term in this study and the organization of the study.

Chapter 2 provides the literature review about the shopping online behaviour among youth in Malaysia. This chapter explains in details about the introduction of online shopping behaviour, the underpinning theory, the previous studies, the hypothesis statement, the conceptual framework, and also the summary about the literature review.

Chapter 3 presents all about the research methods, these including the introduction, research design, data collections methods, study populations and also sample size. Other than that, this chapter also explored about sampling techniques, research instrument development, measurement of the variables, procedure of data analysis, and the summary of the research methods.

Next, chapters 4 will be explained all about the data finding in this study that's about the online shopping behaviour among youth in Malaysia. This chapter also will provide the data analysis by using SPSS. All the calculation about the data analysis will be calculated by using SPSS.

The last one, chapter 5, will be contained about all the overall findings about this study related to the online shopping behaviour among youth in Malaysia. These including the discussion, the implications if the study, the limitations of the study, the recommendation, and also the conclusion. All about this study will be concluded in this chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Literature review means the review of scientific sources on a specific subject, according to McCombes (2019). A topic progresses when earlier research is coherently linked based on the outcomes of preceding studies (Kumar, Paul & Unnithan, 2019). As a research approach (Snyder, 2019), literature reviews play an important role in the intellectual, methodological, and thematic development of several fields (Palmatier, Houston, & Hulland, 2018; Hulland & Houston, 2020). This offers an overview of the latest information to identify applicable hypotheses, strategies and gaps in current research studies.

In their research on Malaysian customers' shopping behaviour, Haque and colleagues (2007) found that the Internet marketing environment, product characteristics, familiarity and confidence, and promotional offer influenced their online shopping behaviour. Other than that, the degree to which an innovation is in accord with the current past experiences, current values, and current requirements of potential adopters is referred to as compatibility. This characteristic has been looked at in numerous studies on online shopping. Additionally, the current study discovered that relative benefit is thought to have a more comprehensive idea and is more sufficient than perceived usefulness.

Young men and women are among the world's greatest assets. They bring energy, talent and creativity to economies and create the foundations for future development. The International Labor Office estimated that more than one billion people today are between the age of 15 and 25 years and nearly forty 40 % of the world's population is below the age of 20. Youth is best understood as a period of transition from the dependence of childhood to adulthood's independence. That's why, as a category, youth is more fluid than other fixed

age-groups. Online shopping behavior among youth plays an important role in Malaysia (Syed Shah Alam, 2010). This because, many youths nowadays like to do online shopping rather that go to supermarket or hypermarket.

This chapter will be explained about the underpinning theory that is used in this research. Next, a dependent variable which is about the factors influencing online shopping behaviour among youth in Malaysia will be explained in this study. Next, this chapter explains about independent variables where there are three that influence online shopping behaviours among youth in Malaysia. After that, the relation between the independent variables and the dependent variables is discussed and, this chapter describes the conceptual framework and hypothesis of the study and the last one is the conclusion for this chapter.

2.2 UNDERPINNING THEORY

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is developed based on the theory of reasoned action (TRA). The Theory of Planned Behavior (TPB) started as the Theory of Reasoned Action in 1980 to predict an individual's intention to engage in a behavior at a specific time and place (Wayne W. LaMorte, 2022). The hypothesis was developed to describe all actions that people can exercise self-control over. The TPB has been used successfully to predict and explain a wide range including all types of behavior. The TPB is comprised of six constructs that collectively represent a person's actual control over the behavior and these are attitudes, behavioral attention, subjective norms, social norms, perceived power, perceived behavior control. (Wayne W. LaMorte, 2022).

This theory (TPB), related with this study because of there are a few constructs that can be relate. In this study, online shopping behavior among youth in Malaysia are going to be discussed. There are a lot of behavior can be identified. Youth are the higher who are

shopping by using online compared with others groups. TPB is widely used to explain individuals' intentions and actual use of information technology (IT). The findings also show that past experience and trust are important pre-decisional factors for consumers, and that inclination for taking risks directly impacts behavioral intention.

2.3 PREVIOUS STUDIES

2.3.1 Online Shopping Behavior

Consumer behavior as the method used by individuals or groups to select products or services, experiences or ideas to satisfy their needs and their long-term effects for consumers and society Kuester (2012) . Online shopping behavior is a market research methodology that investigates the online purchase behavior of consumers, including the amount of time spent on shopping and the type of products consumers buy. According to the Smith and Rupp, consumer behavior is influenced by various factors like psychology, culture, and social norms. The concept of a comprehensive study of consumer behavior has evolved in psychology and the social sciences, where individual and group studies of human nature, behavior and attitudes have been conducted. Online shopping behavior patterns of the youth are changing. This is because of the advancements in technology and information. The online shopping process has different stages in the physical shopping behavior. The process by which buyers search for information related to goods or services that consumer's need through the internet.

Online shopping, as identified by Mokhtar et al. (2020) is a form of digital commerce in which customers use a `shopping browser` that shows the availability and costs of the same goods from other suppliers. For online purchases, a customer could use a shopping browser to navigate a shopping website to perform research and locate the items they want. Shopper's online is popular among the demographic of younger consumers. Because of this, people are more likely to buy, shop for, or search products from internet outlets, regardless of

their income (Mokhtar et al., 2020). Online purchase intention tends to have a positive relationship with actual online purchase behavior (Lim et al., 2016). Therefore, the stronger an individual's online purchase intention is, the more likely they are to accept the online purchase behavior.

2.3.2 Perceived Ease of Use

Perceived ease of use can be defined which indicates how easy it is to use a particular device. In addition, ease of use is the extent to which users believe in using certain technologies easily (Ha-Brookshire, 2018). Ease of use can also mean to increase anyone's desire to purchase online, especially among youth. Therefore, professionals have intended to investigate the factors that influence online shopping intentions among youth (Nisha Singla, 2016; Mohammed, 2014). Therefore, findings show that the desire to purchase online is influenced by utility perception, risk perception and trust. However, the findings failed to reveal any statistically significant effects for online experience and ease of use. In the intention to purchase online, it is not so important. Besides that, according to Chang and Chen, 2008; Jahangir and Begum, 2008; Makgosa and Mahube, 2007; Guriting and Ndubisi; 2006, a large number of studies have shown that perceived usefulness influences whether customers will use a technology or not. But, not all consumers will make online purchases despite the many uses and advantages of online shopping.

This claimed was supported by similar research done by Slamet et al (2020), Dharma & Ku Halim (2019), and Shabrina (2019). For example, Yi et al (2016) have examined factors that could influence online shopping behaviour in Malaysia, Slamet et al (2020), using a perception of 200 respondents as students those shopped online shopping, Dharma & Ku Halim (2019) conducted research using from 200 sets of the questionnaire had been distributed randomly. A result from these surveys reported that the TPB model showed a

strong relationship between "usefulness" and "intention" (Nornazurah et al., 2016). As eloquently stated by Edward et al (2021), young people's perceptions of the environment are simplified and facilitated by their perceived usefulness. As a result, the findings revealed that perceived usefulness has a significantly and positively impact on people's online purchasing intentions, particularly among younger generations. Perceived usefulness becomes the determiners of a system, adoption, and behavior of the users. A technology can be said to be successful if it has the value of usefulness needed by the customer.

2.3.3 Perceived Benefits

Internet shopping is a relatively new way of shopping method compared to physical shopping (Wani & Malik, 2013). Adnan (2014) imply that the perceptions regarding online shopping rely on the view of customers about those activities on the internet as opposed to traditional shopping environment. In the context of online shopping, the perceived benefits from consumer means the total of advantages or satisfaction that could fulfil their needs and wants (Yew & Kamarulzaman, 2020). Perceived benefits, which can be expressed as economic profitability, social prestige or other advantages are crucial considerations in the decision-making process.

According to a study of the literature, convenience, simplicity and easy for information search, the ability to compare prices, a wider selection of goods and services, time savings, unique products and individual motivation are among the advantages drives the growth of online shopping (Arora & Aggarwal, 2018). It also supported by the study from Rungsrisawat et al. (2019) that price, convenience, and product variety had a major beneficial impact on consumers' attitudes toward online shopping.

Online shopping has been associated with low cost and savings, because customers may purchase products of the same quality with less money since the vendors of retail

businesses not have to pay much for rental and store installation (Wani & Malik, 2013). Additionally, shopping online is convenient since it saves consumers' time and energy when they want to make purchase (Ahmed et al., 2017). Customers can have the opportunity to buy goods and services they want whenever they are. The study from Adnan (2014) also showed that the convenience and simplicity of using the internet shopping makes it preferable than traditional shopping. According to Wani and Malik (2013), online shopping enables customers to view and analyse the details of goods in an easy and effortless way. With online shopping, customers can also experience window shopping, gather information and making price comparison easily without being under any pressure to buy (Al-Debei et al., 2015). These results are in line with study of Chai et al. (2018) in which convenience has a substantial impact on customers' attitudes toward internet shopping.

Moreover, customers may access to a wide range of details on products, seller, and the most eye-catching part, promotions when using online. Customers can also get a variety of information through the website rather than the salesperson (Wani & Malik, 2013). With it, consumers can easily find competitive prices on goods and attractive offers as they search on the internet. Since consumers can select and compare goods from different stores when they shop online, that will be a big advantage for them in decision-making process with the information available (Wani & Malik, 2013). This can likely to be a major driver of online shopping. Hence, Adnan (2014) showed that customers' intentions to shop online were highly influenced by the perceived benefits of online shopping.

