



**DETERMINANTS OF PURCHASE INTENTION OF
ONLINE SHOPPING PLATFORMS
SEMESTER SEPTEMBER 2022/2023 SESSION**

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DECLARATION

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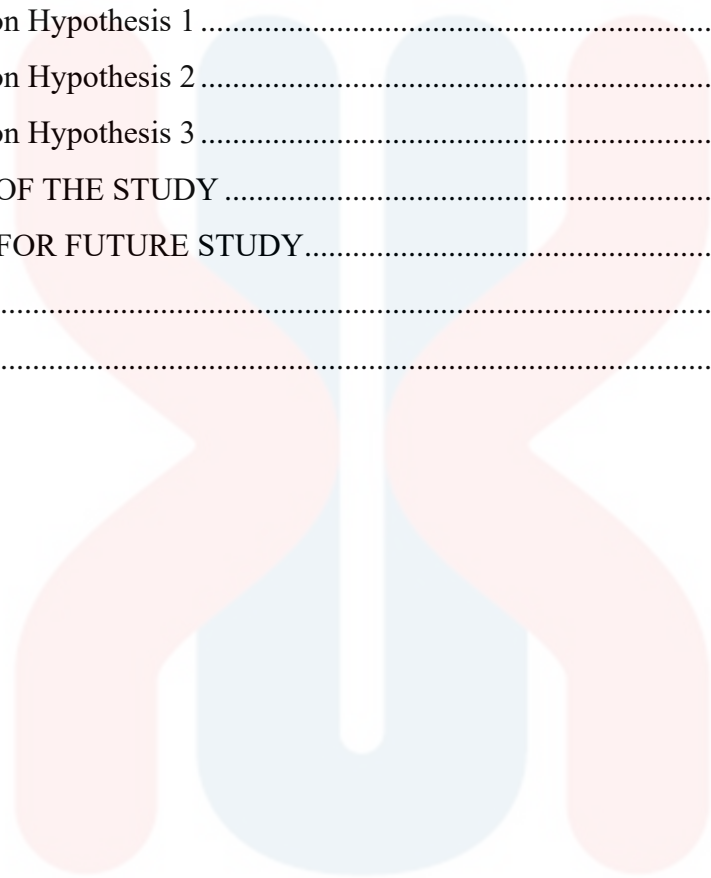
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TABLE OF CONTENTS

	Page
LIST OF TABLES	iv
LIST OF FIGURES	v
DECLARATION	iii
ABSTRACT	vi
CHAPTER 1	1
INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY	1
1.2 PROBLEM STATEMENT.....	3
1.3 RESEARCH OBJECTIVES	5
1.4 RESEARCH QUESTIONS	5
1.5 RESEARCH HYPOTHESES	6
1.6 SIGNIFICANCE OF THE STUDY.....	6
1.6.1 Buyers	6
1.6.2 Sellers.....	6
1.6.3 Delivery Agents	7
1.7 DEFINITION OF TERMS	7
1.7.1 Product Warranty	7
1.7.2 Product Information.....	7
1.7.3 Trusted Seller	8
1.7.4 Online Purchase Intention.....	8
1.8 SUMMARY	8
CHAPTER 2	10
LITERATURE REVIEW.....	10
2.1 INTRODUCTION	10
2.2 THEORY OF PLANNED BEHAVIOR.....	10
2.3 HYPOTHESES DEVELOPMENT	11
2.3.1 Relationship between product information and online purchase intention.....	12

2.3.2 Relationship between product warranty and online purchase intention	13
2.3.3 Relationship between trusted seller and online purchase intention	13
2.4 CONCEPTUAL FRAMEWORK	14
2.5 SUMMARY	15
CHAPTER 3	17
METHODOLOGY	17
3.1 INTRODUCTION	17
3.2 RESEARCH DESIGN	17
3.3 TARGET POPULATION	18
3.4 SAMPLE SIZE	18
3.5 SAMPLING PROCEDURE TECHNIQUE	20
3.6 DATA COLLECTION METHOD	21
3.7 RESEARCH INSTRUMENT	22
3.8 DATA ANALYSIS TECHNIQUE	26
3.9 SUMMARY	27
CHAPTER 4	28
RESULTS AND DISCUSSIONS	28
4.1 INTRODUCTION	28
4.2 RESULT OF DESCRIPTIVE STATISTICS	28
4.2.1 Demographic Profile	28
4.2.2 Mean and Standard Deviation of Independent Variable and Dependent Variable	35
4.3 RESULT OF RELIABILITY TEST	39
4.4 RESULT OF CORRELATION ANALYSIS	40
4.5 DISCUSSION BASED ON RESEARCH	42
4.5.1 Discussion on Hypothesis 1	42
4.5.2 Discussion on Hypothesis 2	42
4.5.3 Discussion on Hypothesis 3	43
4.6 SUMMARY	43
CHAPTER 5	45
SUMMARY AND CONCLUSION	45
5.1 INTRODUCTION	45

5.2 SUMMARY OF THE STUDY.....	45
5.3 DISCUSSION OF FINDINGS.....	47
5.3.1 Discussion on Hypothesis 1.....	47
5.3.2 Discussion on Hypothesis 2.....	48
5.3.3 Discussion on Hypothesis 3.....	48
5.4 LIMITATIONS OF THE STUDY.....	49
5.5 SUGGESTION FOR FUTURE STUDY.....	50
5.6 CONCLUSION.....	51
REFERENCES.....	53



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LIST OF TABLES

Tables	Page
Table 3.1: Items to measure product warranty towards online purchase intention.....	23
Table 3.2: Items to measure product information towards online purchase intention.....	23
Table 3.3: Items to measure trusted seller towards online purchase intention.....	24
Table 3.4: Items to measure purchase intention on online platforms.....	24
Table 4.1: Gender of Respondent.....	30
Table 4.2: Age Group of Respondent.....	32
Table 4.3: Ethnic Group of Respondent.....	34
Table 4.4: Employment Status of Respondent.....	36
Table 4.5: Marital Status of Respondent.....	38
Table 4.6: Income Group of Respondent.....	40
Table 4.7: Descriptive Statistic (Product Warranty).....	42
Table 4.8: Descriptive Statistic (Product Information).....	43
Table 4.9: Descriptive Statistic (Trusted Seller).....	45
Table 4.10: Descriptive Statistic (Online Purchase Intention).....	46
Table 4.11: Total Mean Score and Standard Deviation of Variables.....	49
Table 4.12: Reliability Analysis for Dependent Variable and Independent Variable.....	50
Table 4.13: Pearson Correlation Analysis.....	51

LIST OF FIGURES

Figure 2.1: Conceptual framework of purchase intention of online shopping platforms.....	15
Figure 4.1: Gender of Respondent.....	29
Figure 4.2: Age Group of Respondent.....	31
Figure 4.3: Ethnic Group of Respondent.....	33
Figure 4.4: Employment Status of Respondent.....	35
Figure 4.5: Marital Status of Respondent.....	37
Figure 4.6: Income Group of Respondent.....	39

ABSTRACT

The study aims to examine the determinants of purchase intention of online shopping platforms. This study extends the Theory of Planned Behaviour (TPB) by introducing product warranty, product information and trusted seller in the development of a theoretical model to study customers' purchase intentions within the context of online shopping platforms. The researcher employed a non-probability sampling technique (i.e., purposive) in this study Data was collected from 255 users of online shopping platforms in Kelantan through questionnaires and analysed using descriptive statistics, reliability test, and correlation matrix via Statistical Package for the Social Sciences (SPSS). The findings show that product warranty, product information and trusted seller are significant determinants of customers' purchase intention of online shopping platforms. The findings are beneficial to buyers, sellers, and delivery agents.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Consumers have developed a habit of shopping online over the past few years. It is fair to say that every group of people, both inside and outside the nation, are following this trend more and more closely. Some people believe that shopping online is simpler and more cost-effective because customers can take advantage of more sales and discounts. E-commerce, also referred to as online shopping, allows customers to make immediate purchases from vendors using a shop website or a mobile application. As a result of the Internet's popularity and accessibility, e-commerce can encompass a variety of businesses (Ismail & Masud, 2020). When they receive their items, customers can pay for them with a credit or debit card or make an online purchase. Numerous online retailers exist, including Lazada, Alibaba, Taobao, Zalora, Amazon, and Shopee. Since the Movement Control Order (MCO) went into effect in March 2020, online buying and selling activity has increased by 28.9% in April 2020 (Lok et al., 2022). Thailand has shown the fastest growth in digital infrastructure among Malaysia, Singapore, and Thailand over the past five years, with Singapore coming in second with 2.31% growth (Ismail & Masud, 2020). Businesses may consider enhancing the fundamental relationship between customers through social media, forums, or directly through the site or "Reviews & comment" section in order to improve social interaction on e-commerce sites (Khoa & Nguyen, 2022). In terms of network readiness, Malaysia outperformed its neighbours. These initiatives, which support e-commerce growth and help Malaysia achieve its goal of dominating Southeast Asian e-commerce, involve all levels of stakeholders.

To achieve the objective of actual behaviour purchase, online purchase intention is used as an indicator. Consumer behaviour when it comes to purchases is actually dichotomous; either the consumer must buy the product, or they must choose not to. Additionally, consumer purchasing behaviour describes consumer behaviours associated with the acquisition and consumption of goods and services, such as the identification of a need, the search for information, the evaluation of alternatives, the choice to make a purchase, and the actions taken afterward. In order to evaluate products and make a final judgement on which brand would best serve users, product attributes, specs and information from photos, videos, reviews and blogs are needed. An integrated process is used to handle information about customers. Due to the popularity of online shopping and the ease of access to information, this is made possible (Sethna et al., 2017).

