

**FACTOR INFLUENCING GENERATION Z'S BUYING
BEHAVIOR IN C2C ONLINE MARKETS IN
MALAYSIA**

FKPP

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Factor Influencing Generation Z's Buying Behavior in c2c Online Markets in Malaysia

by

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2024

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LIST OF ABBREVIATIONS

| | |
|-------|---------------------------------------|
| C2C | Consumer-to-Consumer E-Commerce |
| E-WOM | Electronic Word-of-Mouth |
| GEN Z | Generation z |
| TPB | The theory of planned behaviour |
| SPSS | Statistics Package for Social Science |

ABSTRAK

Tujuan kajian ini adalah untuk mengenal pasti faktor-faktor yang dipertimbangkan oleh Generasi Z semasa membuat pembelian dalam pasaran internet pengguna kepada pengguna. di mana semakin ramai individu menggunakan tapak web seperti eBay, Airbnb dan Etsy untuk berdagang apa sahaja daripada koleksi vintaj kepada jangka pendek, mendorong penyelidik, ahli ekonomi dan ahli strategi perniagaan untuk memfokuskan pada ciri pasaran dalam talian C2C. Objektif kajian literatur ini adalah untuk menyediakan kajian lengkap tentang badan pengetahuan yang kini wujud dalam topik rumit pasaran dalam talian C2C untuk generasi Z. Kajian ini melihat bagaimana generasi Z di Malaysia membuat keputusan pembelian dalam talian dalam sektor C2C dalam talian dan bagaimana faktor seperti kemudahan, eWOM, promosi dan kepercayaan mempengaruhi keputusan tersebut. Tinjauan dalam talian yang menyasarkan Generasi Z Malaysia telah dijalankan, dan 390 responden memberikan data, yang dikumpulkan melalui persampelan mudah. Maklumat dianalisis menggunakan SPSS dengan matlamat untuk menentukan kebolehppercayaan ujian, ujian normal, dan sama ada ia mempunyai korelasi yang kuat dengan subjek kajian. Kajian itu mendapati korelasi yang kukuh antara gelagat pembelian Gen Z dalam pasaran dan promosi dalam talian C2C Malaysia. Nombor sampel yang lebih tinggi, gabungan kaedah kuantitatif dan kualitatif, dan pemahaman yang lebih mendalam tentang fenomena asas semuanya harus dipertimbangkan dalam kajian akan datang. Pemasar lebih mahir merangka strategi mereka dan memiliki pemahaman yang lebih mendalam tentang niat membeli pasaran. Pemasar boleh meneliti data ini dengan lebih teliti untuk mendapatkan cerapan tentang fenomena asas tingkah laku pengguna dalam pasaran internet terus kepada pengguna.

Kata kunci: gelagat membeli, generasi z, ewom, pasaran dalam talian c2c, dan teori TPB.

ABSTRACT

The purpose of this study is to identify the factors that Generation Z consider while making purchases in the consumer-to-consumer internet market. where an increasing number of individuals are using websites like eBay, Airbnb, and Etsy to trade anything from vintage collectibles to short-runs, prompting researchers, economists, and business strategists to focus on the features of C2C online markets. The objective of this literature review is to provide a complete study of the body of knowledge that currently exists in the complicated topic of C2C online markets for generation Z. This study looks at how generation Z in Malaysia makes online purchasing decisions in the online C2C sector and how factors like ease, eWOM, promotion, and trust affect those decisions. An online survey targeting Malaysia's Generation Z was conducted, and 390 respondents provided data, which was gathered via convenience sampling. The information was analysed using SPSS with the goal of determining the test's reliability, the normalcy test, and whether it has a strong correlation with the subject of the study. The study found a strong correlation between Gen Z purchasing behaviour in Malaysian C2C online marketplaces and promotions. Higher sample numbers, a combination of quantitative and qualitative methods, and a deeper comprehension of the underlying phenomena should all be considered in future study. Marketers are more adept at devising their strategies and possess a more profound comprehension of the purchasing intent of the market. Marketers can examine this data more thoroughly to gain insight into the fundamental phenomena of consumer behaviour in direct-to-consumer internet marketplaces.

Keywords: buying behavior, generation z, ewom, c2c online market, and theory TPB.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

1.1 Background

C2C, or consumer-to-consumer is a customer that offers his goods or services to other customers online is known as an e-commerce business. Consumer-to-consumer (C2C) e-commerce is new and popular model of e-commerce, where consumers can buy products online (Hsunchi Chu & Shuling Liao, 2007). The internet has evolved in the modern era into a significant online marketplace where businesses and individuals can exchange goods and services. eBay, the biggest and most well-known C2C business that organizes auctions on the internet, has 233 million registered users globally, including 114 million users in the United States and 118 million users in other countries. Due to the widespread use of Internet technology by businesses and households, Malaysian Internet users have been major contributors to the C2C market online especially Gen Z. Gen Z is comprising people who born between 1997 and 2012. Gen Z, in general, spend a lot of time online because they are the first generation of genuine digital natives. In Asia, Gen Z are reported to spend six or more hours a day on their phones; they also work, shop, date, and make friends online (McKinsey, 2023). Studies indicate that the younger demographic, specifically Generation Z, consisting of both professionals and students, exhibit a preference for online shopping owing to its convenience and the potential to economize on both time and money (Norzaidi & Mohamed, 2016).