2.3.4 Past Experience

This result suggests that previous shopping experiences influence consumers' perceived benefits and usability, which in turn may influence their online shopping intentions. In other words, if consumers are positive about the benefits and ease of use they have

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obtained in their past shopping experiences, this has a positive impact on future shopping intentions. Findings by previous researchers perceived experience to have a positive relationship with online shopping behaviour. PE has been shown to be positively related to PB and PEU. Previously, researchers such as Nwaizugbo & Ifeanyichukwu (2016), demonstrated that PE has an important relationship with OPI. If a customer has made an online purchase in the past and liked the experience, they might do so again in the future. A consumer who has tried to shop online once and enjoyed the entire process may continue to repurchase online in the future. It implies that the more positive the consumers' experience with online transactions in the past, the higher the likelihood for them to repurchase (Nwaizugbo & Ifeanyichukwu, 2016).

Previous studies have shown that past experiences can influence online purchase intentions, but the association between past experiences and online purchase intentions among Malaysian youth was found to be rare. Furthermore, the empirical studies that determine the association between past experience and online purchase intentions and perceived benefits and perceived ease of use are unclear.

2.4 HYPOTHESES STATEMENT

Based on the research, the hypotheses of this study have been developed as below:

2.4.1 The relationship between perceived ease of use and online shopping behavior among youth in Malaysia

Previous studies found that when consumers shop online, younger generations think technology is easy to use, which is related to perceived usability (Vasantha Ganesan, 2021). The website is user-friendly and appealing due to a simple electronic payment method, online security and privacy guarantees, a selection of payment and shipping alternatives, and other

factors. According to Appiah-Nimo et al (2019), online shoppers rated online shopping as easy to use if it provides appropriate product information, facilitates product/service comparison, is straightforward to grasp and utilize the application system, and is a versatile site to interact with .

H1: There is a significant relationship between perceived ease of use and online shopping behaviour among youth in Malaysia.

2.4.2 The relationship between perceived benefits and online shopping behavior among youth in Malaysia

According to Aldhmour & Sarayrah, 2016; Lim et al., 2016; Pantano & Viassone, 2015; Sheikh et al., 2015), says that perceived benefit is an important criterion for consumers when they choose online merchants, and it may have a favorable impact on their decision to make an online transaction. In other words, increased customer satisfaction will result from giving the buyer access to all essential information before making a purchase (Massad & Berardelli, 2016).

H2 : There is a significant relationship between perceived benefits and online shopping behavior among youth in Malaysia.

2.4.3 The relationship between past experience and online shopping behavior among youth in Malaysia

According to research by Weisberg, Te'eni, and Arman (2011), those who have previously made online purchases are more likely to do so again in the future than those who haven't. It means that customers who have previously purchased their chosen goods online may have a more positive view toward online buying (Chaudary, Ahmed, Gill & Rizwan, 2014; Nwaizugbo & Ifeanyichukwu, 2016).

H3 : There is a significant relationship between past experience and online shopping behaviour among youth in Malaysia.

2.5 CONCEPTUAL FRAMEWORK

This study's goal is to determine the factors influencing online shopping behavior among the youth generation in Malaysia. The theoretical framework recommendation is covered in this section. The conceptual framework, in general, calls for making an analysis with some variation and context. It can be utilized in a variety of work categories to produce an overview pertinent to the research. Additionally, a conceptual framework is created and used to separate concepts and arrange ideas so that readers and researchers can understand the primary goal of the study. We tested four hypotheses in order to conduct the analysis in accordance with the framework. Our conceptual framework is as follows:
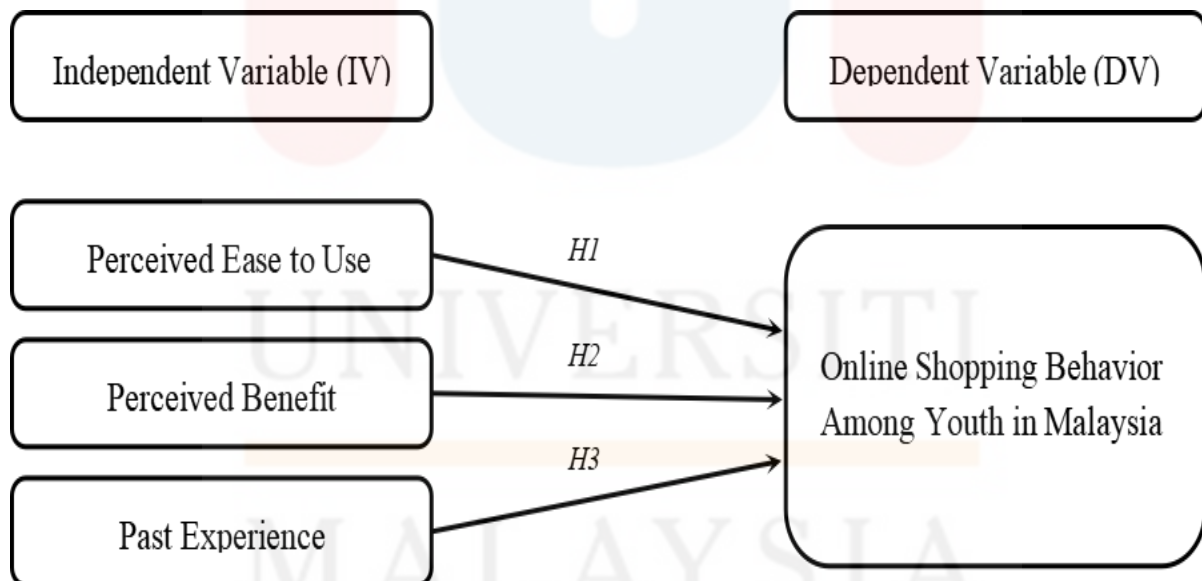
Figure 2.1: The Conceptual Framework.

2.6 SUMMARY/CONCLUSION

This chapter's overview of online shopping preferences and the research on the study variables came to a close. Because it clarifies the measurement factors in this study, the

Theory of Planned Behavior (TPB) is the best theory to use in this independent inquiry. The research framework for this study has been extensively described and proposed in light of these theories and the literature.
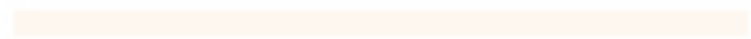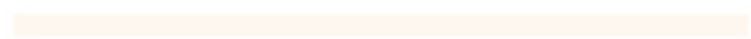
CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The methodology section allows the reader to see what methods were used in conducting this research, how the data were collected, classified and analyzed, and how the objectives and research question were achieved. This chapter will be divided into multiple subsections. It will be explained about the method that be used to collect the data that including research design, population of the study, sampling technique, sample size, data collection procedure, instruments and measurement of variables.

3.2 RESEARCH DESIGN

A research design is a framework that has been created to find answers to research questions. It is a plan that details how data will be collected and analyzed. There are many different types of research designs, and the type that is used will be based on the question that is being investigated, as well as the resources that are available. The research design is a critical part of any research study, and it is important to choose a design that will best allow for the answer to the research question to be found.

Quantitative research is the technique used in this study. In quantitative research, the data can be quantified. Samples are generally large and can be considered representative of the population, so they are considered to represent a general and sufficiently comprehensive view of the population as a whole (Martin & Bridgmon, 2012). Disciplines such as mathematics and statistics play a fundamental role in the process of analyzing and generalizing the results obtained. Quantitative research focuses on objectivity and is particularly suitable when there

is an opportunity to collect quantifiable measures of variables and conclusions from a sample of the population.

The main goal of quantitative research is to determine the relationship between independent and dependent variables or outcome variables in a population. Variables can be measured numerically and analyzed using a variety of statistical procedures. Quantitative research uses structured procedures and formal data collection tools. Data are collected objectively and systematically. Finally, analysis of numerical data is often done by statistical methods, using software such as SPSS.

3.3 DATA COLLECTION METHODS

Data collection is known as the action of gathering and measuring data for a study (Chai et al., 2018). Dudovskiy (2011) stated that there are two types of data collection methods which are primary and secondary methods. The research questions in this study were tested and evaluated using primary data.

3.3.1 Primary Data

Primary data is referred to original research findings and has never been collected before (Dudovskiy, 2011). In the research, primary data are used to solve the research problem and gather information that is relevant to the research questions. The use of primary data helps researchers to regulate the factors (perceived ease of use, perceived benefits and past experiences) influencing the respondents' online shopping behavior. The primary data for this study was gathered through a survey questionnaire. The data was collected from the group of youth in Malaysia. Survey questionnaire were used in data collection because they can effectively collect information from a broad scale of people (Chai et al., 2018). The questionnaire will give to the internet shoppers through an online survey in which the study's

goals were clearly described. In order to publish the survey online such as Facebook and WhatsApp messages, the target sample group will be explained the research objectives and inviting them to take the online survey. The survey's link will share on social groups to invite potential online shoppers to participate in the survey.

3.4 STUDY POPULATION

Ndjama (2020) stated that population referred to a collection of persons or things that become the focus of a research. Population can be considered as a grouping of units, including people, things, organisations and so on (Chai et al., 2018). The target population must be distinctly identified before the beginning of the research. This study mainly focused on the younger generation in Malaysia because they are reported as the most active users in online shopping. This study targeted with the youth from the age 15 to 30 years old.

Table 3.1: The Populations of Youth from the age 15 to 30 years old in Malaysia

No	Age	Populations
1	15	525,700
2	16	532,200
3	17	534,900
4	18	537,000
5	19	544,600
6	20	555,200
7	21	562,400

8	22	567,600
9	23	569,700
10	24	569,500
11	25	573,700
12	26	585,500
13	27	599,400
14	28	606,000
15	29	605,300
16	30	605,800
TOTAL POPULATION		**9,074,500**

Sources : Department of Statistics Malaysia, 2022

3.5 SAMPLE SIZE

A "sample" is a group of individuals chosen as a sample size for research purposes who represent the general population. The quality and accuracy of research can still be impacted by sample sizes that are too small or too large. When discussing sample size, the prefix "s" is frequently used. The number of young people in this generation is what determines the study's sample size.