The Malaysian e-commerce ecosystem is still developing and needs to make progress in several areas (Ismail & Masud, 2020). Another issue the e-commerce sector must address is how to increase the effectiveness of product warranties. Remanufactured product warranties may be able to increase consumers' willingness to pay (Tang et al., 2020). The impact of product warranties, particularly extended warranties, on e-commerce is significant. Sometimes, a warranty is ultimately rejected. Miscommunication between service centres and brands can result in delays and warranty denial. Due to security and privacy concerns, many online shoppers still prefer to visit physical stores and lack of trust in online sellers. The greater the consumer's faith in the seller, as evidenced by the seller's skill, generosity, and integrity, the more likely they are to make a purchase (Lisnawati et al., 2022). Even though e-commerce is growing in popularity, Malaysia has not yet built a functional e-commerce infrastructure, lagging far behind other countries in this regard. Another challenge includes lack of information about the product. Under the condition of information asymmetry, although consumers cannot obtain objective and detailed product

information, consumers form quality perceptions of products and brands with the help of heuristic clues and judge, evaluate and choose based on this (Jurij et al., 2022). A seller's website with comprehensive product information can be a powerful resource for serving customers and enhancing the seller's online presence for citizen search.

Due to its ease of use and ability to offer customers a full range of services, e-commerce presents a variety of business growth opportunities (Koe & Sakir, 2020). The Internet and technological advancements have significantly altered how people live. They could learn about the world at their fingertips without ever leaving their house. Online shopping may have seemed impractical and unreliable a few years ago, but it is now a common practice. But as savvy buyers, people are urged to exercise caution when making purchases online because some dubious parties, like scammers, may use the situation to their advantage. To avoid being easily duped, users should wisely select a reputable shopping platform before making any online purchases. Accordingly, this study's objective is to investigate three variables which are product warranty, trusted seller, and product information that determine online purchases intention and an online shopping platform.

1.2 PROBLEM STATEMENT

This study focuses on the factors that influence consumers' intentions to make purchases over the internet through online marketplaces. Particularly since the epidemic, online shopping sites typically rank among the most lucrative industries. Covid-19. Looking at the issues that were discovered, one that can arise is "What is the issue with product warranty in Malaysia?" First off, Malaysia has a poor product warranty. By 2021, owners of newer Volvo automobiles in Malaysia would benefit from a larger covering duration of five years, with little to no mileage restriction, according to Yap (2021). It asserts that, like other companies, Volvo has progressively extended its

guarantee periods. Previously, innovative Volvos took place with a comparative manufacturer's warranty that had been covered by insurance by a different insurance partner and was valid for an additional two years. The most prevalent written agreements are product warranties, but not much is recognized about influences on their composition or their relationship with dependability and endurance of products. Some warranties did not clarify the rights of consumers, disclaimers were incorporated in legal terms, warranty administration was challenging and ineffective, solutions for defective products were inappropriate, and unreasonable claims regularly resulted from furious and unhappy users (Murthy & Djamaludin, 2002).

Another second issue to raise is “What is the issue with product information in Malaysia?”, which constitutes the study’s second problem statement. One intriguing finding from AsiaPac (2022) is that, compared to other resources, 54.7% of internet users in Malaysia use online platforms to research companies and products. Markets depend heavily on information transfers. Both individuals and businesses base their decisions on information they have learned about their possible transaction partners when determining with whom to interact, which people to employ, or what things to buy. Businesses are vulnerable to disorganization and could cease to function when information is lacking or tend to be erroneous (Etzion & Pe'er, 2013).

Moreover, the issue of trusted sellers in Malaysia is the study's third problem statement. Lazada, Lelong, and 11Street are the most well-known and reputable online shopping websites in Malaysia (Ab et al., 2018). It doesn't imply that they are immune to seller fraud. The quantity of contacts and reviews among the seller's customers is seen as the simplest technique to determine the legitimacy of the seller. Lazada yet again earns the greatest rating as consumer accessibility to the products or services is accompanied by the vendor ratings of 29.5. Building and maintaining connections among purchasers and sellers depends on large part upon trust (Mallalieu &

Nakamoto, 2008). Key factors that contribute trust earning behaviours are necessary for sales achievement. Dealing with an undetermined sense of trust is a category that this issue falls under (Brainov & Sandholm, 1999). Buyers acquire ongoing purchasing intents due to their faith in both suppliers and brands, and buyers build brands out of sellers' faith (Zhao et al., 2019). However, online shopping buyers find it difficult to put their trust within the seller because they are open to fraud. This causes individuals to re-evaluate the decision, that could discourage consumers from using e-commerce websites.

1.3 RESEARCH OBJECTIVES

The research objectives of this study are as follows:

- i) To investigate the relationship between product warranty and purchase intention of online shopping platforms
- ii) To examine the relationship between product information and purchase intention of online shopping platforms
- iii) To assess the relationship between a trusted seller and purchase intention of online shopping platforms

1.4 RESEARCH QUESTIONS

Based on the research objectives, the following are the research questions.

- i) What is the relationship between product warranty and purchase intention of online shopping platforms?
- ii) To what extent does product information affect the purchase intention of online shopping platforms?
- iii) What is the relationship between the trusted seller and purchase intention of online shopping platforms?

1.5 RESEARCH HYPOTHESES

Based on the research questions, the following research hypothesis

H1: There is a positive relationship between product information and online purchase intention.

H2: There is a positive relationship between product warranty and online purchase intention.

H3: There is a positive relationship between trusted sellers and online purchase intentions.

1.6 SIGNIFICANCE OF THE STUDY

1.6.1 Buyers

This research study's goal is not only to investigate the relation between product information and purchases intention on online shopping platforms but how this study gives some benefits to buyers also. First of all, buyer behavior data is used to estimate and predict buyer acts. Organization must ensure that they receive accurate buyer details in order to make good marketing determinations such as item development and marketing. Second, buyer behaviour differs from person to person. Customers may say one thing but do another. They can often shift their opinion due to an outside influence. As a result, it is critical for businesses to devise effective promotional strategies in order to achieve strong demand.

1.6.2 Sellers

From a seller point of views, this study is beneficial for people who wants to make a living and selling their product on online shopping platform such as Shopee, Lazada and Tiktok shop. For example, to increase their sales, they need to give details and more information able to their product and the most try as most as possible to give like upper sales services. Giving discount to a trusted seller in terms of the empathy the seller is here, the upper sales service if any problem,

the seller can be able to perhaps or replace the product to empathy wise. The most to ensure that the warranty are still in condition are not waste out.

1.6.3 Delivery Agents

This study spreads awareness in the community about how important the trusted seller and the delivery agents are in online shopping platforms. It is because without delivery agents in this platform, it will not thrive until now. In addition, the delivery agents will also be more sensitive to the problems and hardships faced by workers in the online shopping platform to ensure that this platform continues to progress and be recognized and to always ensure that the customer receives a good delivery from them. Not only that, but the delivery agents will also strive to advance this platform by always seeking delivery because this platform is able to become a major contributor to the national economy with the birth of great agents. Other than that, online shopping platforms and indirectly also contribute to national come through foreign currency exchange rates.

1.7 DEFINITION OF TERMS

1.7.1 Product Warranty

Christozov and Mateev (2003) stated that a warranty is a method of distributing the risk of low-quality products among all customers. In a single purchase, a warranty may be viewed as providing information that shares the risk with either of the seller or buyer relationship parties.

1.7.2 Product Information

Product information is any data a company has on the goods it manufactures, purchases, sells, or distributes. When discussing product information management. This refers to details about the advertising and promotion of products through digital channels. They must provide shoppers with

technical product information such as the product's material, weight, size, and other distinguishing characteristics. These aspects are particularly critical when it comes to electronics, equipment, and tools (Jurij et al., 2022).

1.7.3 Trusted Seller

Trust becomes an important aspect of online shopping because buyers would not make purchases if they do not trust seller websites. Consumers usually require trustworthiness and helpful information to explore and understand online stores and products since they are not done face to face (Waas et al., 2022). A trusted seller is one who has the full confidence of the customer, who purchases products from them without a doubt because they believe in the products they are selling. Purchasers' belief in online sellers seems to be an important factor in determining their intention of buying online (Marza et al., 2019).

1.7.4 Online Purchase Intention

A purchaser who would be willing as well as considers conducting ecommerce business is considered to have an online purchasing intention. This term refers to a consumer's intention to view, select, and purchase items online (Pavlou, 2003).

1.8 SUMMARY

The context of the research is described in the introductory chapter of chapter one which includes the determinants of online purchase intention among people in Malaysia. In the next section, which is problem statement, it dealt with the issue of study, which is how product warranty, product information and trusted seller determines the intention of people in Malaysia to purchase online. There are three research objectives and research questions each which were as described in the third and fourth sections. Besides that, the significance of study is mentioned on fifth section

which extracts lessons of the research issues that may have the potential to affect the determinant of people in Malaysia's intention to purchase online. Finally, the section definition of terms has briefly explained the meaning of each variable of the study. The next chapter will be exploring and explaining the exciting literature review on the determinants of online purchase intention among people in Malaysia.



CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter has discussed the relationship between the independent variable research with the dependent variable such as intention to purchase as well as the independent variables include product information, product warranty and trusted seller.