Besides, product information is added to the listing pages for product searching. People can purchase and trade things online through the growing C2C industry. The new online business model has garnered interest among academics and business professionals due to its ability to attract customers and address challenges in delivering

exceptional service (Moriuchi & Takahashi, 2022). Customers can buy any products almost whenever, anywhere, from anywhere in the world, with C2C online market (Arshad & Tanvir & Gull, 2020). For instance, Lazada, Shopee, eBay and TikTok.

These online marketplaces usually include a user-friendly interface that enables users to publish advertisement, add product descriptions and photos, set prices, and communicate with potential buyers (Arshad et.al, 2020). To increase trust and safety in the marketplace, they frequently include features like ratings and reviews, secure payment methods, and dispute resolution processes. Additionally, websites function as an intermediary in this kind of online market, providing buyers with a virtual marketplace. A lot of opportunities for consumers to participate in the C2C online market have arisen as a result of how interesting the concept of conducting business with colleagues is. A C2C online market may provide a variety of goods, such as food, clothing, electronics, furniture, handicrafts, and more.

This study aims to examine the factors that influence buying behavior in the consumer-to-consumer (C2C) online marketplace among Generation Z in Malaysia. This study specifically examined the constructs of promotion, trust, electronic word-of-mouth (eWOM), and convenience.

1.2 PROBLEM STATEMENT

Generation Z is a significant presence in the online market, but there is limited research on their buying behavior (Ameen, 2023). As Generation Z becomes an increasingly important consumer group, it is crucial to understand their buying behavior in C2C online markets in Malaysia. With the rise of social media and online platforms, Generation Z's consumer interactions and choices are heavily influenced by digital marketing strategies and peer recommendations (Sun, 2022). This study aims to delve into the unique attitudes and preferences of Generation Z consumers, shedding light on their decision-making processes

and the factors that drive their purchasing choices. Despite their familiarity with technology, Gen Z faces specific challenges in online markets due to their age, limited resources, and evolving preferences (Mu & Ding, 2022). To effectively connect with this crucial consumer group, online retailers and marketers must grasp these challenges thoroughly.

Nevertheless, there are repercussions associated with the heightened online shopping intentions in Malaysia. In 2020, the incidence of online shopping fraud cases surged to nearly 70%, primarily attributable to the widespread adoption of virtual shopping as the new norm (Hoh, 2020). The common problem that faced by Gen Z when using online market is due to worries about the legitimacy and quality of products, Gen Z customers are more circumspect while making purchases online (Forrester, 2021). They are more likely to do in-depth product research before making a purchase and to base their judgment of a product's quality on reviews and recommendations from social media.

Although electronic word-of-mouth (e-WOM) has been introduced to the market, people remain filled with skepticism about online reviews. They have more confidence in the viewpoints of their relatives and acquaintances rather than the messages spread by advertisers. Studies reveal that a significant majority of customers, specifically 88%, give greater importance to recommendations from their friends or family compared to conventional advertising platforms (O'Neill, 2022). A survey conducted by academics examining this phenomenon discovered that 64% of marketers perceive word-of-mouth as one of the most influential kinds of marketing (Papageorgiou, 2022)..

Businesses face a critical challenge in promoting their products or services effectively to gain visibility and competitiveness in the ever-expanding landscape of Consumer-to-Consumer (C2C) online markets. As the digital marketplace becomes more crowded, differentiating one's offerings and capturing the attention of target audiences becomes increasingly important for success. In the absence of a well-defined and strategic promotion

strategy, brand recognition, sales, and the ability to capitalize on the full potential of the C2C online market may suffer (Salsabila et al., 2021).

According (Masha Komnenic,2023) conducted research on Malaysian online shoppers, revealing a growing consciousness regarding data privacy. A significant 41.23% seek control over their personal data, with 37.42% expressing worries about data security. Moreover, only 21.35% believe in the transparency of online businesses' data collection practices, indicating a prevailing trust gap between consumers and businesses. According to (Soh,2022) highlight the differing expectations of proficient and novice consumers concerning online platforms. While advanced technologies may intimidate less experienced users, data breaches or privacy violations have affected 23.78% of Malaysian online shoppers.

This study explores the challenges faced by Gen Z in online purchasing behavior and investigates their perceptions of transparency in data gathering practices employed by online market. It also delves into the influence of user-friendly platforms on their level of participation, emphasizing behaviors, trust-related challenges, apprehensions about product authenticity, data privacy safeguards, and security concerns regarding payment transactions. The research aims to understand how factors such as convenience, trust, promotion and EWOM play a role in navigating this unprecedented situation effectively.

1.3 RESEARCH QUESTION

1. Does promotion have relationships with buying behavior in C2C online market among Gen Z in Malaysia?
2. Does trust have relationships with buying behavior in C2C online market among Gen Z in Malaysia?
3. Does eWOM have a relationship with buying behavior in C2C online market among Gen Z in Malaysia?
4. Does convenience have a relationship with buying behavior in C2C online market among Gen Z in Malaysia?

1.4 RESEARCH OBJECTIVE

1. To determine the relationship between the promotion and buying behavior in C2C online market among Gen Z in Malaysia.
2. To determine the relationship between trust and buying behavior in C2C online market among Gen Z in Malaysia.
3. To determine the relationship between the eWOM and buying behavior in C2C online market among Gen Z in Malaysia.
4. To determine the relationship between the convenience and buying behavior in C2C online market among Gen Z in Malaysia.

1.5 SCOPE OF THE STUDY

This study will specifically examine the elements that influence buyer behavior in the C2C online market among Generation Z in Malaysia. The study would entail conducting surveys among Generation Z consumers in Malaysia who possess prior experience in procuring items or services via C2C online marketplaces.