The Slovin's Formula is used to calculate the sample size for this study. The following formula is used to determine the sample size:

$$n = \frac{N}{1 + Ne^2}$$

(3.1)

Where,

n = sample size

N = total population = 9,074,500 respondents

e = confidence level

= Standard confidence level is 90% - 95%. The confidence of 95% has a higher accuracy which provides a margin error of 0.05 (Singh & Masuku, 2014).

The calculation of the sample size for this study is shown below:

n=9074500/1+9074500(0.5)(0.5)

=9074500/22687.25

=399.98

=400

As a result, the sample size representative of the population of youth is 400. Therefore, the sample size required to be representative of 9,074,500 population of youth in Malaysia is 400.

3.6 SAMPLING TECHNIQUE

In this research, quota sampling will be implemented. Quota sampling provides an equal chance of selection for each sample. Quota sampling is a type of non-probability sampling in which researchers select as their sample a group of individuals who are representative of a

larger population. Because the sample is not selected at random, but rather by the researchers, not every member of the population has an equal chance of participating in the study.

The quote method is the example of non-probability sampling method. Researchers will give quotes to a set of people to make subgroups that accurately reflect the traits of the target population as a whole. Some of these things are gender, age, sex, where someone lives, how much education they have, and how much money they make. The researchers will choose the subjects from each subgroup at their own will to make the final sample. Researchers must make sure that the proportions are correct if they want to represent the whole population. For example, the final sample should show how the population is split between men and women, which might be 65% women and 35% men.

The youth generation was chosen as the target respondents, and the sample for this study was specifically chosen from the youth generation who have had at least one experience with online shopping. Due to the diverse behaviors of Malaysia's young population, quota sampling was selected as the sampling technique for this study.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

The researcher made a questionnaire in two languages, which are in English and Malay in order to make it easier for multiracial respondents to answer the questionnaire. There are three sections in this questionnaire which are for section A, the researcher collects the data of the respondent's demographics such as gender, age, education, income and shopping experience. For section B, it is related to the questions of the 3 independent variables, which are perceived ease of use, perceived benefits and past experience. There are 6 questions related to independent variables one, 5 questions related to independent variables two and there are 5 questions related to independent variables three. The last one, section C is a question for the dependent variables that is online shopping behavior, for this section, there

are 5 questions in the questionnaire. The questions in the section B (perceived ease of use and perceived benefits) of the survey form was adopted from Rao et al. (2018) and Chai et al. (2018). While, the questions for section B (past experience) and Section C was adopted from William (2022) and Mathew (2013).

In educational and social science research, the likert scale was one of the most basic and extensively used psychometric tools (Joshi, Kale, Chandel, & Pal, 2015). Likert-type scales are commonly employed in survey instruments, and practitioners and researchers must grasp how to utilize a midpoint in these scales correctly (Chyung, Roberts, Swanson & Hankinson, 2017). The five scale were presented with value of 1 = Strongly Disagree (SD), 2 = Disagree (D), 3 = Neutral (N), 4 = Agree (A) and 5 = Strongly Agree (SA). Five scale likert will be used in section B and section C.

3.8 MEASUREMENT OF THE VARIABLES

The practise of methodically assigning values to reflect properties of organisms, objects, or events are known as measurement. In this research, researcher using two type of measurement which are nominal scale and interval scale.

3.8.1 Nominal Scale

A nominal variable is a type of variable used to identify, label, or categorize certain properties being measured. In this research, nominal scale is used in Section A which is demographic questionnaire such as gender, age, education, income, and business experience.

3.8.2 Ordinal Scale

Ordinal scales express relative variances in the amount of some attribute, with the value assigned to someone or something reflecting their position in the data. In this study, ordinal scale is used in Section B and Section C. Section B is about 3 independent variables

which are perceived ease of use, perceived of benefits and past experience. Section C is about dependent variable that is online shopping behavior. The five scale were presented with value of 1 = Strongly Disagree (SD), 2 = Disagree (D), 3 = Neutral (N), 4 = Agree (A) and 5 = Strongly Agree (SA).

3.9 PROCEDURE FOR DATA ANALYSIS

According to LeCompte and Schensul, 'research data analysis is a process used by researchers for reducing data to a story and interpreting it to derive insights. The data analysis process helps in reducing a large chunk of data into smaller fragments, which makes sense'. The data analysis was carried out through the SPSS (Statistical Package for the Social Sciences), also known as IBM SPSS Statistics. It is a software package used for statistical data analysis. Now the use of SPSS has expanded to other data markets although the name SPSS reflects its original use in the field of social sciences. By using SPSS, it was able to help in facilitating data clearing and checking for logical inconsistencies as well as useful tool to summarize data, create appropriate table and graph. The frequency analysis, descriptive analysis, reliability test and correlation coefficient were used to study in this research.

3.9.1   Pilot Test

A pilot test will be used in this research study with 30 respondents that will be approached to answer the questionnaire survey. This pilot test is to determine whether the survey is suitable or not with the research that investigates by the researcher. This pilot test questionnaire will need 30 respondents to answer several questions including demographic profile, sections A, B, C, and D that including the objective independent and dependent variables of the researchers.

3.9.2 Frequencies Analysis

Frequency analysis is a part of descriptive statistics. Frequency is the number of times an event occurs in statistics. It is important to get the number of occurrences (frequency), in addition, analyse measures of central tendency, dispersion, percentiles, and etc. Frequencies analysis was produced frequency tables showing frequency counts and percentages of the values of individual variables (Noraani, 2013).

3.9.3 Descriptive Analysis

Descriptive Analysis or descriptive statistics is a type of data analysis that can help explain, in addition to showing and summarizing data points. It helps in a constructive way. This is because, so that the pattern that will appear is appropriate to the state of the data. It is one of the most important steps in conducting statistical data analysis. The descriptive statistics feature of SPSS can also give summary statistics such as the mean, mode, median and standard deviation. In conducting this study, descriptive analysis was used to analyses the demographic factors of the respondents which contained gender, age, education, race and others.

3.9.4 Reliability and Validity Test

Reliability and validity are concepts used in evaluating the quality of research and will indicate the extent to which a method, technique or test measures something. But, be careful not to be confused between reliability and validity because they are closely related, but the meaning is different. According to Middleton; 2019, a measurement can be unreliable without validity, but, if the measurement is valid, it is also reliable. In addition, when doing quantitative research, need to consider reliability and validity in creating research design, planning methods and writing results in quantitative research. Valid conclusions cannot be

made unless the test scores are reliable. However, even if the test is reliable, it may not be valid.

Reliability

Reliability is about the consistency of a measurement and how consistent the method of measuring something is. By using the same method, in the same conditions, will give results that can be achieved consistently, causing the measurement to be considered reliable, (Middleton; 2019). In addition, reliability will tell how reliable the scores on the test are. The researcher might use the Cronbach's Alpha internal consistency method in the reliability analysis. The internal consistency was used to determine the reliability level. A reliability coefficient of 0.70 and above was considered more than acceptable for most behavioural science applications.

Table 3.2 The rule of Thumb for Cronbach's Alpha Coefficient Value

Alpha Coefficient Range	Strange of Association
Less than 0.60	Poor
0.60 to less than 0.70	Moderate
0.70 to less than 0.80	Good
0.80 to less than 0.90	Very good
0.90 and above	Excellent

Validity

Validity refers to how accurately a method measures what it wants to measure. It shows how good a test is in a certain situation. Results that correspond to the nature, characteristics and real variations in the physical or social world are of high validity. Besides that, high reliability is an indicator that a measure is valid and if a method is not reliable, it may not be valid, (Middleton; 2019). Validity test is harder to assess rather than using the reliability test, but it is even more important. To get the useful results, researcher need to make sure that the methods used to collect the data is valid.

3.9.5 Pearson Correlation

Pearson Correlation test 'r' was used to test the relationship of the two variables or samples. In this research, Pearson Correlation was used to have an impact on the relationship between the factors influencing online shopping behaviour among youth in Malaysia. The standard value of coefficient is 0.05. The Table shows, the higher the relationship between the independent and dependent variable, the greater the value of coefficient. By using this method, we will get the null hypothesis, (Hair et al, 2010)

Rule of thumb for interpreting the size of a Correlation Coefficient

Table 3.3 Rule of Thumb for Interpreting the size of a Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.00 (-0.90 to -1.00)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation

0.30 to 0.50 (-0.30 to 0.50)	Low positive (negative) correlation
0.00 to 0.30 (0.00 to 0.30)	Negligible correlation

3.10   SUMMARY

In conclusion, this chapter discussed the quantitative analytical approach that was used in the study, to obtain more accurate information about the factors influencing online shopping behaviour among youth in Malaysia. To get the answers to the research question, research design will be used as the framework. There are many types of research design. In research design, researchers will be identified using quantitative data. In this research, primary data were used to solve the research problem and gather information which is relevant to the research questions that were gathered through a survey questionnaire.

This study mainly focused on the younger generation in Malaysia because they are reported as the most active users on online shopping. The quality and accuracy of research can still be impacted by the sample size that is too small or too large. In comparison to probability sampling, using non probability sampling has the advantages of being less expensive and more quickly implementable. Quota sampling is chosen to be use in this study.