2.2 THEORY OF PLANNED BEHAVIOR

The Theory of Planned Behavior (TTB) is a psychology concept that connects thought and action. The theory's three main elements which are subjective norm, attitude, and perceived behavioural control that work together to encourage someone to change their behavioural intentions. According to the Theory of Planned Behavior as stated in the article "Determinants of Customer Repurchase Intention in Online Shopping" (Chiu et al., 2009), trust beliefs produce pleasant perceptions on the e - retailer which would increase a user's decision to buy products and services from the seller. In addition, The Moderating Role of Trust and Commitment Between Consumer Purchase Intention and Online Shopping Behavior in The Context of Pakistan (Rehman et al., 2019) stated that Theory of Planned Behaviour presents a proper description related to behavioural framework as especially in comparison to Theory of Reasoned Action, according to which a person is meant to perform specific actions only if the person own an actual control on their behaviour. However, according to Moshrefjavadi et al. (2012)'s an analysis of factors affecting on online shopping behaviour of consumers, information behaviour and purchase behaviour have both been impacted by confidence and perceptions of vulnerability, user's personality, cultural pressure, personalised online

capabilities, and digital considerations, such as performance expectancy, relative advantage of use, and quality of website. Demography, network literacy, apparent medium value, and purchasing habits all have an impact on consumers' online purchasing behaviour. In the article "Building Consumer Trust Online," Theory of Planned Behavior claims that consumers who have low trust are less likely to participate in online purchasing due to their wary of seller exploitation and less inclined to purchase with a vendor who failed to inspire confidence (Hoffman et al., 1999). As mentioned by the article "Trust and TAM In Online Shopping: An Integrated Model," Theory of Planned Behavior states that buyers first have faith on their online merchants, thus believe that practicing e-commerce is beneficial (Gefen et al., 2003). Lastly, in the article titled "Prospective Prediction of Health-Related" Behaviour with The Theory of Planned Behavior: A Meta-Analysis," a meta-analysis on Theory of Planned Behavior (TTB) was performed that demonstrates the connection among intention and behaviour, which typically indeed very considerable can dramatically transform.

2.3 HYPOTHESES DEVELOPMENT

A research hypothesis, also known as an alternative research hypothesis, is a speculative statement about the relation between two or more variables used in quantitative research studies. Because the nature of the hypothesis is conjecture or speculative, it needs to be tested. For our research hypothesis, we will hypothesise through our title that an independent variable and dependent variable are the determinants of purchase intention of an online shopping platform. Nowadays, people are more likely to shop online compared to physical stores because people are always busy with their work, very easy to find and have a lot of promotions.

2.3.1 Relationship between product information and online purchase intention

Kethan and Basha (2022) stated that the consumer rules the market. When a customer receives unfavourable services from any businesses, they become persistent. Kethan and Basha (2022) contend that a lack of adequate product information provided by the salesperson may affect online purchase intention. The authors sampled Fifty bank and found that in order to demonstrate the importance of the relationship between ethical sales behaviour and customer trust, adequate product information including loyalty and bank staff' commitment are important for purchase intention and increased revenue.

Park and Kim (2003) studied the result of product information decisions and analysed the effect of product information decisions. The author used a sampling technique, the result of 100 samples taken mostly from sample population. The questionnaire shows that the purchaser's level of understanding influences their use through e-commerce, and it is very important. In other words, inside an e-commerce business, the level of understanding of users divides the distribution of effectiveness. Lack of experience of customer's knowledge surveys become less effective which affects the cost of decision making. Finally, it is concluded that product information gives a positive effect on the consumer's purchase intention towards the product.

Han (2005) investigated the relationship between product information and information technology. The argued that as greater a customer's online activity abilities, consumers' online effectiveness, as well as search mastery, the greater their internet enjoyment. As a result, the greater a consumer is involved in all activities on the internet, the greater their intention to search for information and make purchases via the internet.

H1: There is a positive relationship between product information and online purchase intention.

2.3.2 Relationship between product warranty and online purchase intention

Ullah and Islam (2011) examined the effects of warranty in the purchase decision. 100 samples were collected from the target population using the appropriate sampling selection method. The questionnaire consisted of 33 questions divided into eight key variables, quality of product, network operator responsibility, long term extended warranties, short term guarantee, promotional product, non-branded item, countries of origin and danger reliever. The correlation analysis was used to examine the data in this case. Finally, it is indicated that product warranties have a positive effect on consumer purchase intentions towards products.

Christozov and Mateev (2003) investigated the relationship between seller and buyer on online purchase intention to assess the impact of warranty in improving the trust between the two parties. The authors used Pearson Correlation to investigate the data collected of sixty students. They found out that product warranty has a significant and positive effect on purchase intention. **H2: There is a positive relationship between product warranty and online purchase intention.**

2.3.3 Relationship between trusted seller and online purchase intention

Mahliza (2020) the elements of believe in terms of online purchasing intention were investigated, as well as the impact of believe on online purchase outcome. Therefore, Mahliza (2020) used a technique called as purposive sampling. The classification of online questionnaires resulted in a total sampling of 120 survey participants in Jakarta. Partial Least Squares (PLS) was utilized to examine the study's data. The author discovered that marketing strategy and safety are trust significant predictors with a positively significant influence on trust. According to the

findings, perceived risk is an antecedent of trust and has significant negative impact on trust. Buyer trust has important positive impact on their online purchase decisions based on the findings.

Yunusa, Saputra, & Muhammad (2022) investigated customer relationship management (CRM) mediation effect in the relationship between digital marketing and internet trust on ecommerce purchases' online purchase intentions in Banda Aceh, Aceh province, Indonesia. The authors chose the sample based on a general principle. Purposive sampling was used to collect information from 150 participants. The authors discovered a positive relationship between CRM and digital marketing and online trust on online purchase intentions.

As all we know, nowadays online shopping platforms are very important at all times, because of the many advantages and benefits, an increasing number of people now prefer online shopping to shopping experience. In recent years, the customer's decision-making process had also shifted dramatically. Consumers carry out extensive research on the internet before speaking with a sales representative. Consumers are indeed starting to make more immediate purchases online and through their smartphones, have not ever entered conventional concrete stores. Promoting business has become much simpler and quicker due to the internet. It has resulted in changes in the way individuals conduct business, with a quickly expanding global trend toward internet purchases or ecommerce.

H3: There is a positive relationship between trusted seller and online purchase intention.

2.4 CONCEPTUAL FRAMEWORK

Conceptual framework was proposed to examine the determinants of purchase intention of online shopping platforms by referring to the literature review. Figure 1 illustrates the purpose of this study. The framework consists of three independent variables of the study which are product

warranty, product information and trusted seller. Meanwhile the dependent variable is online purchase intention.

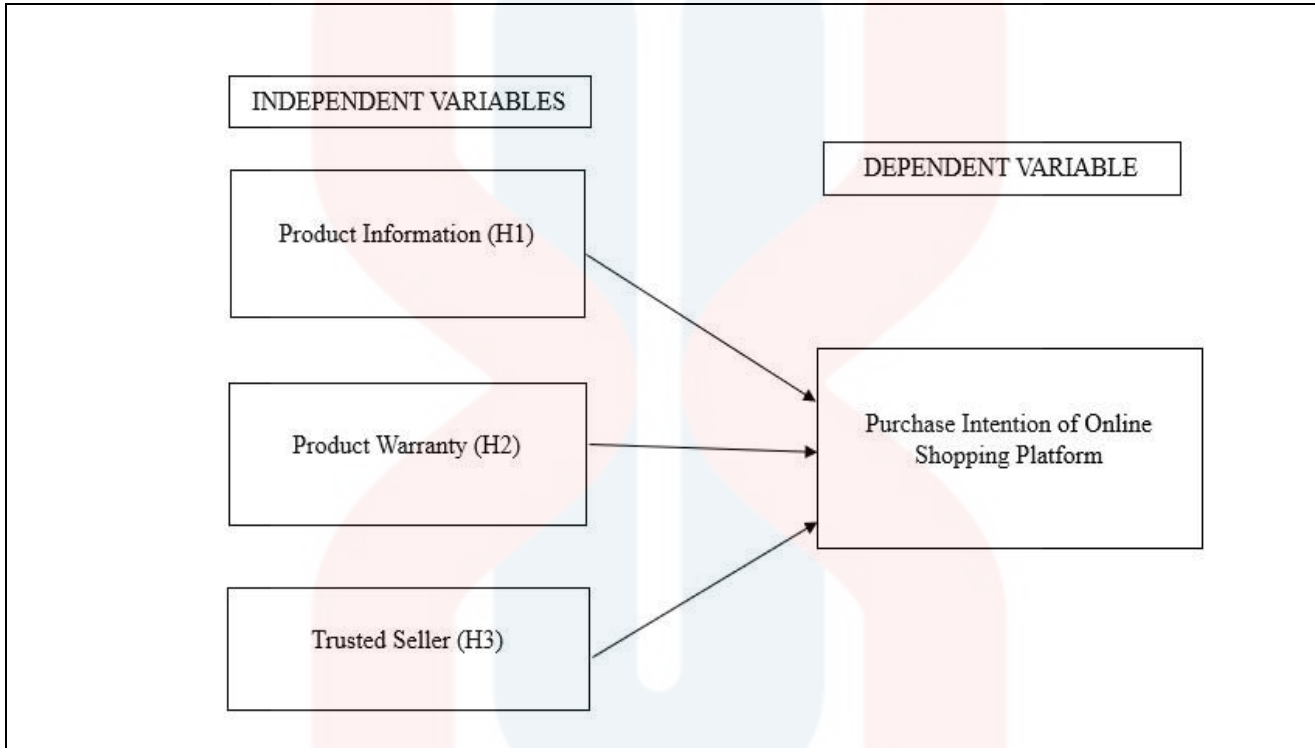


Figure 2.1: Conceptual framework of purchase intention of online shopping platforms.