This generation is characterized by their pronounced inclination towards online buying, advanced technological proficiency, and keenness for ground breaking items and services (Ameen, 2023). The study seeks to investigate the diverse elements that impact the purchasing behavior of Generation Z in consumer-to-consumer (C2C) online markets in Malaysia. The project will investigate the factors that influence promotion, trust, convenience, and electronic word-of-mouth (eWOM).

1.6 SIGNIFICANCE OF STUDY

The research's findings are very important and can help this study better understand the factors influencing Generation Z consumers' behavior in Malaysia's C2C online market. This chapter entails an analysis of the anticipated outcomes and the significance of the investigation in formulating tactics to allure and maintain university students as clientele. Additional stakeholders will also reap the advantages of this research. The parties make the following claims:

1.6.1 Researcher

This study will certainly benefit the researcher in terms of improving understanding when studying the factors that influence buyer behaviour in C2C online market among gen z in Malaysia. It can also develop the necessary skills for researchers who have characteristics such as high self-motivation, futuristic thinking, analytical and creative thinking, and optimism.

1.6.2 Organization

The organisation should also be aware of their strengths and weaknesses because this knowledge will help them determine the success factors that can increase productivity and business performance and help them achieve their goals. When customers can meet their needs and create satisfaction, which is an important component for a business to thrive and establish itself as a market competitor.

1.6.3 Public

Those who are interested in this research can also benefit from it to expand their scope. For example, college students, companies from various industries, and so on. They will be able to learn more from this data about the performance of Malaysian businesses.

1.7 DEFINITION OF TERM

1.7.1 Trust

Consumer confidence and dependence on a brand, product, service, or platform is referred to as trust. A person's confidence in a company's privacy policies, the calibre of its products, or the firm itself to pique interest in making a purchase is what gives rise to trust in online transactions (Marka, 2022).

It refers to a customer's perception that an online seller or website will live up to their expectations regarding product quality, delivery, security, and privacy in the context of e-commerce, hence lowering the perceived risks involved with online transactions.

1.7.2 C2C E-Commerce (Consumer-to-Consumer E-Commerce):

A development in the e-commerce industry that permits consumer interaction is called C2C e-commerce (Pandey & Kumar, 2021). Customers can sell goods or services to one another in an environment that offers amenities under the present notion of the C2C market.

Through the platform's services, business players are able to sell much like they would in traditional online business transactions (Purwandari, et al., 2022).

Customers or users can utilise the platform to list their goods or services for sale, and other customers can make bids to purchase these goods or services. The platform acts merely as a middleman. Customers can engage in purchasing and selling activities with one another there. There are numerous significant platforms in Malaysia, including Shopee, TikTok, and Lazada.

1.7.3 Convenience:

According to Bhattacharyya (2022) in context of buying behavior in online markets, convenience refers to the ease and simplicity of the purchasing process.

Convenient methods, products, and services are designed with the aim of enhancing accessibility, optimizing resource utilization, including time, effort, and energy, and reducing levels of frustration. It includes factors like user-friendly interfaces, quick payment options, and the ability to shop from the comfort of one's own home or using a mobile device. Consumers value convenience as one of their top priorities when shopping online.

1.7.4 Electronic Word of Mouth (E-WOM)

Word-of-mouth (WOM) is the verbal conversation that takes place between a real or prospective client and other people, like the supplier of the good or service, third-party experts, relatives, and friends. These exchanges may be constructive or destructive (Napawut et al., 2022).

Electronic word of mouth (E-WOM) is a form of communication that developed from verbal or in-person interactions to electronic word of mouth. It is advisable to motivate customers to contribute their information to the E-WOM (Sosanuy et al., 2021).

1.7.5 Promotion

Promotion is the communication used to enlighten and convince one or more audiences to accept a company's products and to see it more favourably in order to establish and sustain connections (Lang et al., 2022).

Promotion constitutes a suite of marketing strategies and activities devised to amplify the visibility, sales, and overall success of a product, service, brand, or entity. Its primary objective involves conveying the value proposition of the offering to potential customers or specific target audiences through diverse channels and methods. When implemented effectively, promotional pricing can generate quick demand for products or services and lead to repeat sales in the long term

1.7.6 Gen Z

Dimock (2019) defines Gen Z as those who were born between 1997 and 2012; the oldest member of the group is 26 years old, while the youngest member is just 11 years old. Compared to earlier generations, they have a greater social conscience and prioritise concerns including the environment, racial fairness, economic security, mental health, and healthcare as well as higher education.

The research Wikipedia contribution (2019) states that Gen Z is the largest generation on earth and that they are characterised by higher levels of education, well-behave, stress, and depression compared to other generations. Additionally, they are the first generation to have grown up with social media and the internet, which has influenced their communication style and worldview.

1.8 ORGANIZATION OF THE PROPOSAL

A glossary of terms, problem statement, research question, research goal, study scope, study significance, and an introduction are all included in the first chapter. The study's background gives context for the data used in the research as well as a quick synopsis of the research concerns addressed. An issue statement is a brief synopsis of the topic that has to be looked into. The issue clarifies for the reader the purpose of the investigation. Those that arise and are resolved by data analysis are known as research questions. The purpose of the study is to clarify the researcher's goals and offer justification for the investigation's continued conduct. To establish the parameters that will guide the study's operations and the depth of the research field it covers, the study's emphasis needs to be well defined. The study's significance and word definitions provide a comprehensive explanation of the language used in the research, as well as an explanation of how the study's findings may advance and benefit society.