In order to make it easier to for the respondent to answer the questionnaire, researcher have make the questionnaire in two languages which is English and Malay. There are three section of questionnaire which is Section A, Section B and Section C. in this research, there are two types of measurements which are nominal scale and interval scale. The data analysis was carried out through the SPSS or also known as IBM SPSS Statistics. The frequency analysis, descriptive analysis, reliability test and correlation coefficient were used to study in this research.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

In this chapter, the researchers will explain about the data analysis and findings. Questionnaire were prepared in the form of google form and had been distributed to the youth in Malaysia who were the respondents of this study. Data obtained from the questionnaire has been evaluated by software program using statistical package for the social science (SPSS). First of all, researcher has conducted a preliminary analysis for 30 respondents. The next step is, researcher has analyzed the data on the demographic profile of 400 respondents. The third one is researcher have done descriptive analysis validity and reliability test, normality test and lastly hypothesis testing. As a conclusion from this chapter, the researcher states the conclusion and summary obtained from this chapter.

4.2 PRELIMINARY ANALYSIS

This part will be including reliability analysis that testing for the Cronbach Alpha whether the questionnaire is valid or not for further question.

4.2.1 Reliability Analysis

According to this study, the researcher randomly selected 30 participants for a pilot test. After completing the pilot test, the researcher conducted the reliability test to evaluate the reliability information gathered. Pilot test assist the researcher in evaluating the validity of the research methodology.

Table 4.1 : Reliability Test (Pilot Test)

Number of items	Study variable	Cronbach's alpha	Remark
6	Perceived Ease of Use	0.827	Good
5	Perceived Benefits	0.683	Acceptable
5	Past Experience	0.829	Good
5	Online Shopping Behavior	0.897	Good

Source: SPSS

Based on the table above, the reliability test shows the Cronbach's alpha for Perceived Ease of Use is 0.827 and contain 6 items. Cronbach's alpha for Perceived Benefits is 0.683, Past Experience is 0.829 and Online Shopping Behavior is 0.897, all of these variables contains 5 items each part. In a cross-national study of student interest in science, Griethuijsen et al. (2014) found that "many of the Cronbach's alpha values assessed are below the acceptable range of 0.7 or 0.6." (p.588)

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

Demographic profile is the part that will be collecting the data of respondents that including the gender, age, state, education, race, income, marital status and occupation.

4.3.1   Gender

Table 4.2: Gender of Respondents

Gender	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Male	159	39.8	39.8	39.8
Female	241	60.3	60.3	100.0
Total	400	100.0	100.0	

Sources: Develop from Research
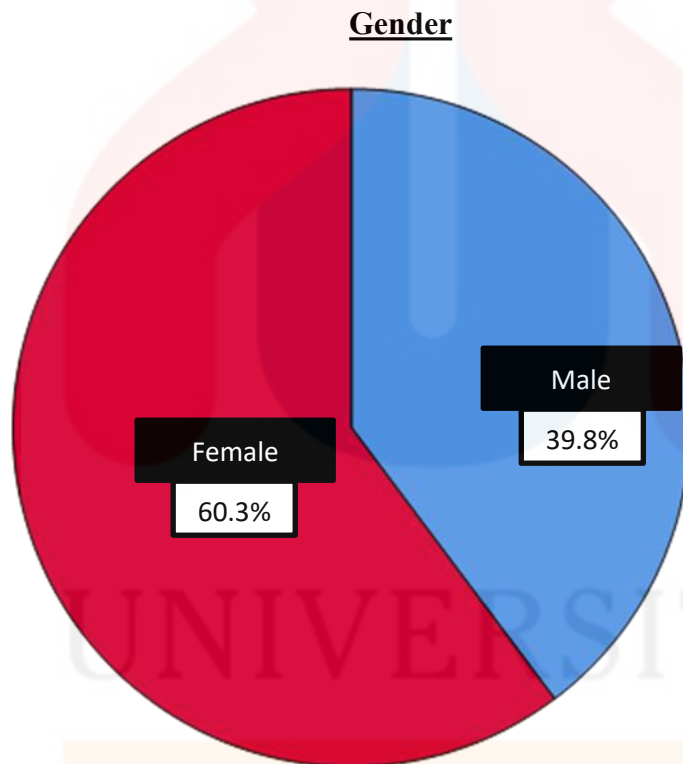
<u>Gender</u>

Sources: SPSS

Figure 4.1: Pie Chart Gender of Respondents

Table and Figure above shows the result of demographic profile of respondentbased on gender. The pie chart shows 400 respondents that have been answered this questionnaire. From the 400 respondents, there were 159 male respondents (39.8%), while the rest of them is female respondents with 241 respondents (60.3%).

4.3.2 Age

Table 4.3: Age of Respondents

Age	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
15-20	87	21.8	21.8	21.8
21-25	227	56.8	56.8	78.5
26-30	86	21.5	21.5	100.0
Total	400	100.0	100.0	

Sources: Develop from Research

Age

Sources: SPSS
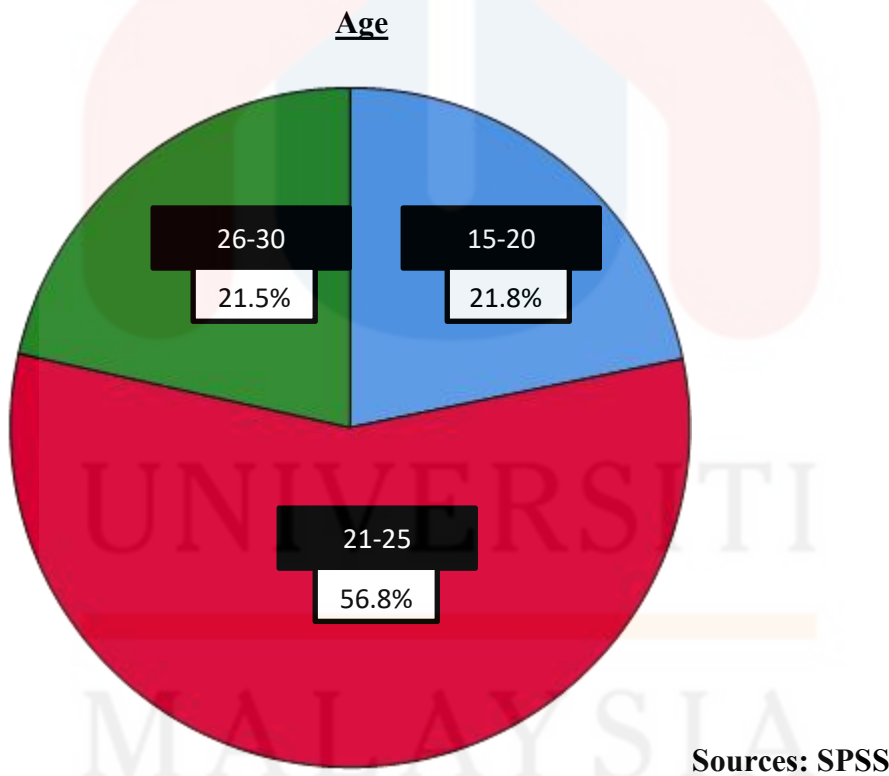
Figure 4.2: Pie Chart Age of Respondents

Table and Figure above illustrate the results of demographic profile of respondent based on age. The majority percentage of age respondents is from 21-25 years old with 227

respondents (56.8%). There were 87 respondents that were from the age of 15-20 years old, (21.8%). While the rest of the respondents were are at the age of 26-30 years old (21.5%).

4.3.3 State

Table 4.4: State of Respondents

State	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Peninsular Malaysia	311	77.8	77.8	77.8
Sabah or Sarawak	89	22.3	22.3	100.0
Total	400	100.0	100.0	

Sources: Develop from Research

State

Sabah or Sarawak
56.8%

Peninsular Malaysia
56.8%
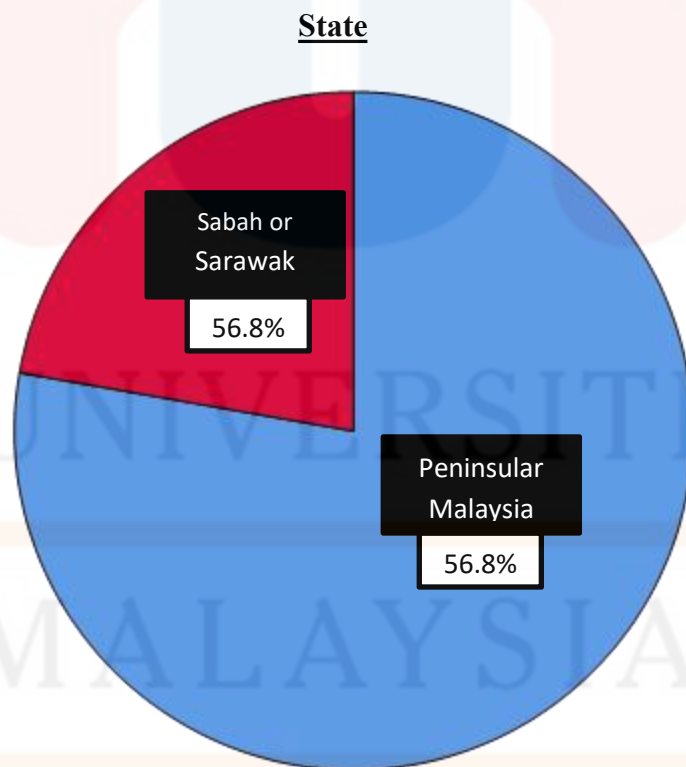
Sources: SPSS

Figure 4.3: Pie Chart State of Respondents

Based on Table and Figure above, shows the results of demographic profile of respondents based on state. The majority percentage of state respondents is from Peninsular Malaysia with

35

311 respondents, (77.8%). The rest of the 89 respondents were from Sabah or Sarawak, (22.3%).