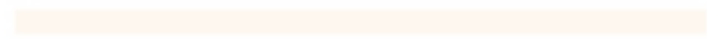
2.5 SUMMARY

To define whether the online store is in good or bad condition, the most presentable factor must be the level of customer satisfaction. From the number of customers, we can know if the online store gained attraction from them. From the relationship we obtained above, it can clearly be seen that the product warranty, trusted seller and product information can truly influence the online purchase intention. The better product warranty, the nicer trusted seller on the online store and the excellent product information can influence the customers' revisit intention. If the consumers enjoy online purchases, they must revisit that online store again because it gave a good experience to them. Therefore, the online store which wants to improve their reputation must

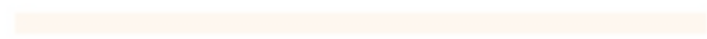
improve themselves from the aspect of product warranty, trusted seller and product information, hence it will only attract more customers to revisit the same online store.



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CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

The research approach is explained in this chapter. The methods consist of research design, target population, sample size that is needed, sampling method and data collection method to help ease the process of data collecting, research instrument and data analysis. This chapter's goal is to deliver a clear explanation of determinants of purchase intention of online shopping platforms and to fulfil the objectives of this study. The study concludes with a summary.

3.2 RESEARCH DESIGN

A research design is the strategy used to carry out a study's objectives or test its hypotheses. This research design provides the framework for the methods and approaches a researcher has chosen. Framework makes it possible for researchers to concentrate on applying research methods that are pertinent to their field and to successfully conduct their studies. Many of the traits of the qualitative analysis process used in grounded theory are also present in design research (Maher et al., 2018).

Exploratory research, descriptive research, and explanatory research are three fundamental types of research objectives. Exploratory research seeks new insights while also figuring out what is going on. In order to assess phenomena and formulate the questions, a new viewpoint is being used. The classification of research known as "descriptive method of research" aims to collect information on a phenomenon's current state (Rahi, 2017). Depending on the research questions,

inclusion criteria may be relatively strict or very broad, allowing for rumination of various research designs and types of evidence (Sovacool et al., 2018).

This study will use the quantitative research design. Through the use of broad survey research techniques like questionnaires, quantitative research creates statistics. The benefits of a quantitative research design can be tested and verified; however, rigorous experimental design, as well as the ability to replicate results across different populations, in order to conduct quantitative research. The information gathered is therefore more trustworthy and less subject to doubt. Additionally, it is the simple analysis that will show which statistical tests should be used when collecting quantitative data. Consequently, data analysis and results presentation are simple, objective, and less prone to error.

3.3 TARGET POPULATION

The term "population" describes the individuals or groups that are utilised by researchers to develop a statistical sample for a specific study. As a result, any selection of individuals brought together by a common characteristic can be referred to as a population (Casteel & Bridier, 2021). This study will involve all the people in Kelantan that purchase in different online shopping platforms such as Shoppe, Lazada, and Setia Grocer Online.

3.4 SAMPLE SIZE

A sample is a smaller, manageable segment of a larger grouping that is utilised in research. It is a demographic segment containing characteristics out of a larger population. Samples are used in statistical analysis when population's size are too large for those eligible participants or

information to be included. A sample should be representative of the general population in its entirety and must not remain impartial to any characteristic. Despite the desired for a sample to accurately represent the population from which it was selected, there is no guarantee where any sample will do so. A disproportionately high number of atypical observations might be expected by chance. The number of individuals or assessments involved in a research study is referred to as the sample size. Generally, n is used to indicate this figure. The accuracy of estimations as well as the research's capability to come up with conclusions are two statistical qualities that are influenced by sample size.

To properly carry out the research and obtain reliable, statistically significant outcomes, the sample size must be determined. There seem to be a few techniques for calculating sample size according to various writers of publications. The sample size is ten times the quantity of independent variables or determinants, as according to Hair et al. (2019). (IVs). As per Sekaran and Bougie (2016), the ideal sample size for quantitative investigations must be somewhere among 30 and 500. Also, Krejcie and Morgan (1970) developed a table utilising a sample size formula for limited populations to make figuring out the sample size for a known population easier. When using the Krejcie and Morgan Table, it is essential to understand how many populations there are.

The approach Sekaran and Bougie (2016) recommended is the one this research used to determine the sample size. The sample size for this research would be 200. The sample size has been selected as it falls within sample sizes of 30 and 500 which was recommended by Sekaran and Bougie (2016).

3.5 SAMPLING PROCEDURE TECHNIQUE

Sampling is a type of statistical analysis in which a set number of observations are taken from a larger group or population. Sampling from the population is often easier and cheaper than trying to reach every single person in the population (Turner, 2020). In general, there are two types of sampling techniques which are probability sampling or random sampling, and non-probability sampling or non-random sampling.

The researcher employed a non-probability sampling technique in this study. Under the non-probability sampling method, the researcher uses convenience and purposive techniques. Non-probability sampling, according to Etikan (2016), is a technique for collecting samples that does not ensure that each participant or unit in the population has an equal chance of being included. Convenience sampling, also known as "haphazard sampling" or "accidental sampling," is a type of nonprobability or non-random sampling where members of the target population are chosen based on practical factors, such as being accessible, nearby, available at a specific time, or agreeable to participate in the study. While purposeful sampling is a method in which certain places, people, or events are chosen on purpose to get important information that can't be gotten any other way (Maxwell, 1996). It also collects data on the population in Kelantan.

In this study, the researcher will use this sampling to find out what personal characteristics are present in the respondent population. Before the respondents fill out the questionnaire, the researcher will give them a clear explanation of why the study is being done. This will help the respondents understand the purpose of the study and make sure that they meet the targets. A questionnaire was used by the researcher to gather information. The respondents have comprised of people who are staying in Kelantan.

3.6 DATA COLLECTION METHOD

The function of collection and analysing data is referred to as data collection about the variables being studied in a way that is systematic and accurate enough to respond to the research questions, test hypotheses, and evaluate results. This study uses a method called "primary data collection," which means that information is gathered from real sources like questionnaires with closed-ended questions. This survey is a self-administered data collection, meaning that respondents are responsible for completing the questionnaire on their own time without the assistance of a researcher.

This study will focus on the people who stay in Kelantan. After the respondents agree to fill out and answer the accompanying questionnaire, they will be told what the purpose of this study is so they can understand what they are being asked to do. There is no obligation to fill out the research questionnaire. The questionnaire will be collected once again after the respondents have finished filling it out.

Data collection for this project will also make use of an online survey strategy, specifically, Google Forms. The questionnaire will collect basic demographic information as well as data on the study's independent and dependent variables. Respondents' perceptions, levels of satisfaction and others can all be measured along a linear scale based on the questions presented to them. When the respondents successfully complete and submit the form, their responses and data reviews will be received via Gmail notification. After that, data collection and analysis will begin immediately.

3.7 RESEARCH INSTRUMENT

In research from Bastos et al (2014), a research instrument can reliably achieve the same outcomes when used again with the same group of individuals, it is reliable. This idea is frequently used at various stages of the research process, such as when a data collection supervisor conducts a quality control check, when reapplying some questions to the same survey respondents, or even when developing a new instrument in the testing process where the accuracy and consistency of the responses are evaluated. Besides that, a research instrument is a method or set that researchers use to gather information. The work is simple and easy, and the research's findings are clearer, more specific, comprehensive, and systematic (Suharsimi, 2010).

In this research, the researchers use questionnaires to determine the intention to purchase on online shopping platforms. Ary et al., (2018) defines a questionnaire as a tool in which respondents select items to state their responses or submit relevant responses to survey questions. The researchers conducting this research use a questionnaire when collecting data since it ensures that the responses are properly collected. The researchers divide it into two parts which are Part A and Part B. Part A provides information about the respondent's demographic profile. The respondent will have to answer six items of their profile background such as gender, age group, ethnicity, employment status, marital status, and income group. Meanwhile, Part B contains the independent and dependent variables of the research. The respondent needs to answer four sections of variable items which are Section A for product warranty, Section B for product information variables items, Section C provides trusted seller items, and Section D for items of online purchase intention.

Besides that, the respondent will state their responses through a Likert Scale, which allows for multiple choices for each item given. The Likert Scale has a one to five scale that measures the

respondent's true evaluation. It has five-point items such as Strongly Disagree (1), Disagree (2), Neither/Nor Agree (3), Agree (4), and Strongly Agree (5). The respondent will rate their opinions about the items that are given in every section of Part B. This method will make sure the researchers can easily measure the objective of the study.

PART A: Demographic Information

INSTRUCTION:

This part contains 6 items about the respondent's profile background. Please complete this part by filling in the appropriate box given.

GENDER

Male

Female

AGE GROUP

18-24
25-34
35-44
45 or More

ETHNICITY

Malay
Indian
Chinese
Other (Please state your ethnicity)

EMPLOYMENT STATUS

Student
Employed
Unemployed

MARITAL STATUS

Single

Married

INCOME GROUP

Less Than RM 1500

RM 1500 - RM 3000

RM 3000 - RM 6000

RM 6000 - RM 9000

More Than RM 10000

PART B: Independent Variables and Dependent Variables Items

SECTION A: PRODUCT WARRANTY (Blu et al., 2015)

Table 3.1

Items to measure product warranty towards online purchase intention

Variable items	1	2	3	4	5
1. The online shop provides me with convenient options for returning items.					
2. The online shop handles product returns well.					
3. The online shop offers a meaningful guarantee.					

SECTION B: PRODUCT INFORMATION (Park & Kim, 2003)

Table 3.2

Items to measure product warranty towards online purchase intention

Variable items	1	2	3	4	5
1. The site provides up-to-date product information.					
2. The site provides product information easy to understand.					
3. The site provides sufficient product information.					
4. The service is relevant.					