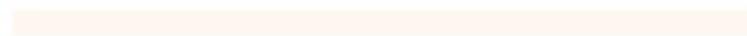
The second chapter covers literature reviews, which have a number of subtopics, including abstracts, theoretical foundations, prior research, claims made for the hypotheses, conceptual frameworks, and conclusions. The underlying theories outline the relationship between each dependent variable and each independent variable, but the introduction section has already explained dependent variables and independent variables. The term "past study" describes an earlier investigation on the topic that the researcher carried out and utilized as a resource.

Lastly, the discussion of the independent and dependent variables contributed to the establishment of specifics on the conceptual framework and hypothesis statement. Subtopics pertaining to introduction, research design, data collection methods, study population, sample size, sampling procedures, development of research instruments, measurement of the variable, data analysis procedure, and conclusions are covered in the third chapter. This chapter has

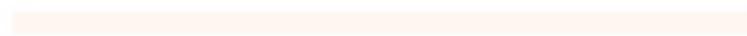
identified the research approach. In order to show how the hypothesis was understood, it will explain how the questionnaire was completed. This chapter will also cover the statistical analysis approaches those researchers employ.



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CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

E-commerce has revolutionized the way individuals buy and sell goods and services in the modern digital age. One of the most famous examples of this transition is the increasing importance of Consumer-to-Consumer (C2C) online marketplaces. Consumer-to-consumer (C2C) internet markets have experienced rapid growth in recent years, disrupting traditional economic models and providing individuals with novel opportunities to engage in peer-to-peer commerce. Academics, economists, and business analysts have been closely studying the attributes of consumer-to-consumer (C2C) online markets due to the increasing popularity of platforms such as eBay, Airbnb, and Etsy. These platforms facilitate the exchange of various goods and services, ranging from vintage artifacts to temporary accommodations.

The objective of this literature review is to conduct a comprehensive examination of the existing knowledge in the intricate domain of C2C online markets. This analysis explores the key concepts, challenges, and opportunities associated with direct-to-consumer internet marketplaces, shedding light on the complex interplay of factors that influence their growth and sustainability.

2.2 UNDERPINNING THEORY

In underpinning theory is the part to brief about the theory that will be used to analyze the title that we used. In academic and scientific disciplines, underpinning theories are essential because they enable researchers and academics to interpret observations, formulate hypotheses, plan experiments, and build models. These ideas frequently act as a prism through which practitioners examine, evaluate, and draw important conclusions from evidence.

Depending on the context in which it is employed in relation to the foundational theories pertinent to that specific sector or subject area, the precise definition of underlying theory may change.

2.2.1 Theory of Planned Behavior (TPB)

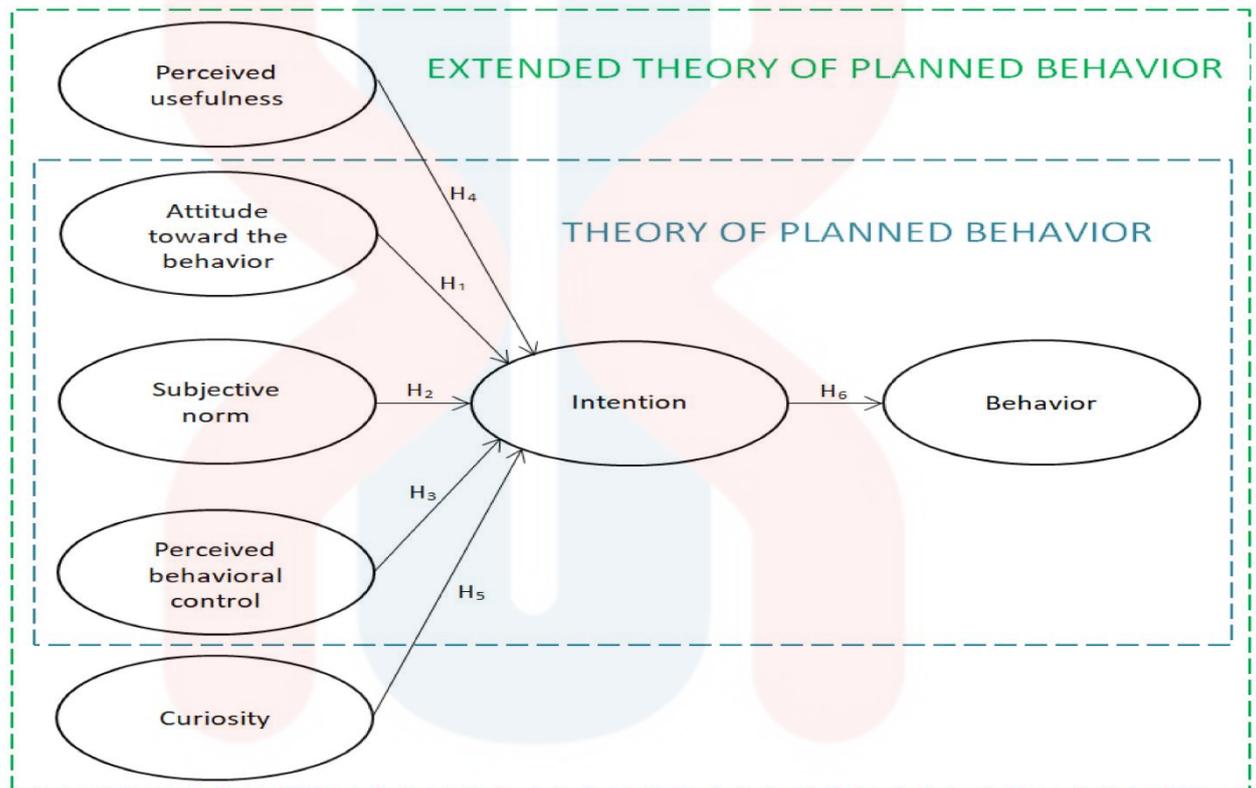


Figure 2.1: Theory Planned Behavior (TPB)