4.3.4 Education

Table 4.5: Education of Respondents

| Education	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
PMR/PT3	19	4.8	4.8	4.8
SPM	47	11.8	11.8	16.5
SPTM/Diploma/Matriculation	82	20.5	20.5	37.0
Degree	208	52.0	52.0	89.0
Master	38	9.5	9.5	98.5
PhD	6	1.5	1.5	100.0
Total	400	100.0	100.0	

Sources: Develop from Research

Figure 4.4: Pie Chart Education of Respondents

Table and Figure above illustrate the results of demographic profile of respondents based on education. The majority of the respondent education is from Degree students, with 208 respondents (52%). Next, with the least percentage is from PhD student or employees with only 6 respondent (1.5%) and PMR/PT3 students with 19 respondents, (4.8%). The second highest percentage is from STPM/Diploma/Matriculation students, with 82 respondents (20.5%). Next, 47 respondents were from SPM students, (11.7%) and the rest of the 38 respondents is from Master students or employees, (9.5%).

4.3.5 Race

Table 4.6: Race of Respondents

Race	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Malay	216	54.0	54.0	54.0
Chinese	129	32.3	32.3	86.3
Indian	50	12.5	12.5	98.8
Others	5	1.3	1.3	100.0
Total	400	100.0	100.0	

Sources: Develop from Research

Sources: SPSS

Figure 4.5: Pie Chart Race of Respondents

Based on Table and Figure above, shows the results of demographic profile of respondents based on race. 216 of the respondents stated that they are Malaysian, (54%). Only 5 of the respondents stated that their race is others. While, Chinese respondents that have been answered this questionnaire were around 129 respondents, (32.3%) and 50 of the respondents were from Indian, (12.5%).

4.3.6 Income

Table 4.7: Income of Respondents

Income	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
RM 0-RM5,000	359	89.8	89.8	89.8
RM 6,000-RM 10,000	33	8.3	8.3	98.0
RM 11,000-RM 15,000	8	2.0	2.0	100.0
Total	400	100.0	100.0	

Sources: Develop from Research

RM 6,000 - RM 10,000

8.3%

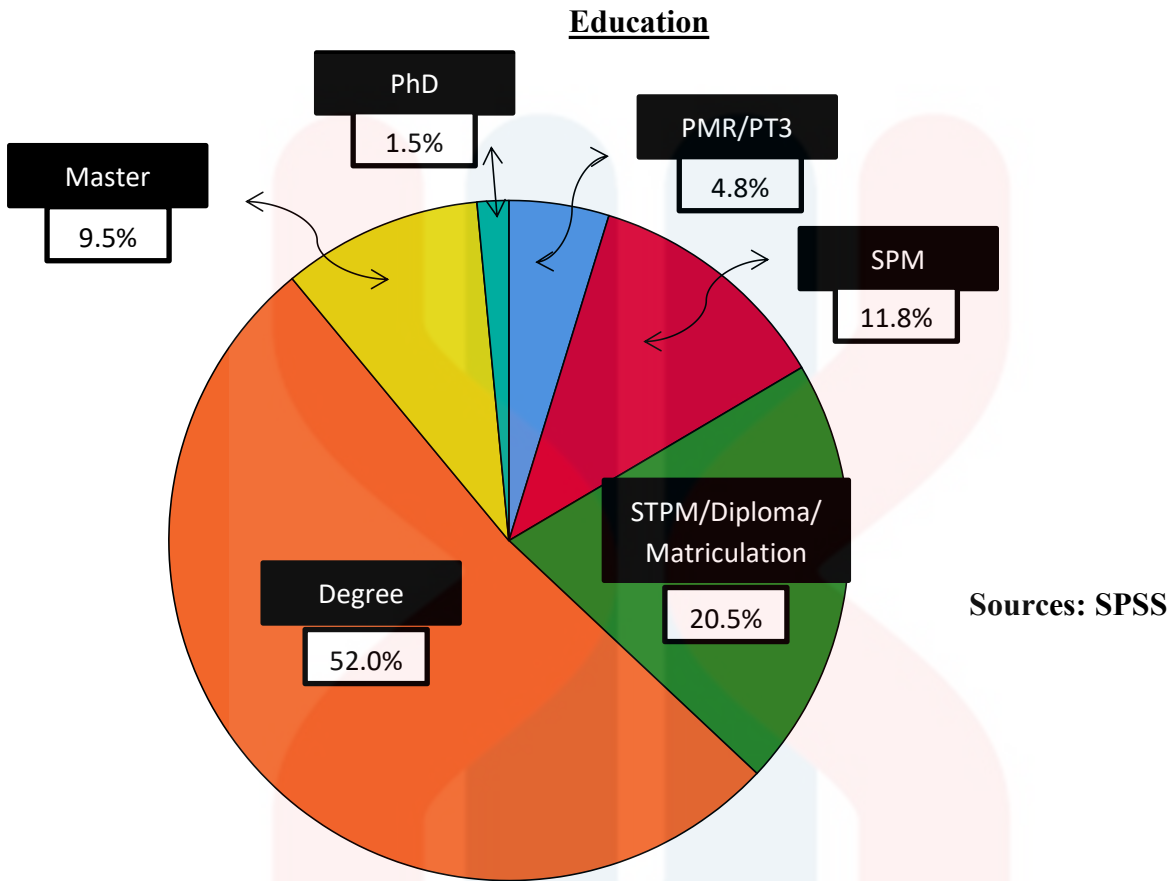RM 11,000 - RM 15,000

2.0%

RM 0 - RM 5,000

89.8%

Sources: SPSS
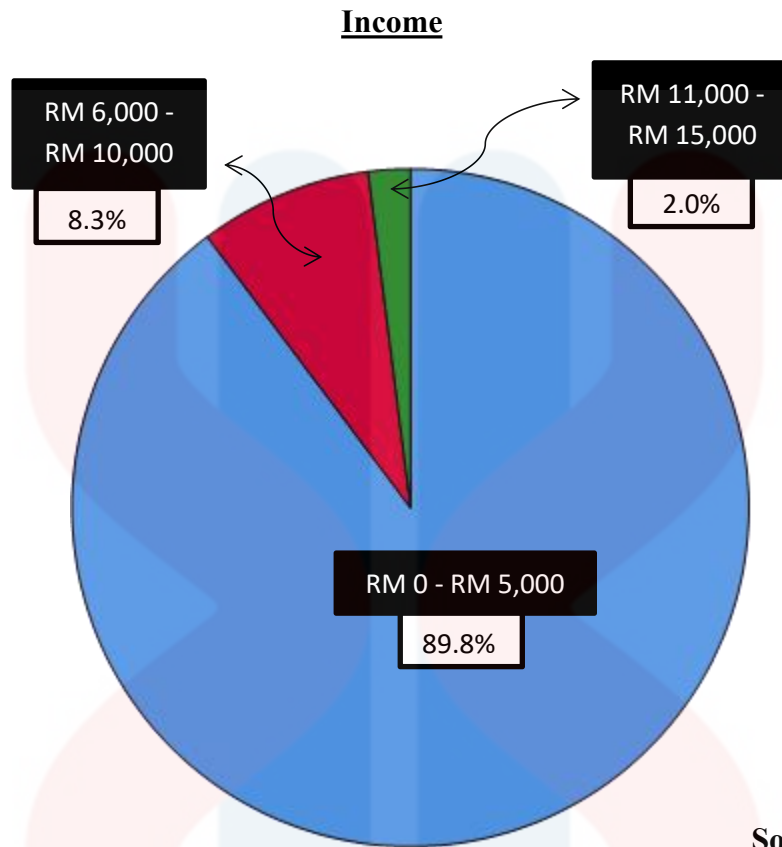
Figure 4.6: Pie Chart Income of Respondents
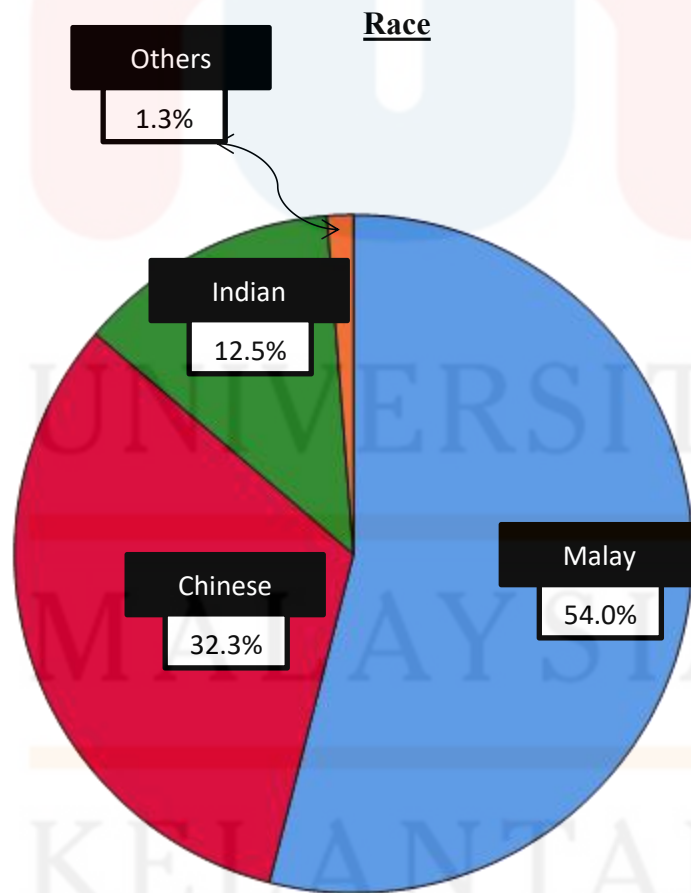
Table and Figure above illustrate the results of demographic profile of respondents based on income. Most of the respondent's income is around RM 0 – RM 5,000, with 359 respondents, (89.8%). There were 33 respondents with income RM 6,000 – RM 10,000, (8.3%). The rest of the respondents with only 8 respondents choose that their income were around RM 11,000 – RM 15,000, (2.0%).