SECTION C: TRUSTED SELLER (Javed & Wu, 2020)

Table 3.3

Items to measure trusted seller towards online purchase intention

Variable items	1	2	3	4	5
1. Based on my experience with online sellers, I know that they care about their customers.					
2. Based on my experience with online sellers, I know that it is not opportunistic.					
3. Based on my experience with online sellers, I know that they keep their promises to their customers.					

SECTION D: ONLINE PURCHASE INTENTION (Kim et al., 2012)

Table 3.4

Items to measure purchase intention online on online platforms

Variable items	1	2	3	4	5
1. I intend to continue to purchase goods online from a site that I use regularly.					
2. If I were to buy something, I would consider buying it from online shops.					
3. I intend to recommend the Internet shopping site to other people that I use regularly.					
4. Except for any unanticipated reasons, I intend to continue using internet shopping sites that I use regularly.					
5. I intend to use an internet shopping site that I regularly use as a priority online store for future purchases.					

3.8 DATA ANALYSIS TECHNIQUE

Data collection, cleansing, and structuring are frequent steps performed by the researcher while using data processing methodologies. To be prepared for any purpose, they must undergo various processes, which often require the use of tools for data analysis. Thorne (2000) asserts that the data analysis method allows in breaking up a significant amount of information into little, comprehensible parts. Additionally, the objective of data evaluation is to gain a deeper comprehension of the information prior of making conclusions.

The correlation analysis will be carried out in this investigation. According to Schober et al. (2018), correlation measures how closely two variables are related. When two variables fluctuate in magnitude, they are associated with one another, either in a similar way (positive correlation) or the reverse way (negative correlation). The most typical definition of a linear correlation between two continuous variables when the term "correlation" is employed is the Pearson product-moment correlation. The Pearson correlation reveals the strength of the linear link between two variables. Its possible values range from -1 to 1, with -1 signifying a negatively skewed total linear correlation, 0 signifying no correlation, and +1 signifying a favourably skewed total linear correlation. Testing statistical hypotheses is another application for inferential statistics. We can precisely decide if there is a significant relationship between two factors. The Pearson correlation coefficient, abbreviated as r , has a range of values from +1 to -1. The two variables are unconnected if the value is zero. A value which is larger than 0 denotes a positive connection, which means that when one variable's value rises, the other variable's value rises as well. A value which is smaller than 0 denotes a negative association, meaning that the other variable's value decreases as the first variable's value increases.

3.9 SUMMARY

To conclude, this chapter presents the introduction of the chapter as well as describing the research methodology of the research design, population of the study, sample size used in this research. Apart from that, this chapter also includes the sampling procedure technique, data collection procedure, research instrument and data analysis techniques. All of these elements are important to the researcher to determine the purchase intention of an online shopping platform. Thus, all the results of the study will be useful for other people to use for the research purpose.



CHAPTER 4

RESULTS AND DISCUSSIONS

4.1 INTRODUCTION

This chapter contains the findings of the data collected from the 255 respondents surveyed in this research. The findings of the descriptive analysis, reliability test, and Pearson's correlation analysis are presented in this chapter.

4.2 RESULT OF DESCRIPTIVE STATISTICS

4.2.1 Demographic Profile

This section measures the frequency of the demographic profile of the question asked by the survey respondents. Gender, age group, ethnicity, work status, marital status, and income group represent of the demographic profile.

4.2.1 (i) Gender

Figure 4.1 depicts the distribution of gender of the respondents.

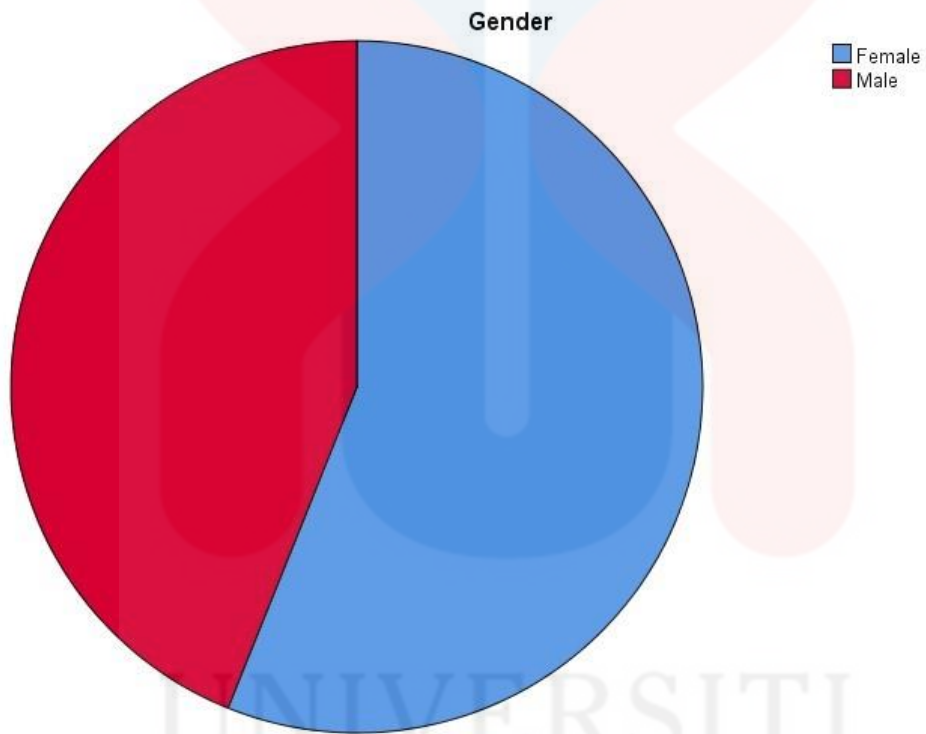


Figure 4.1: Gender

Table 4.1

Gender of Respondents

GENDER	FREQUENCY	PERCENTAGE
Male	143	56.1
Female	112	43.9
TOTAL	255	100

Table 4.1 shows the percentage by gender of the respondents. The percentage shows that 143 respondents (56.1 percent) are female meanwhile 112 respondent (43.9 percent) for male out of a total of 255 respondents. So, the highest percentage of the respondents who are involved in online purchase are female.

4.2.1 (ii) Age Group

Figure 4.2 shows the distribution of age group of the respondents.

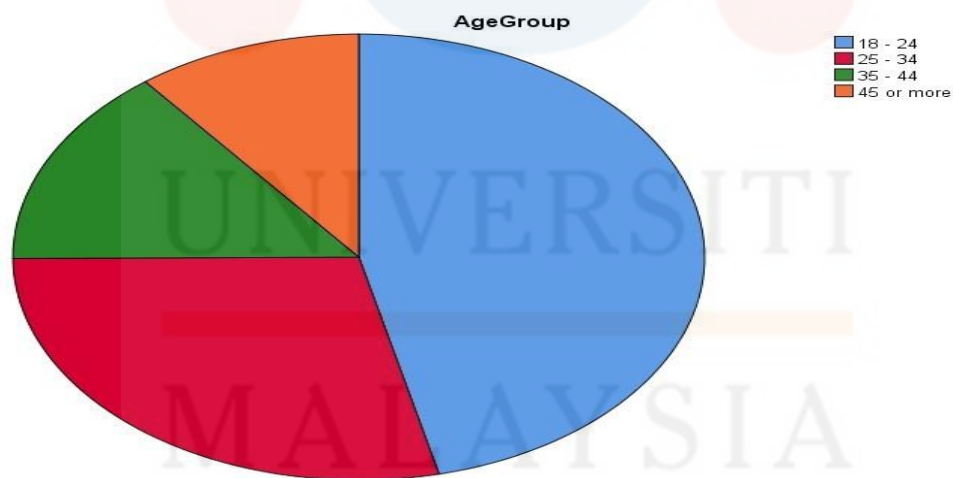


Figure 4.2: Age Group

Table 4.2

Age Group of Respondent

AGE GROUP	FREQUENCY	PERCENTAGE
18 - 24	118	46.3
25 - 34	73	28.6
35 - 44	37	14.5
45 Or More	27	10.6
TOTAL	255	100

Table 4.2 shows the percentage of age groups by 255 respondents involved in this study. 118 (46.3 percent) respondents were aged 18 to 24 years and respondents aged 25 to 34 years recorded a total of 73 (28.6 percent) respondents while 37 (14.5 percent) respondents showed the number of respondents aged 35 to 44 years. In addition, respondents aged 45 or more recorded the number of 27 (10.6 percent) respondents. Thus, the respondent from aged 18 – 24 years old are the largest percentage of respondents who are involved in purchasing on online shopping platforms.

4.2.1 (iii) Ethnicity

Figure 4.3 represents the distribution of ethnicity group of the respondents.