A well-known and significant psychological theory, the theory of planned behavior (TPB) aims to anticipate and explain human behavior, especially as it relates to goal-setting and decision-making. The theory of planned behavior (TPB), which was created by Icek Ajzen in the late 1980s as an expansion of the previous theory of reasoned action, has its roots in social psychology and is used in a variety of fields, such as marketing, environmental conservation, and health. This study uses the TPB concept to be the motivation to study the factor influencing generation z's buying behavior in c2c online markets in Malaysia

The Theory of Planned Behavior aids researchers and practitioners in comprehending the psychological processes that underlie human decision-making and behavior, which has proven useful in the creation of various therapies, public health campaigns, and marketing tactics. It has also yielded insightful information about the dynamics of both personal and societal change, making it a useful instrument with many applications across several domains.

2.3 PREVIOUS STUDIES

2.2.1 Trust

In the context of consumer-to-consumer (C2C) online marketplaces, trust is a basic idea that is essential to enabling fruitful exchanges and interactions between specific customers. Previous research has thoroughly examined the concept of trust in consumer-to-consumer online markets, illuminating its complex character and implications for several facets of e-commerce. However, while trust has been extensively studied in C2C online marketplaces, there is limited research specifically focused on trust in the home-sharing economy.

The elements affecting trust in C2C e-commerce transactions were investigated in a study revealed that customers' trust was significantly influenced by perceived website security, privacy concerns, and the platform's reputation. According to Alkatiri et al., (2022), familiarity is a prerequisite for trust., and social behavior requires trust, particularly when making significant decisions. In the context of online marketplaces, trust plays a crucial role in facilitating successful exchanges between consumers.

The multifaceted concept of trust can be separated into two main categories: trust in third-party sellers and trust in the technology/platform (Emi Moriuchi & Ikuo Takahashi, 2022). Building on the concept of shopping value, it is believed that a customer's perception

of value will increase their trust in both the platform and the third-party seller. This will increase engagement, a crucial performance metric in an online setting.

According to marketing academics, consumers' purchase intentions, which in turn influence their purchasing behaviors, are highly influenced by their perceptions of value and trust (Shukuan & Yiwen et al., 2020). Trust is defined as "belief that someone or something is reliable, good, honest, effective, etc." in the Merriam-Webster dictionary. Trust is unquestionably important to e-commerce. Indeed, trust is a prerequisite for consumers to participate in online shopping. With trust, consumers are willing to proceed ahead with transaction even when there are uncertainties (Shukuan & Yiwen et.al, 2020).

On a consumer-to-consumer (C2C) website, individuals do not engage in transactions with a major corporate entity. Conversely, a C2C website offers a medium for consumers to engage and conduct transactions with other businesses or sellers, typically of a smaller size. Trust, in this particular context, encompasses not only the C2C website itself, but also the information that vendors offer on the C2C website. Undoubtedly, the absence of trust hinders consumers from engaging in online buying (Shukuan & Yiwen et.al, 2020).

2.2.2 Electronic Word of Mouth (eWOM)

Investigated the impact of EWOM on consumer repurchase intention in the context of C2C online markets in a recent study. The study found that positive electronic word of mouth (eWOM) significantly (CHO, 2020). Influenced consumers' intention to repurchase from C2C online markets.

According to the findings, EWOM had a positive impact on repurchase intention, which was mediated by perceived value and satisfaction. Furthermore, eWOM had a positive effect on consumers' trust in online reviews and influenced their purchase decision-making process. (Shorubiga & Shyam, 2022). The influence of electronic word of mouth (eWOM) on

consumer behavior, particularly in C2C online marketplaces, has been extensively studied. However, there is limited research specifically focused on the impact of eWOM in the home-sharing economy.

Moreover, recent studies have focused on the impact of Electronic Word of Mouth (eWOM) on consumer repurchase intention in the context of C2C online markets. Positive eWOM was found to significantly influence consumers' intention to repurchase from C2C online markets. This influence was mediated by perceived value and satisfaction. Furthermore, research by Cheung and Lee demonstrated that eWOM had a positive effect on consumers' trust in online reviews and influenced their purchase decision-making process. This highlights the fundamental role of eWOM in shaping consumer behavior in online marketplaces.

The two ways that electronic word-of-mouth (eWOM) influences consumers online repurchase intention (ORPI) are critical to understanding since EWOM has emerged as a powerful information source for digital consumers who make product purchases (Shorubiga & Shyam, 2022). A significant force in C2C online marketplaces is eWOM. By monitoring EWOM about their goods and services, responding to negative eWOM, and encouraging positive eWOM, online retailers can take advantage of eWOM.

Electronic Word-of-Mouth, or eWOM, is the term used to describe the recommendations, comments, and viewpoints that people share online regarding goods or businesses. It includes any remarks—whether favorable or unfavorable—made by prospective, existing, or former clients that are shared online with a large audience. This mode of communication has a growing impact on how consumers perceive the world and make decisions. (Salvador & Dolores, 2021)

2.2.3 Promotion

The impact of online promotion on consumer behavior, online promotion can significantly affect consumer behavior, leading to higher levels of awareness, consideration, and purchase intent (Chen et al., 2022). It was found that online promotions play a crucial role in influencing consumer behavior, increasing awareness, consideration, and purchase intention.