4.3.7 Marital Status

Table 4.8: Marital Status of Respondents

Marital Status	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Single	357	89.3	89.3	89.3
Married	38	9.5	9.5	98.8
Others	5	1.3	1.3	100.0
Total	400	100.0	100.0	

Sources: Develop from Research

Marital Status

Sources: SPSS

Figure 4.7: Pie Chart Marital Status of Respondents

Based on Table and Figure above, shows the results of demographic profile of respondents based on marital status. The majority results from 400 respondents, there were 357

respondents that were single, (89.3%). 38 of the respondents were married, (9.5%), while the rest 8 of the respondents choose others, (1.3%).

4.3.8 Occupation

Table 4.9: Occupation of Respondents

Occupation	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Working	124	31.0	31.0	31.0
Student	276	69.0	69.0	100.0
Total	400	100.0	100.0	

Sources: Develop from Research

Occupation

Working 31.0%

Student 69.0%
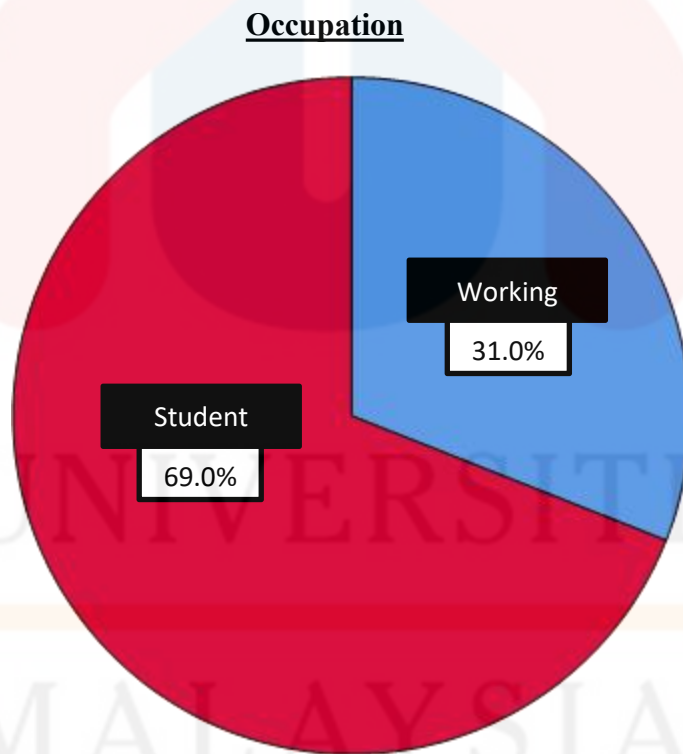
Sources: SPSS
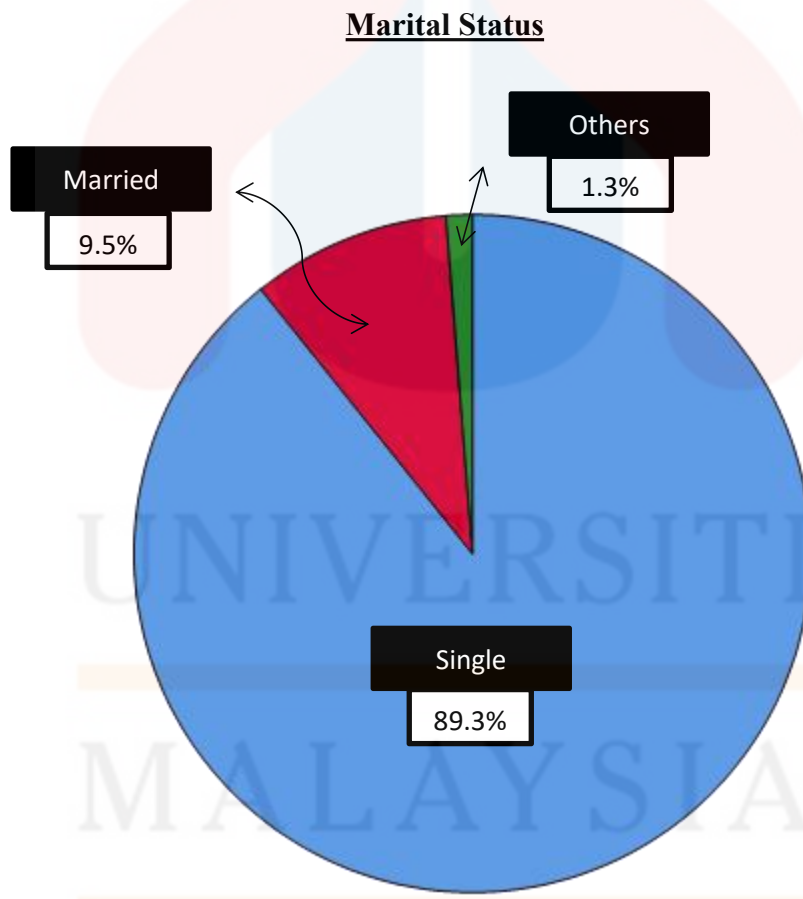
Figure 4.8: Pie Chart Occupation of Respondents

Based on Table and Figure above, shows the results of demographic profile of respondents based on occupation. The majority of the respondent that have been answered the

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questionnaire is from the students with 276 respondents (69%). While, the rest of the respondents is from people that is working or employees with 124 respondents (31%).

4.4 DESCRIPTIVE ANALYSIS

The table below shows the level of mean and the mean analysis that have been analyze from the research.

Table 4.10: Mean and Standard Deviation

Variables	Dimensions	Mean (SD)
Dependent Variable	Online shopping behaviour among youth in Malaysia	4.420 (0.590)
Independent Variable	Perceived ease of use	4.421 (0.585)
Independent Variable	Perceived benefits	4.459 (0.536)
Independent Variable	Past experience	4.256 (0.670)

Sources: SPSS

Table above shows the mean and standard deviation for each variable, which are independent, and dependent variable. For mean dependent variable (online shopping behaviour among youth in Malaysia) was 4.420. Mean for independent variables, perceived ease of use 4.421, mean for perceived benefits 4.459 and mean for past experience 4.256.

4.5 VADILITY AND RELIABILITY TEST

According to Middleton, 2022, reliability and validity are concepts used to evaluate the quality of the research. They indicate how well a method, technique, or test measures something.

Figure 4.9: Rule of Cronbach's Alpha

Table 4.11:Reliability Test

Variable	Dimensions	Cronbach's Alpha	N of Items	Sample Size
Dependent variable	Online Shopping Behaviour	.867	5	400
Independent variable	Perceived Ease of Use	.913	6	400
Independent variable	Perceived Benefits	.859	5	400
Independent variable	Past Experience	.893	5	400

Sources: SPSS

Table and Figure above illustrate the results of reliability Cronbach's alpha for each variable. Based on the rule for Cronbach's alpha, the scale measures by the acceptance values are excellent, good, acceptable, questionable, poor and unacceptable. As predicated on Table above, Cronbach's alpha for online shopping behaviour is 0.867, perceived ease of use is 0.913, perceived benefits is 0.859 and for past experience is 0.893. Therefore, the data will be using for further analysis.

4.6 NORMALITY TEST

Table 4.12: Test of Normality

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Ease Of Use	.161	400	.000	.792	400	.000
Benefits	.157	400	.000	.825	400	.000
Past Experience	.149	400	.000	.895	400	.000
Online Shopping Behavior	.179	400	.000	.853	400	.000
a. Lilliefors Significance Correction						

Sources: SPSS

The study's normality test is displayed in the table above. Kolmogorov-Smirnov and Shapiro-Wilk test for normality are used in the study. The Kolmogorov-Smirnov (KS) test and the Shapiro-Wilk (SW) test are two techniques for determining normality.

The significance for Kolmogorov-Smirnov and Shapiro-Wilk in this study is (p=.000), as shown in the table above. This significant shown here is less than 0.05 (p<0.05). As a result, this study demonstrates that the link between the dependent and independent variables is significant.

The study uses a parametric test called Pearson correlation coefficient analysis because it demonstrates that the significant value is less than 0.05 (<0.05), which is equal to p=0.00. Researchers can infer that the data is regularly distributed from the given table.

4.7 HYPOTHESES TESTING

4.7.1 Pearson Correlation Coefficient

To evaluate the relevance of the association between the independent variables and the dependent variable, the researchers applied the Pearson correlation coefficient analysis. The linear relationship between two variables is evaluated using the Pearson correlation test. The test's goal is to establish the statistical significance of the correlation coefficient. The correlation coefficient, according to Bhandari (2022), is a value between -1 and 1 that represents the degree and direction of a relationship between two variables. In other words, it shows how comparable two or more variables' measurements are across a dataset.

Table 4.13: Rules of Thumb about Correlation Coefficient Size

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to –1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	Little if any correlation

Sources : Hinkle et al. (2003). Applied Statistics for the Behavioral Sciences (5th ed.).