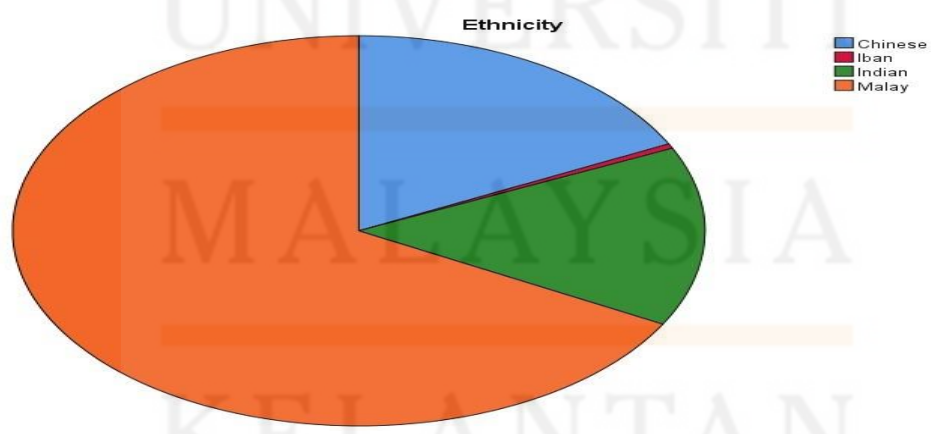


Figure 4.3: Ethnicity

Table 4.3

Ethnicity of Respondents

ETHNICITY	FREQUENCY	PERCENTAGE
Chinese	45	17.6
Iban	1	0.4
Indian	38	14.9
Malay	171	67.1
TOTAL	255	100

Table 4.3 shows the percentage of ethnic groups by respondents involved. There are 4 ethnic groups involved which are Chinese, Iban, Indian and Malay. The table shows that the highest percentage of the ethnic group is the Malay ethnicity with a percentage of 67.1 percent or 171 respondents while the second highest percentage is recorded by the Chinese which is 17.6 percent or 45 respondents. Next, respondents from Indian ethnicity are 38 or 14.9 percent of respondents, and 0.4 percent or 1 respondent is from Iban ethnicity. Thus, the largest percentage of the respondent who are involved in online purchases are Malaysians.

4.2.1 (iv) Employment Status

Figure 4.4 represents the distribution of the employment status group of the respondents.

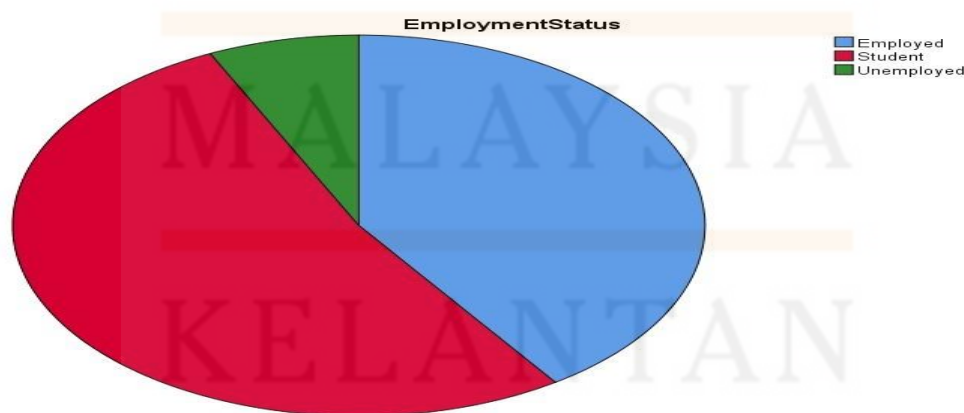


Figure 4.4: Employment Status

Table 4.4

Employment Status of Respondents

EMPLOYMENT STATUS	FREQUENCY	PERCENTAGE
Employed	103	40.4
Student	134	52.5
Unemployed	18	7.1
Employed	103	40.4
TOTAL	255	100

Table 4.4 shows the data collected for employment status among respondents involved. The employment status contains three categories such as employed, student, and unemployed status. The data for employed status shows 40.4 percent of 103 respondents while 134 or 52.5 percent are students. Apart from that, respondents from the unemployed status are as many as 7.1 percent or 18 respondents that were sampled. To conclude, the highest percentage of respondents participated in online purchase.

4.2.1 (v) Marital Status

Figure 4.5 represents the distribution of the marital status group of the respondents.

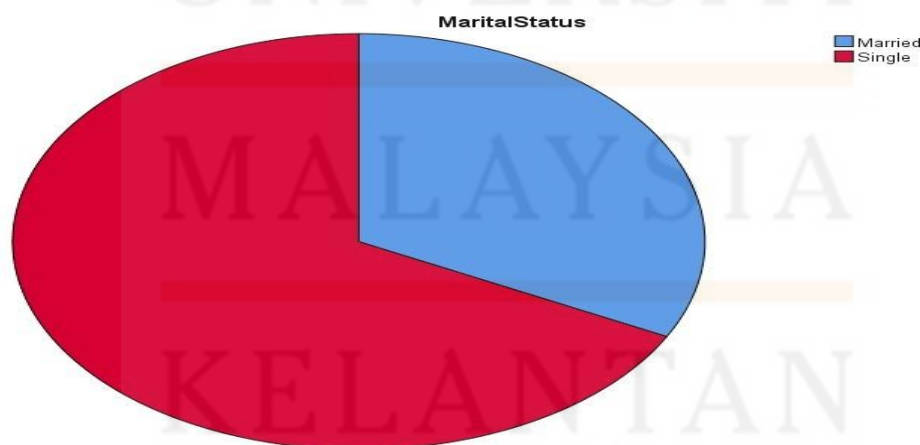


Figure 4.5: Marital Status

Table 4.5

Marital Status of Respondents

MARITAL STATUS	FREQUENCY	PERCENTAGE
Married	83	32.5
Single	172	67.5
TOTAL	255	100

Table 4.5 shows the percentage of marital status for 255 respondents involved in this research. The table shows that 83 or 32.5 percent of respondents are married and respondents from single status were 172 or 67.5 percent of respondents. In conclusion, most of the respondents in this research are single.

4.2.1 (vi) Income Group

Figure 4.6 shows the distribution of the income group of the respondents.

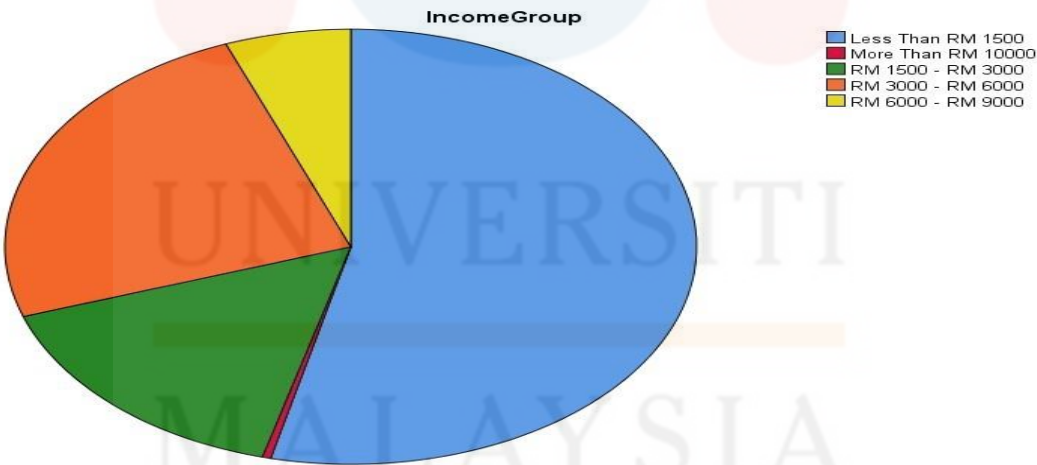


Figure 4.6: Income Group

Table 4.6

Income Group of Respondents

INCOME GROUP	FREQUENCY	PERCENTAGE
Less Than RM 1500	137	53.7
More Than RM 10000	1	.4
RM 1500 - RM 3000	40	15.7
RM 3000 - RM 6000	62	24.3
RM 6000 - RM 9000	15	5.9
TOTAL	255	100

The table shows the data of the income group of 255 respondents. The income group of less than RM 1500 was the highest percentage which is 53.7 percent or 137 respondents that answers the survey for this research. Next, the data shows income group from RM 1500 to RM 3000 consists of a total of 40 or 15.7 percent of respondents, 62 or 24.3 percent are collected for respondents with an income of RM 3000 to RM 6000 meanwhile the respondents from the income RM 6000 to RM 9000 are 15 or 5.9 percent. Next, the respondents from income groups of more than RM 10000 are the lowest percentage with 1 or 0.4 percent of respondents. Thus, the majority of respondents who participated in online purchases have an income of less than RM 1500.

4.2.2 Mean and Standard Deviation of Independent Variable and Dependent Variable

Descriptive statistics analysis is performed by establishing the mean and standard deviation of each statement in independent and dependent variables. Mean and standard deviation is used to identify the level of agreement among the sampled respondent. Table 4.9 below shows the mean and standard deviation of individual items or statements in (product warranty) whereas table 4.10 (product information), table 4.11 (trusted seller) and table 4.12 shows the mean and standard deviation of the dependent variable (online purchase intention)

4.2.2 (i). Descriptive statistics for Product Warranty

Table 4.7 presents the mean and standard deviation analysis for product warranty. The highest mean value is item 2 which was 4.07 whereby respondent agreed with “The online shop provides me with convenient options for return”. It is then followed by question “The online shop handles product returns well” which is item 3 with mean of 3.97. Lastly, the item 1 has the mean of 3.95 which is “The online shop offers a meaningful guarantee”. Most of the values of standard deviations were less than one, indicating that the values on the data set of 255 respondents were close to the mean.

Table 4.7
Descriptive Statistic (Product Warranty)

Variable Items	Mean	Std. Deviation	N
1. The online shop offers a meaningful guarantee	3.95	.877	255
2. The online shop provides me with convenient options for return	4.07	.974	255
3. The online shop handles product returns well	3.97	.934	255

4.2.2 (ii). Descriptive statistics (Product Information)

Table 4.8 presents the mean and standard deviation analysis of respondents on the individual items or statements in product information. Based on the table, item 2 scores the highest mean value, which was 4.25, where the respondents agreed that " The site provides product information easy to understand ". Next, the second higher mean value is item 3 which is "The site provides sufficient product information" with mean value is 4.22. After that, with the mean value is 4.21 in item 1 which is "The site provides up-to-date product information". Lastly, the lowest mean value is 4.18 which was "The service is relevant" for item 4. Most of the values of standard deviations were less than one, indicating that the values on the data set of 255 respondents were close to the mean.