Promotion is a type of marketing that aims to raise sales volume and profit margins by introducing and convincing customers to purchase the products that the company offers. (Savitri et al., 2022). Offering these promotional activities is primarily done with the intention of making the products seem more appealing and worthwhile to the consumers. The company wants to influence consumers' purchasing decisions and persuade them to use the good or service they are providing. Promotion also plays a crucial role in creating brand awareness and increasing consumer engagement.

Constant Branding Brand recognition is strengthened by maintaining a consistent visual identity, tone, and messaging across all social media platforms. Actively engaging with the audience through direct messages, comments, and interactive features in addition to publishing content is crucial for fostering a sense of community. Finally, Analytical Regularly review each platform's analytics to find out which posts are the most popular, who your audience is, and how to adjust your strategy. (Thembekile O. Mayayise, 2023)

The findings showed that impulsive buying is most positively correlated with online customer trust. Furthermore, findings validated the positive influence of sales promotion on online trust and impulsive buying. The study's conclusions also supported the idea that impulsive purchasing and online trust are positively connected with customer reviews. (Cuong Tri, 2023)

The study investigates the impact of sales promotions on consumers' inclination to engage in online transactions within consumer-to-consumer (C2C) marketplaces, as documented in the International Journal of Business, Humanities, and Technology. The research is based on the Technology Acceptance Model (TAM), which provides the theoretical framework. The study conducted by Tusyanah et.al (2018) examines the relationship between online sales promotion, Technology Acceptance Model (TAM), and consumer-to-consumer (C2C) online purchasing intention. The researchers empirically evaluate several hypotheses in this regard.

2.2.4 Convenience

Convenience in C2C online markets is a multifaceted notion that encompasses a range of user experience elements, from payment methods and post-purchase support to website design and navigation (Al-Breiki et al., 2020). In the cutthroat world of C2C e-commerce, maintaining a high degree of convenience is essential to drawing in new customers and keeping existing ones. According to earlier research, platforms that excel in facilitating ease tend to have better levels of user satisfaction and engagement, which eventually fosters the growth of the C2C online market ecosystem.

In part of convenience in online shopping, one of the main reasons online markets succeed is convenience. The ease with which they can peruse and buy products while lounging in their homes is something that many consumers appreciate. According to (McKinsey et al., 2022) found that easy-to-use interfaces, prompt and dependable delivery, and hassle-free return policies all contribute to the convenience of online shopping. This convenience factor plays a significant role in attracting and retaining customers in the fiercely competitive online marketplace.

Convenience and accessibility are crucial aspects of online buying for customers. By utilizing ecommerce platforms, consumers can conveniently shop from the comfort of their homes, saving time and effort. Furthermore, they have the flexibility to purchase at any hour of the day or night. Online purchasing and selling is a great opportunity, particularly for customers who have limited spare time due to their long working hours. Therefore, the situational variable 'time pressure' exerts a substantial influence on customers' inclination to make online purchases or sales. The internet's 24/7 accessibility and time-saving nature make it the primary catalyst for online buying and selling, as consumers prioritize efficiency above all else. Kiran Arshad and colleagues conducted a study in 2020.

Convenience, as defined by Clemes, Gana, and Zhang, refers to the capacity of online shoppers to browse and purchase things at any time, in a short period, and with minimal exertion (Kiran Arshad et al., 2020).

The good intention of a consumer can be directly impacted by different aspects of perceived online convenience, such as search, evaluation, transaction, and possession. Among these dimensions, access is regarded as the most influential factor, as it directly affects individuals' inclination towards positive action. (Nurdianasari & Farida Indriani, 2021)

Prior research conducted by Duarte et al. (2018) in Portugal indicates that perceived online convenience, encompassing factors such as access, evaluation, attention, transactions, possession, and post-possession, can influence behavioral intention. Among these dimensions, possession exhibits the highest correlation with online satisfaction. An analysis of multiple prior studies has shown that some characteristics have a significant influence on the sense of online comfort, which in turn affects behavioral intention. However, the results of these studies have been inconsistent.

2.4 HYPOTHESIS STATEMENT

Four hypotheses of this research had been developed to study the relationship between the dependant variable, the factors that influence the buying behavior in C2C online market and other four independent variables which are promotion, trust, eWOM and convenience.

H₁: There is a significant relationship between promotion and buying behavior in C2C online market among Gen Z in Malaysia.

H₂: There is a significant relationship between trust and buying behavior in C2C online market among consumers Gen Z in Malaysia.

H₃: There is a significant relationship between eWOM and buying behavior in C2C online market among Gen Z in Malaysia.

H₄: There is a significant relationship between convenience and buying behavior in C2C online market among Gen Z in Malaysia

2.5 CONCEPTUAL FRAMEWORK

The conceptual framework illustrates the correlation between the independent variables, namely promotion, trust, eWOM, and convenience, and the dependent variable, which is the buying behavior in the C2C online market among Gen Z in Malaysia. The following figure is the conceptual framework of the factors that influence the buying behavior in C2C online market.