Table 4.14: Pearson Correlation Coefficient Analysis

Correlations		Ease Of Use	Benefits	Past Experience	Online Shopping Behavior
Ease Of Use	Pearson Correlation	1	.705**	.569**	.635**
	Sig. (2-tailed)		.000	.000	.000
	N	400	400	400	400
Benefits	Pearson Correlation	.705**	1	.585**	.652**
	Sig. (2-tailed)	.000		.000	.000

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	N	400	400	400	400
Past Experience	Pearson Correlation	.569**	.585**	1	.683**
	Sig. (2-tailed)	.000	.000		.000
	N	400	400	400	400
Online Shopping Behavior	Pearson Correlation	.635**	.652**	.683**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	400	400	400	400
**. Correlation is significant at the 0.01 level (2-tailed).					

Sources: SPSS

H0: There is no significant relationship between perceived ease of use and online shopping behavior.

H1: There is a significant relationship between perceived ease of use and online shopping behavior.

According to the results of the table above, there is a strong correlation between online buying behavior and perceived ease of use ($p < 0.05$, $r = 0.635$). The relationship between perceived ease of use and online shopping behavior has a 63.5% significance level. The existence of a positive linear connection was demonstrated by the positive r-value. It demonstrates that the two variables have a moderate strength connection. Perceived ease of use and online shopping activity are significantly correlated, as shown by the p-value of 0.000, which is less than 0.01. As a result, the research rejected the hypothesis H0, according to which there is no connection between perceived usability and online shopping behavior. Consequently, the hypothesis H1 is accepted because there is a substantial connection between the two variables.

H0: There is no significant relationship between perceived benefits and online shopping behavior.

H2: There is a significant relationship between perceived benefits and online shopping behavior.

According to the results of the table above, there is a significant correlation between perceived benefits and online shopping behavior ($p < 0.05$, $r = 0.652$). Since 0.652 falls between 0.50 and 0.70, it can be concluded that both variables have a moderate correlation. The

significance values for both variables are 0.000, indicating that they are both highly significant. As a result, there is a strong correlation between perceived benefits and online shopping behaviors. As a result, the researcher accepted alternative H2 hypotheses while rejecting the original H0 assumptions.

H0: There is no significant relationship between past experience and online shopping behavior.

H3: There is a significant relationship between past experience and online shopping behavior.

The correlation study between past experience and online shopping behaviour resulted in the following for the final hypotheses: (p0.05, r=0.683), which indicated a moderate strength of link. The r-value for this correlation is positive, indicating a positive linear connection. It also demonstrated that a significant association between two variables exists when the p-value is less than 0.01. As a result, this study accepts the H3 hypotheses that demonstrate a strong association between past experience and online shopping behaviour while rejecting the H0 hypotheses.

The results of the Pearson Correlation Coefficient Analysis show a strong correlation between youth's online shopping behavior and their views of perceived ease of use, perceived benefits and past experience.

Based on the Pearson Correlation Coefficient Analysis, the hypothesis developed as below.

Table 4.15: Summary of Hypotheses Testing Result

	Hypotheses	Result
H1	H1: There is a significant relationship between perceived ease of use and online shopping behavior. H0: There is no significant relationship between perceived ease of use and online shopping behavior.	Accepted H1

H2	H2: There is a significant relationship between perceived benefits and online shopping behavior.	Accepted
	H0: There is no significant relationship between perceived benefits and online shopping behavior.	H2
H3	H3: There is a significant relationship between past experience and online shopping behavior.	Accepted
	H0: There is no significant relationship between past experience and online shopping behavior.	H3

The Pearson Correlation Coefficient Analysis table is used as the framework for the hypotheses testing shown in the table above. According to the Pearson Correlation Coefficient Analysis, the dependent variable, which is online shopping behavior, and the independent factors, perceived ease of use, perceived benefits, and past experience, show a substantial relationship. Therefore, for H1, H2, and H3, the hypotheses are accepted at a p-value of less than 0.05.

4.8 SUMMARY

In this chapter, the researcher goes through the data and also the conclusion in further detail, including the preliminary analysis, demographic profile of the respondents, descriptive analysis, validity and reliability test, normality test and hypothesis testing. The data that had been collected from the respondents via questionnaire was examined by the researcher.

For the preliminary analysis, researcher have done pilot test with a total of 30 respondents. After that, researcher proceed to the actual data which need 400 respondents. First of all, demographic profile of the respondents is about the background of respondents. Second one is, researcher evaluated the mean between the dependent variables and also the

independent variables factors for each of the question in this study for the descriptive analysis of dependent variables and independent variables. Thirdly, validity and reliability tests have done by using Cronbach's Alpha. Lastly. Pearson Correlation Analysis was used in order to test the hypothesis. The goal of hypothesis testing is to determine the link between the dependent variable and also the independent variables. Chapter 4 briefly summaries the data analysis and the outcomes of the data obtained from the respondents, as well as the results utilized to interpret the data.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

Chapter 5 is a continuation of the findings of chapter 4. In this chapter 5, the researcher will discuss about the key findings from the study, the discussion about three hypothesis, implication of study, limitation of study, and also the recommendation or suggestion for future research. Last one, the overall conclusion of the study.

5.2 KEY FINDINGS

Table 5.1: Summary of Hypothesis Testing

Research Question and Research Objective	Hypothesis Result	Findings
RQ1: What is the relationship between perceived ease of use and online shopping behaviour among youth in Malaysia? RO1: To study the relationship between perceived ease of use and online shopping behaviour among youth in Malaysia.	(p<0.05, r = 0.635)	H1: There is a significant relationship between perceived ease of use and online shopping behaviour.
RQ2: What is the relationship between	(p<0.05, r = 0.652)	H2: There is a significant relationship between

perceived benefits and online shopping behaviour among youth in Malaysia? RO2: To identify the relationship between perceived benefits and online shopping behaviour among youth in Malaysia.		perceived benefits and online shopping behaviour.
RQ3: What is the relationship between past experience and online shopping behaviour among youth in Malaysia? RO3: To investigate the relationship between past experience and online shopping behaviour among youth in Malaysia.	$(p<0.05, r = 0.683)$	H3: There is a significant relationship between past experience and online shopping behaviour.

5.3 DISCUSSION

A hypothesis, in the words of Helmenstine (2020), is a given suggested explanation for an observation. A hypothesis is just a proposed explanation or prediction that may or may not be put to the test.

Hypotheses 1

H1: There is a significant relationship between perceived ease of use and online shopping behaviour.

According to the findings of hypothesis 1 (H1), there is a substantial correlation between online shopping behavior and perceived ease of use. The results demonstrate a substantial positive connection (p0.05, r=0.635). The H1 was approved as a result.

A few research have suggested a connection between online shopping behavior and perceived ease of use. The ease of use of technology is defined by Chelvarayan et al. (2021) as a website or other online resource that is straightforward to use in the eyes of the user, who is typically a young person. When consumers shop online, younger generations think technology is easy to use, which is related to perceived usability (Ganesan, 2021). The website is user-friendly and appealing due to a simple electronic payment method, online security and privacy guarantees, a selection of payment and shipping alternatives, and other factors. According to Ofori and Appiah-Nimo (2019), online shoppers rated online shopping as easy to use if it provides appropriate product information, facilitates product/service comparison, is simple to interpret and utilise the application system, and is a flexible site to interact with.

Hypotheses 2

H2: There is a significant relationship between perceived benefits and online shopping behavior.

According to the conclusion of hypothesis 2 (H2), there is a strong correlation between the perceived benefits are viewed and the way people shop online. The results demonstrate a substantial positive connection (p0.05, r=0.652). The H2 was approved as a result.

A few research has suggested a connection between perceived benefits and online shopping behavior. According to Adnan (2014), it was established that consumers' intentions to conduct online transactions were highly impacted by their perceptions of the benefits of doing so. Thus, individuals' intentions to shop online are influenced by perceived benefits. According to research by Al-Debei et al. (2015), one of the most important elements influencing adoption decisions is people's perceptions of the advantages of online purchasing over traditional retail shopping. Therefore, customers' perceptions of the advantages of online shopping serve as important incentives and assist in forming a good perception of shopping online.

Hypotheses 3

H3: There is a significant relationship between past experience and online shopping behaviour.

According to the findings of hypothesis 3 (H3), there is a strong correlation between past experience and online shopping behaviour. A positive, highly significant connection is shown to exist (p 0.05, r=0.683). The H3 was approved as a result.

Another researcher's study further demonstrated the connection between past experiences and internet shopping behavior. It has been demonstrated by Aziz and Wahid (2018) that past experience significantly influences online shopping behavior. If a customer has made an online purchase in the past and liked the experience, they might do so again in the future. It means that customers are more likely to make another purchase if they have had a pleasant past experience with online purchases.

The results demonstrate that the perceived benefits and convenience of use are significant in influencing the consumer's propensity to purchase. Additionally, perceived benefits and ease

of use are influenced by past experiences; as a result, a dynamic perspective of these perceptions that adapts to the consumer's experience is expected to play a significant role in influencing online buying behavior. According to the findings, consumers' perceptions of the advantages and ease of use may be impacted by past purchases, which may in turn affect their decision to make an online purchase. In other words, if a consumer perceives the benefits and ease of use from a previous purchase as being favourable, this will likely have a positive impact on their desire to make another purchase in the future.

5.4 IMPLICATION OF THE STUDY

The dependent variable in this study is online shopping behavior, while the three independent factors are perceived benefits, perceived advantages of use, and online shopping behavior. To deliver the survey questions to participants in this study, an online Google Form survey questionnaire was used.