Table 4.8

Descriptive Statistic for Product Information

Variable Items	Mean	Std. Deviation	N
1. The site provides up-to-date product information	4.21	.819	255
2. The site provides product information easy to understand	4.25	.767	255
3. The site provides sufficient product information	4.22	.858	255
4. The service is relevant	4.18	.870	255

4.2.2 (iii) Descriptive Statistics for Trusted Seller

Table 4.9 shows the mean and standard deviation analysis for trusted seller. Based on the table, the highest mean value is item 2 which is 4.21 with the respondent agree that " Based on my experience with online sellers, I know that it is legit". The second mean value is 4.20 in item 1 which is " Based on my experience with online sellers, I know that they care about their customers". Lastly, the lowest mean value is 4.09 for item 3 which been choose that " Based on my experience with online sellers, I know that they keep their promises to their customers". Most of the standard deviation values were less than one, indicating that the values on the data set of 255 respondents were close to the mean.

Table 4.9

Descriptive Statistic (Trusted Seller)

Variable Item	Mean	Std. Deviation	N
1. Based on my experience with online sellers, I know that they care about their customers.	4.20	.781	255
2. Based on my experience with online sellers, I know that it is legit.	4.21	.837	255
3. Based on my experience with online sellers, I know that they keep their promises to their customers.	4.09	.896	255

4.2.2 (iv) Descriptive statistics for Online Purchase Intention

Table 4.10 presents the mean and standard deviation analysis of online purchase intention. Based on the table above, the highest mean value is item 3 which is 4.21 respondent agree that "I intend to recommend the Internet shopping site to other people that I use it regularly". Next, the mean 4.20 which is item 4 with the respondent agreed that "Except for any unanticipated reasons, I intend to continue using internet shopping sites that I use regularly". Besides, the item 1 with mean value 4.19 which is "I intend to continue to purchase goods online from a site that I use regularly". After that, the item 5 with mean value 4.12 which is "I intend to use an Internet shopping site that I regularly use as a priority online store for future purchases ". Lastly, the lowest mean value is 4.10 for item 2 which be that "If I were to buy something, I would consider buying it from online shops".

Table 4.10
Descriptive Statistic (Online Purchase Intention)

	Mean	Std. Deviation	N
1. I intend to continue to purchase goods online from a site that I use regularly.	4.19	.827	255
2. If I were to buy something, I would consider buying it from online shops.	4.10	.946	255
3. I intend to recommend the Internet shopping site to other people that I use it regularly.	4.21	.799	255
4. Except for any unanticipated reasons, I intend to continue using internet shopping sites that I use regularly.	4.20	.828	255
5. I intend to use an Internet shopping site that I regularly use as a priority online store for future purchases.	4.12	.884	255

4.2.3 Descriptive statistics for The Variables

This study involved 255 respondents and it analysed the mean and standard deviations for the dependent variable, which is online purchase intention and independent variables, which are product warranty, product information, and trusted seller. Concerning the mean and standard deviations, product information has the highest score (mean = 4.2147, SD = 0.65713) followed by trusted seller score (mean = 4.1673, SD = 0.68726), and product warranty has the lowest score (mean = 3.9974, SD = 0.78425). The score for online purchase intention is (mean = 4.1631, SD = 0.69399). It could be concluded that product information was the most influential factor on determining the purchase intention of online shopping platforms among people in Kelantan.

Table 4.11

Total Mean Score and Standard Deviation of Variables

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Product Warranty	255	1.00	5.00	3.9974	.78425
Product Information	255	1.00	5.00	4.2147	.65713
Trusted Seller	255	1.00	5.00	4.1673	.68726
Online Purchase Intention	255	1.00	5.00	4.1631	.69399

4.3 RESULT OF RELIABILITY TEST

Reliability can be defined as a measurement of a certain view which is considered as a consistent result. This study has used Cronbach's alpha to measure its reliability. This method measures an internal consistency which is expressed by the number between 0 to 1. Through this type of measurement, the reliability of the questionnaire can be determined.

Table 4.12

Reliability Analysis for Dependent Variable and Independent Variable

Variable	N	Number of Items	Cronbach's alpha
Product Warranty	255	3	0.798 > 0.700
Product Information	255	4	0.802 > 0.700
Trusted Seller	255	3	0.755 > 0.700
Online Purchase Intention	255	5	0.868 > 0.700

Table 4.12 shows the reliability dependent variable of online purchase intention is the highest value which is 0.868. For the independent variable of product warranty with 3 questions is 0.798 the value of Cronbach's Alpha. The second independent variable is product information and the value are 0.802 with 4 questions. The third of the independent variables is trusted seller and the value is 0.755 with 3 questions. These results indicate that the items stated in the questionnaire are reliable and can be used for this study. In addition, all the Cronbach's values are above 0.70 threshold as suggested by Hair et al. (2019).

4.4 RESULT OF CORRELATION ANALYSIS

One of the most important analyses that examined the linear relationship between the two variables was Pearson's correlation analysis. The goal of this study was to see if there were any links between the independent variables (product warranty, product information, and trusted seller) and the dependent variable (online purchase intention). Researchers should decide if the amount of connection strength is satisfactory when the relationship is significant.

Table 4.13

Pearson Correlation Analysis

VARIABLE	1	2	3	4
1. Product Warranty	1			
2. Product Information	0.685**	1		
3. Trusted Seller	0.676**	0.796**	1	
4. Purchase Intention	0.706**	0.766**	0.805**	1

HYPHOTHESIS 1: PRODUCT WARRANTY AND ONLINE PURCHASE INTENTION

H1: There is a relationship between product warranty and online purchase intention

The Pearson correlation coefficient, significant value, and number of responses (255) are shown in table 4.13 above. The p-value was 0.001, which was less than the 0.01 level of significance. The correlation value of 0.706 indicated a positive correlation between product warranty and online purchase intention. Hence, H1 is accepted and supported.

HYPHOTHESIS 2: PRODUCT INFORMATION AND ONLINE PURCHASE INTENTION

H2: There is a relationship between product information and online purchase intention

The Pearson correlation coefficient, significant value, and number of responses (255) are shown in the table above. The p-value was 0.001 which was less than the 0.01 level of significance. The correlation value of 0.766 indicated a positive correlation between product information and online purchase intention. Thus, H2 is accepted and supported.

HYPHOTHESIS 3: TRUSTED SELLER AND ONLINE PURCHASE INTENTION

H3: There is a relationship between trusted seller and online purchase intention

The Pearson correlation coefficient, significant value, and number of (255) responses were presented in the above table. The p-value was 0.001, which was below the significance level of 0.01. The

correlation coefficient of 0.805 demonstrated a positive relationship between trusted seller and online purchase intention. Thus, H3 is accepted and supported.

4.5 DISCUSSION BASED ON RESEARCH

4.5.1 Discussion on Hypothesis 1

The study finds that product warranty has a significant positive correlation with online purchase intention. This is due to the following factors (i) offers a meaningful guarantee, (ii) provides with convenient options for returns, and (iii) handles the product returns well. To achieve the objective of actual behavior purchase, online purchase intention is used as an indicator. The customer's actual decision-making process is a binary choice, either they must buy the product or they must choose not to. Besides, the product warranty establishes deadlines for customers to make claims for issues with the items they bought and receive solutions like a return, exchange, or maintenance. Following these reasons, online purchase intention is very important in ensuring that the product warranty for each item purchased is applicable.

4.5.2 Discussion on Hypothesis 2

The study finds that product information has a significant positive correlation with online purchase intention. This is due to the following factors (i) provide up-to-date product information, (ii) provides the product information easy to understand and (iii) provides sufficient product information. In the intention purchasing online, it is crucial to have reliable information that the customer can rely on before making a purchase because they have a legal right to know it. Other than that, customers are constantly seeking additional product details to address any purchase concerns. Customers are more satisfied with a seller who can answer their questions clearly. Following these reasons, to ensure that

the customer receives a high-quality product, it is obvious that online purchase intention is closely related to product information before making the decision to buy it.

4.5.3 Discussion on Hypothesis 3

The study finds that trusted sellers have a significant positive correlation with online purchase intention. This is due to the following factors (i) good customer care, (ii) legal seller, and (iii) keep their promises to their customers. A trusted seller significantly influences a customer's decision to make an online purchase. If the seller is unreliable, this situation makes customers hesitant to engage in online purchase intention and causes them to worry. Besides, customers can identify an official seller on Shopee by the Shopee Mall icon on their profile and product pages. These sellers have been verified by Shopee to sell products which are 100% authentic. Following these reasons, it shows that trusted seller plays a big role on online shopping platform for customer who buy their product trust them before they purchase.

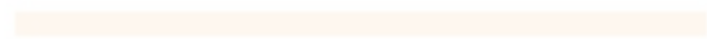
4.6 SUMMARY

The data collected in this study shows the determinants of purchase intention of online shopping platform among people in Kelantan. There are 255 respondents involved in the study. The respondents are from people who are stay in Kelantan. Age range of the participants are between 18 to 45 years old and above. According to the results, a vast number of participants are female and the majority of the respondents are Malay people, the higher employment status is from student. For marital status single get the higher result and for income group less than RM1500 because mostly the respondent a lot of students. Contingent on the hypothesis investigated, there are significant relationships between the product warranty, product information and trusted seller among people in

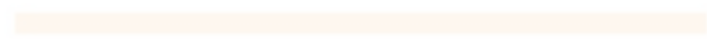
Kelantan. The discussion of findings, discussion and recommendations based on the study will be explained further in the next chapter, which is chapter 5.