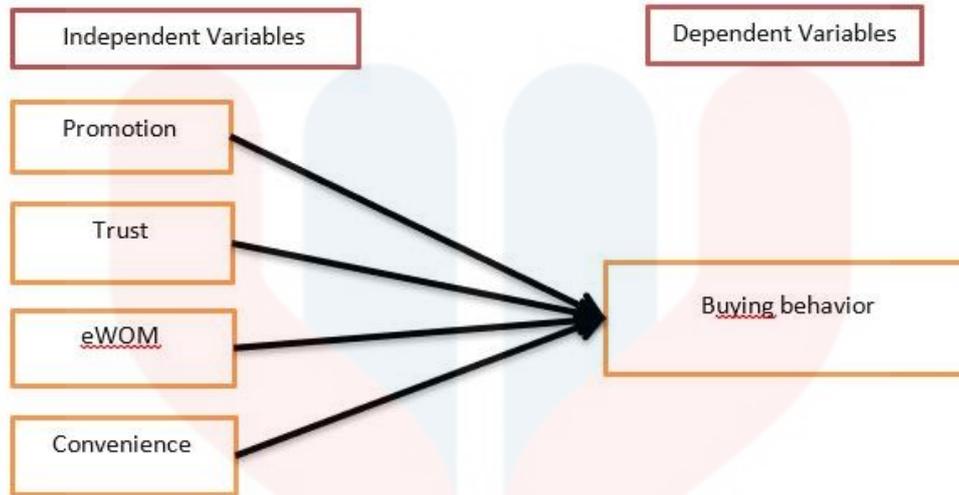


Figure 2.2: Theoretical Framework

The creators of this conceptual framework are Miles and Huberman (1994). The conceptual framework of your study, comprising a collection of ideas, assumptions, expectations, beliefs, and theories that provide guidance and support to your research, is a crucial element of your design. A conceptual framework, as defined by Jabareen, Y. (2009), is a written or visual representation that elucidates the primary elements to be examined, including key factors, concepts, or variables, as well as the presumed interconnections among them, presented either graphically or in narrative form, as stated by Miles and Huberman (1994).

2.6 SUMMARY/ CONCLUSION

To sum up, this section has looked at the literature review related to the previously described components. The literature review served as a guide for the construction of the suggested theoretical framework. Four independent variables were studied in this study: convenience, eWOM, promotion, and trust. The relationship between the independent and dependent variables must be looked into by the researchers. By examining the existing

literature, researchers can gain insights into how convenience, eWOM, promotion, and trust influence the dependent variables under investigation. Understanding these relationships will contribute to a comprehensive understanding of the proposed theoretical framework and its potential implications. Additionally, further research is needed to explore any potential moderating or mediating factors that may affect these relationships.

CHAPTER 3

RESEARCH METHODS

3.1 INTRODUCTION

Research methods are the systematic and organized processes used to investigate and understand various phenomena. Research serves the purpose of contributing to existing knowledge, and its goals may include exploration, description, explanation, prediction, or evaluation of a subject. The research process involves a structured sequence from problem identification and literature review to data collection, analysis, drawing conclusions, and reporting results. This chapter will elucidate data analysis and the acknowledgment of limitations are crucial, ensuring research validity and reliability.

3.2 RESEARCH DESIGN

According to Hoefnagels (2017) defines research design as a structured framework that encompasses many research techniques and methodologies. This framework enables researchers to effectively utilize approaches that are advantageous to their specific study objectives and suitable for gathering and analyzing data. This study use descriptive research to examine the factors that impact purchasing behavior in the consumer-to-consumer (C2C) online market among Generation Z. The researcher will conduct experiments to examine the correlation between the independent variable and dependent variable, using the proposed theory and analytical framework. The study findings will undergo quantitative analysis to evaluate the correlation between variables and establish empirical proof, as well as to provide predictions based on the observed data. The purpose of employing quantitative research is to analyze the data gathered from certain populations in order to perform statistical tests. Quantitative research is a methodical and rigorous approach that tries to measure and analyze

the changes in a specific situation, issue, event, or phenomena. It is characterized by its emphasis on objectivity and its focus on producing measurable outcomes.

3.3 DATA COLLECTION METHODS

Data collection methods encompass a range of techniques and protocols utilized to get information for the purpose of conducting research. This study employs primary data for data collection. Primary data is untouched by human intervention, hence increasing its validity as compared to secondary data (Kabir, 2016). A questionnaire is a written or printed series of questions that is completed by the target community or research participants. A questionnaire is created to outline the primary goals of the study and is then given to certain users of social media who are part of the target online market consumer group.

Questionnaires will be provided in this study to facilitate the gathering of data. To get the requisite data, the survey will be disseminated to the participants through the use of Google Form. The reason for conducting an online questionnaire is to obtain comments that may be efficiently converted into numerical data for analysis, using the features of the online questionnaire. The questionnaire will have closed-ended questions.

3.4 STUDY POPULATION

In order to accomplish the aim of this investigation, the researcher deliberately chose the Gen Z population in Malaysia as the specific target group. Bridier (2021) defines the population of interest as the individuals, groups, sections, or other entities that are the main focus of the study and to whom the study findings can be applied or transferred. This population is the main focus of the investigation.

Worldometer (2023) reports that the population of Malaysia in 2023 is 34,308,525 individuals. According to the NEWS Portal 2023, Malaysia has a significant number of young people, with a median age of approximately 30.8 years old. Generation Y and Generation Z, with proportions of 26% and 25% respectively, are the largest generational cohorts in Malaysia, surpassing the Baby Boomers (13%) and Generation X (18%) (Tjiptono et al., 2020).

3.5 SAMPLE SIZE

Sample size calculations are mostly based on statistical considerations to ensure the significance and reliability of the results. To obtain the necessary level of accuracy in the confidence interval surrounding an estimated parameter, one must determine an appropriate sample size based on precision (Lakens, 2022). The Krejcie and Morgan table, which enables the computation of an acceptable sample size, was used to determine the sample size. In 1970, Krejcie & Morgan conducted a comparison analysis to determine the ideal sample size for a given population in an effort to close the current knowledge gap. Kenpro (2016) has streamlined the procedure for calculating the sample size for a restricted population, a method that was originally devised in 1970.