Based on this study, researchers have been able to establish some of the variables that have an impact on young Malaysians' online shopping habits. As an illustration, perceived ease of use is one of the elements that has the greatest impact on young people's online shopping behavior in Malaysia. Customers are more concerned with how simple it is to shop online. Their belief is that online shopping applications are straightforward and simple to use, simple to learn, easy to compare products, and definitely contribute to favourable behaviour toward internet shopping. If a customer has no difficulties when shopping online, they will be completely satisfied with it. In order to boost the potential that young people would make an online purchase, the insights acquired from this research will support online merchants in their understanding of young people's online shopping habits.

Finally, this study can serve as a guide for upcoming researchers and provide the direction needed to complete a different investigation. Because there is a substantial association

between the variables in this study, it can be useful for further studies to obtain information and data to support the conclusions.

5.5 LIMITATION OF THE STUDY

The survey was conducted among youth aged 15 to 30 in Malaysia. That is 400 youths that have responded to this questionnaire survey to complete this research. There were some limitations during the conduct of the research study. One of the limitations is the difficulty in ensuring that young people can complete this survey questionnaire, this is because some people are afraid their data is being exposed after they answer this survey. They feel uncomfortable and worried about their data being exposed.

Besides that, unclear information and honesty in answering the survey questionnaire. There are some mistakes in that respondents also had problems understanding the questions posed in the questionnaire form on a google form. Hence, the researcher needs to explain details about this survey to respondent clearly to ensure that respondent understands and can answer this survey properly. Other than that, some respondents might answer the questionnaire without looking forward to the question, they continue to answer and choose the answers without knowing what question is being asked in the google form. Due to this error, this study may also face the problem that researchers' predictions about respondents' perceptions and reactions are not identical.

5.6 RECOMMENDATIONS

There are several recommendations or suggestions for future research. First of all, future researchers can make a changing on the data collection. This research only focused on quantitative data and the data that have been collected can be said are limited because the researchers did not get more information and comment from the respondents, when that is an

important thing to get from the respondents. For recommendation, future researcher can use both quantitative and qualitative data.

When using qualitative data, future researcher can make a questions asking why the respondent makes online shopping. Next, future researcher can also ask for their opinion on making online shopping or the major reason that makes them purchases online. Future researcher can also ask which or what is their favourite website for them to buying online or maybe can make comparison. With using both quantitative and qualitative data, future researcher can get accurate information based on the research done.

Besides that, future research can also re-evaluated and make an expansion of the theory, framework, or model that was addressed in the study. Future study might look at the impact of a specific event, the appearance of new theory or evidence, or any other current phenomena on the research topic. Try using the newest information for the better result in the report. This will provide more references and information to the future researchers.

5.7 OVERALL CONCLUSION OF THE STUDY

This study is about online shopping behavior among youth in Malaysia. There are three independent variables in this study which are perceived ease of use, perceived benefits and past experience. The researcher began collecting the data and doing analyses in Chapter 4 by using the procedures indicated in Chapter 3 after receiving 400 responses from the respondents. Based on the objectives study, researcher used it to get the data on descriptive analysis, reliability analysis, Spearman's Correlation analysis and discussion. After that, the researcher summaries the results, implications, limitation, and recommendation for future research.

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APPENDIX A

QUESTIONNAIRE

SECTION A: DEMOGRAPHICS

Please tick (✓) on the relevant answer below.

Sila tandakan (✓) pada jawapan yang berkaitan di bawah.

1. Gender/ Jantina

> Male/ Lelaki
> Female/ Perempuan

2. Age/ Umur

> 15-20 years old/ tahun
> 21-25 years old/ tahun
> 26-30 years old/ tahun

3. State/ Negeri

> Peninsular Malaysia/ Semenanjung Malaysia
> Sabah or Sarawak

4. Education / Pendidikan

> PMR/ PT3
> SPM
> STPM/ Diploma / Matriculation
> Degree
> Master
> PhD

5. Race/ Bangsa

> Malay / Melayu
> Chinese / Cina
> Indian / India
> Others / Lain-lain

6. Income/ Pendapatan

> RM 0- RM5, 000
> RM 6,000-RM 10,000
> RM 11,000-RM 15,000

7. Marital Status / Status Perkahwinan

Single / Bujang
Married/ Berkahwin
Others/ Lain-lain

8. Occupation/ Pekerjaan

Working / Bekerja
Student / Pelajar

SECTION B: FACTORS INFLUENCING ONLINE SHOPPING BEHAVIOUR AMONG YOUTH IN MALAYSIA

Instruction: Respondents are required to indicate the extent to which they agree or disagree with each statement by using 5 Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree and (5) = strongly agree] response framework. Please circle only ONE option for each question below.

Arahan: Responden dikehendaki menunjukkan sejauh mana mereka bersetuju atau tidak bersetuju dengan setiap kenyataan dengan menggunakan 5 skala Likert [(1) = sangat tidak bersetuju; (2) = tidak bersetuju; (3) = neutral; (4) = bersetuju dan (5) = sangat bersetuju] rangka kerja tindak balas. Sila bulatkan hanya SATU pilihan untuk setiap soalan di bawah.

A. Perceived Ease of Use

NO	QUESTION/SOALAN	Strongly Disagree/	Disagree/	Neutral/Sederhana	Agree/Setuju	Strongly Agree/
1	Online purchasing makes my shopping easy. / Pembelian dalam talian memudahkan saya dalam membeli barang.	1	2	3	4	5
2	It is easy to make comparisons with other products while shopping online. / Pembelian dalam talian memudahkan saya dalam membuat perbandingan dengan produk-produk lain.	1	2	3	4	5
3	Availability of internet makes online shopping easier. / Kemudahan internet memudahkan pembelian dalam talian.	1	2	3	4	5
4	I think it is convenient for online orders. /	1	2	3	4	5

	Saya rasa mudah untuk pesanan dalam talian.					
5	I think online shopping orders are easy to understand. / Saya rasa pesanan membeli-belah dalam talian mudah difahami.	1	2	3	4	5
6	Online shopping application is easy to use. / Aplikasi membeli-belah dalam talian mudah digunakan.	1	2	3	4	5

B. Perceived Benefits

NO	QUESTION/SOALAN	Strongly Disagree/ Sangat Tidak Setuju	Disagree/ Tidak Setuju	Neutral/Sederhana	Agree/Setuju	Strongly Agree/ Sangat Setuju
1	I shop online as I get broader selection of products online. / Saya membeli-belah dalam talian kerana terdapat lebih banyak pilihan produk dalam talian.	1	2	3	4	5
2	I shop online as I can shopping at home. / Saya membeli-belah dalam talian kerana saya tidak perlu keluar untuk membeli-belah.	1	2	3	4	5
3	I use online shopping for buying products which are not easily available in the nearby market or are unique (new). / Saya membeli-belah dalam talian untuk membeli produk yang tidak mudah didapati di pasaran berdekatan atau unik (produk baru).	1	2	3	4	5
4	Online shopping gives the facility of easy price comparison. / Membeli-belah dalam talian memudahkan perbandingan harga.	1	2	3	4	5
5	I shop online as I get user/expert reviews on the product. / Saya membeli-belah dalam talian kerana saya mendapat ulasan pengguna/pakar mengenai produk tersebut.	1	2	3	4	5

C. Past Experience

70

NO	QUESTION/SOALAN	Strongly Disagree/ Sangat Tidak Setuju	Disagree/ Tidak Setuju	Neutral/Sederhana	Agree/Setuju	Strongly Agree/ Sangat Setuju
1	From the past experience, I feel safe when shopping online. / Dari pengalaman lalu, saya berasa selamat untuk membeli-belah dalam talian.	1	2	3	4	5
2	The retailer service is good. / Perkhidmatan peruncit adalah baik.	1	2	3	4	5
3	I am satisfied with the shipping. / Saya berpuas hati dengan penghantaran.	1	2	3	4	5
4	The pricing is affordable. / Harganya berpatutan.	1	2	3	4	5
5	Online shopping is as secure as traditional shopping. / Membeli-belah dalam talian adalah selamat seperti membeli-belah tradisional.	1	2	3	4	5

D. Online Shopping Behavior

NO	QUESTION/SOALAN	Strongly Disagree/ Sangat Tidak Setuju	Disagree/ Tidak Setuju	Neutral/Sederhana	Agree/Setuju	Strongly Agree/ Sangat Setuju
1	I can shop anytime I wanted. / Saya boleh membeli-belah pada bila-bila masa sahaja saya mahu.	1	2	3	4	5
2	I am able to complete my purchases without difficulty. / Saya dapat menyelesaikan pembelian saya tanpa kesukaran.	1	2	3	4	5
3	Online shopping is enjoyable. / Membeli-belah dalam talian adalah menyeronokkan.	1	2	3	4	5
4	I often buy goods online. / Saya sentiasa membeli barang atas talian.	1	2	3	4	5
5	I buy goods from many online market platforms. / Saya membeli barangan dari banyak platform pasaran dalam talian.	1	2	3	4	5

Thank you for your participation.
All responses will be kept private and confidential.

APPENDIX B

GANTT CHART

Week/ Activities	W1	W2	W3	W4	W5	W6	W7
PPTA briefing by the coordinator (Zoom platform)	▓						
Meeting with supervisor	▓						
Confirmation of research project title	▓						
Basic thesis writing workshop by the library		▓					
Drafting of a Research Project Proposal: Study Problems Study Objectives Literature Review Outline of the Study Scope of the Study Study Method Data Collection Method Data Analysis Method		▓	▓	▓			
Submission of draft Research Project Proposal to Supervisor					▓		
Review by Supervisor					▓		
Discussion and correction draft research proposal					▓		
Make a slide for presentation						▓	
Submission of two (2) Project Proposal Reports						▓	

Research for PPTA supervisors and evaluators							
Presentation and assessment (PPTA 1)							

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ORIGINALITY REPORT

13%	16%	3%	7%
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