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KELANTAN

CHAPTER 5

SUMMARY AND CONCLUSION

5.1 INTRODUCTION

In this chapter discussed the summary of study and the discussion of finding about the relationship between product warranty, product information, trusted seller and purchase intention of online shopping platforms. Furthermore, this chapter also deliberated the limitations of the study and suggested several recommendations for future study.

5.2 SUMMARY OF THE STUDY

This study focuses on the elements that affect customers' intentions to shop online through marketplaces. Online retail is normally one of the most lucrative industries, especially in light of the epidemic. Covid-19. What is the problem with product warranty in Malaysia, considering the problems that were found? The product warranty is subpar in Malaysia, to start. According to Yap (2021), owners of newer Volvo cars in Malaysia will gain from a longer coverage period of five years with little to no mileage restriction. Like other businesses, it claims that Volvo has gradually increased the length of its guarantee periods. The study's second problem statement asks, "What is the issue with product information in Malaysia?" One noteworthy result from AsiaPac (2022) is that 54.7% of internet users in Malaysia utilize online platforms to investigate businesses and products, compared to other resources. Information exchanges play a significant role in markets. When making judgements about who to interact with, who to hire, or what to buy, both individuals and corporations draw on knowledge they have gained about potential transaction partners. When information is insufficient or prone to being inaccurate, businesses are susceptible to becoming disorganized and may even stop operating (Etzion & Pe'er, 2013). The final problem statement in the study concerns trusted sellers in Malaysia. The most popular and reliable online retailers in Malaysia are Lazada,

Lelong, and 11Street (Ab et al., 2018). It doesn't mean they are protected from seller deception. The most straightforward method to assess the legitimacy of the seller is believed to be the number of contacts and reviews among the vendor's consumers. Once more, Lazada receives the highest grade because to the vendor ratings of 29.5 and customer accessibility to the goods or services. Trust is a key component in creating and maintaining relationships between buyers and sellers (Mallalieu & 5 Nakamoto, 2008). For sales success, key elements that lead to trust-building behaviors are required.

The study consists of three research objectives which are to investigate the relationship between product warranty and purchase intention of online shopping platforms, to examine the relationship between product information and purchase intention of online shopping platforms and to assess the relationship between a trusted seller and purchase intention of online shopping platforms.

The quantitative research design will be used for this investigation. Statistics are produced by quantitative study using broad survey research methods like questionnaires. In this study, the researcher used a non-probability sampling method. The researcher employs practical and intentional methods when using the non-probability sampling technique. This sampling will be used in this study to determine the personal characteristics of the respondent group. The researcher will clearly explain the purpose of the study to the respondents before they begin the questionnaire. This will aid the respondents in comprehending the study's goal and ensuring that they reach the objectives. The researcher gathered data by using a questionnaire. People that reside in Kelantan make up the responders. This study's sample size calculation followed the strategy suggested by Sekaran and Bougie (2016). 200 people would make up the study's sample size. The sample size was chosen because it falls between the 30 and 500-person range suggested by Sekaran and Bougie (2016). A questionnaire was sent and responses from 255 were usable and can be analyzed. This analysis of

data included reliability analysis, descriptive analysis, and Pearson's correlation coefficient. The reliability test was carried out on the independent variables to check the internal consistency of the measurement instrument.

The data collected in this study shows the determinants of purchase intention of online shopping platform among people in Kelantan. There are 255 respondents involved in the study. The respondents are from people who are stay in Kelantan. Age range of the participants are between 18 to 45 years old and above. According to the results, a vast number of participants are female, and the majority of the respondents are Malay people, the higher employment status is from student. For marital status single get the higher result and for income group less than RM1500 because mostly the respondent a lot of students. Contingent on the hypothesis investigated, there are significant relationships between the product warranty, product information and trusted seller among people in Kelantan.

5.3 DISCUSSION OF FINDINGS

5.3.1 Discussion on Hypothesis 1

The study finds that product warranty has a significant positive correlation with online purchase intention. This is due to the following factors (i) offers a meaningful guarantee, (ii) provides with convenient options for returns, and (iii) handles the product returns well. To achieve the objective of actual behavior purchase, online purchase intention is used as an indicator. The customer's actual decision-making process is a binary choice, either they must buy the product or they must choose not to. Besides, the product warranty establishes deadlines for customers to make claims for issues with the items they bought and receive solutions like a return, exchange, or maintenance. Following

these reasons, online purchase intention is very important in ensuring that the product warranty for each item purchased is applicable.

5.3.2 Discussion on Hypothesis 2

The study finds that product information has a significant positive correlation with online purchase intention. This is due to the following factors (i) provide up-to-date product information, (ii) provides the product information easy to understand and (iii) provides sufficient product information. In the intention purchasing online, it is crucial to have reliable information that the customer can rely on before making a purchase because they have a legal right to know it. Other than that, customers are constantly seeking additional product details to address any purchase concerns. Customers are more satisfied with a seller who can answer their questions clearly. Following these reasons, to ensure that the customer receives a high-quality product, it is obvious that online purchase intention is closely related to product information before making the decision to buy it.

5.3.3 Discussion on Hypothesis 3

The study finds that trusted sellers have a significant positive correlation with online purchase intention. This is due to the following factors (i) good customer care, (ii) legal seller, and (iii) keep their promises to their customers. A trusted seller significantly influences a customer's decision to make an online purchase. If the seller is unreliable, this situation makes customers hesitant to engage in online purchase intention and causes them to worry. Besides, customers can identify an official seller on Shopee by the Shopee Mall icon on their profile and product pages. These sellers have been verified by Shopee to sell products which are 100% authentic. Following these reasons, it shows that trusted seller plays a big role on online shopping platform for customer who buy their product trust them before they purchase.

5.4 LIMITATIONS OF THE STUDY

When studying consumer behavior in online purchases, it's important to recognize the limitations of the research. This section explores the limitations of a study that looked at the factors influencing people's intentions to buy products on online marketplaces in Kelantan. Specifically, it focused on product information, product warranty and trusted sellers. Understanding these limitations helps researchers interpret the findings accurately and guides future research in this area.

One limitation of the study is its limited representation. The researchers used methods like convenience and purposive sampling to gather data from online shoppers in Kelantan. While these methods are convenient, they may not capture the views of all online shoppers. Therefore, researcher need to be careful when applying the findings to a larger context. Future research should consider using more accurate methods to ensure the results are representative of the broader population.

Another limitation is that the study relied on self-reported data. This means participants provided answers about their shopping experiences and intentions. However, this approach can be influenced by bias, as participants may want to give socially desirable responses or might not remember their behaviors accurately. To overcome this, researchers could include other data collection methods, such as observing actual shopping behaviors, to get a more complete understanding of how consumers actually behave.

It's important to note that the study's findings may not apply globally. Since the research focused solely on Malaysia and its specific online marketplace, it may not be directly relevant to other countries or regions with different market characteristics and consumer behaviors. Future studies

should aim to explore various cultural contexts to gain a broader understanding of the factors influencing online shopping intentions.

Lastly, the study primarily relied on questionnaires to collect data. While questionnaires offer a quantitative approach, they might not capture the full depth and complexity of consumers' intentions and behaviors. To overcome this limitation, researchers should consider using additional methods like interviews or focus groups to gather more detailed insights into consumers' motivations and experiences. By combining different approaches, the research will provide a more comprehensive understanding of online shopping behaviors.

To conclude, the study on factors affecting online shopping in Malaysia has some limitations. These include limited representation due to sampling methods, potential bias from self-reported data, limited generalizability to other contexts, and reliance on questionnaires. Recognizing these limitations helps researchers interpret the findings accurately and guides future research. By addressing these limitations in future studies, researchers can gain a deeper understanding of consumer behavior in online shopping across different settings.

5.5 SUGGESTION FOR FUTURE STUDY

The following are some recommendations for future research:

The first suggestion is the target audience needs to be expanded not only for people in Kelantan but also for people in other states. This is because other people should have more knowledge about online shopping platforms and the current issues in online shopping platforms that can be related to their research. It can help their future research in order to receive more effective results.

The second suggestion is that the researcher can use the various type of survey methods to answer the questionnaire. For example, the researchers can use personal interview which are face to face or telephonic survey to get the fastest response from the respondent. The personal interview and telephonic survey will make it easy for the respondent to ask the question given and also give more explanation if respondent not understand. At the same time, it can increase their knowledge and give awareness to respondent to have proper in using online shopping platform. Using the various types of survey methods, it will make the result more accurate and more practical.

The third suggestion is the researcher also can use multi-language for the questionnaire such as in Malay, Mandarin and Tamil. Most of the questionnaire only used English as the languages. This multi-language can help the respondents who are from different races that can use their language to understand clearly the questionnaire and easy to answer. This will make the result more reliable and effective.

5.6 CONCLUSION

The research is about the determinants of purchase intention of online shopping platforms among people in Kelantan. Product warranty, product information and trusted seller become independent variables. This variable affects the dependent variables which is online purchase intention. There are three significant relationships between the three independent variables and the dependent variable.

From the results we analysed using the Statistical Package Social Science (SPSS) version 25 computer software. The findings from recapitulation shows very strong is product warranty, product information and trusted seller that have correlation coefficient value is more than 0.7. There are several research articles in this section that make the results more reliable and stronger. The hypotheses for H1, H2 and H3 are accepted.

This research is limited by the lack of understanding, lack of interest in the questionnaire and the problem of gaining access among people in Kelantan. The recommendations of this study include expanding the target population, using more survey methods and using a variety of languages. This will produce high-quality, useful research and this research will be very useful in future.



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