The sample comprised 390 respondents, which is deemed to be a statistically significant representation of the overall population of Gen Z in Malaysia.

Table 3.1: Sample Size Table

Table for Determining Sample Size from a Given Population

| <i>N</i> | <i>S</i> | <i>N</i> | <i>S</i> | <i>N</i> | <i>S</i> |
|----------|----------|----------|----------|----------|----------|
| 10 | 10 | 220 | 140 | 1200 | 291 |
| 15 | 14 | 230 | 144 | 1300 | 297 |
| 20 | 19 | 240 | 148 | 1400 | 302 |
| 25 | 24 | 250 | 152 | 1500 | 306 |
| 30 | 28 | 260 | 155 | 1600 | 310 |
| 35 | 32 | 270 | 159 | 1700 | 313 |
| 40 | 36 | 280 | 162 | 1800 | 317 |
| 45 | 40 | 290 | 165 | 1900 | 320 |
| 50 | 44 | 300 | 169 | 2000 | 322 |
| 55 | 48 | 320 | 175 | 2200 | 327 |
| 60 | 52 | 340 | 181 | 2400 | 331 |
| 65 | 56 | 360 | 186 | 2600 | 335 |
| 70 | 59 | 380 | 191 | 2800 | 338 |
| 75 | 63 | 400 | 196 | 3000 | 341 |
| 80 | 66 | 420 | 201 | 3500 | 346 |
| 85 | 70 | 440 | 205 | 4000 | 351 |
| 90 | 73 | 460 | 210 | 4500 | 354 |
| 95 | 76 | 480 | 214 | 5000 | 357 |
| 100 | 80 | 500 | 217 | 6000 | 361 |
| 110 | 86 | 550 | 226 | 7000 | 364 |
| 120 | 92 | 600 | 234 | 8000 | 367 |
| 130 | 97 | 650 | 242 | 9000 | 368 |
| 140 | 103 | 700 | 248 | 10000 | 370 |
| 150 | 108 | 750 | 254 | 15000 | 375 |
| 160 | 113 | 800 | 260 | 20000 | 377 |
| 170 | 118 | 850 | 265 | 30000 | 379 |
| 180 | 123 | 900 | 269 | 40000 | 380 |
| 190 | 127 | 950 | 274 | 50000 | 381 |
| 200 | 132 | 1000 | 278 | 75000 | 382 |
| 210 | 136 | 1100 | 285 | 100000 | 384 |

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

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3.6 SAMPLING TECHNIQUES

The whole set of people that comprise a dataset is referred to as a sampling method. They were chosen to illustrate the characteristics or attributes of the entire population. Probability sampling and non-probability sampling were the two categories into which the sampling techniques were divided. A non-probability sampling technique called convenience sampling was used in this investigation. In order to facilitate data collection, non-probability sampling entails purposefully choosing participants based on specific requirements or convenience. Convenience sampling is the process of selecting samples that are conveniently located near a particular location or internet service provider. By creating a questionnaire and distributing it to the particular population under investigation, one can apply the sampling process. Because this sampling approach makes it easy to select the readily accessible local target group population, the researcher used it.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

The development of research instruments is an essential step in the research process, since it entails the invention and improvement of tools or measures used to gather data for addressing research inquiries. A research instrument is a tool or measure employed to gather data in a research investigation. The present study employs questionnaires as a means of gathering data, with a particular focus on assuring the accuracy and consistency of the questionnaire's construction (Amri et al., 2022). Validity pertains to the degree to which a research instrument accurately assesses the intended construct. Reliability pertains to the consistency or stability of the measurements acquired from the research instrument.

3.7.1 Questionnaire Design

Questionnaire design is essential for collecting precise and trustworthy research data (Borota et al., 2023). It is vital to ensure the questionnaire's validity and reliability as a research

instrument in order to obtain pertinent information accurately. These steps are outlined through various questions that need to be considered during this process. The questionnaire comprises three parts for students, namely section A, section B, and section C. In section A, required to provide demographic information such as age, gender, frequency of online shopping, occupation, and income level.

Section B discusses the dependent variable, which focuses on the factors influencing purchasing behaviour in C2C online markets among Gen Z in Malaysia. Section C's questions cover independent variables such as promotion, consumer trust, eWOM, and convenience. The sequencing of questions in the questionnaire is important to ensure a smooth flow and minimize respondent confusion.

The survey in this research will employ a five-point Likert scale (Borota et al., 2023). The scale assigns a numerical value between 1 and 5 to each item, with 1 representing "strongly disagree" and 5 representing "strongly agree." The linked scale serves the objective of quantifying participants' degree of concurrence or discordance with particular statements or inquiries in the survey.

Table 3.2: The Table of 5-point Likert Scale

| Characteristic | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|----------------|-------------------|----------|---------|-------|----------------|
| Number | 1 | 2 | 3 | 4 | 5 |

In this research study, we aimed to investigate the factors influencing individuals' perception towards weather forecasting accuracy. To gather data for our study, we adapted and adopted a questionnaire from previous research papers that focused on similar topics. For the questionnaire, we used multiple sources which provided comprehensive surveys on different aspects related to weather forecasting accuracy.

Table 3.3: Questionnaire composition

| Section | Item | Number of Item | Sources |
|-------------|------------------|---------------------|-----------------------|
| A | Demographic Data | 6 | Napawut et al. (2022) |
| | | | Silva et al. (2019) |
| B | Buying Behaviour | 5 | Ahmed et al. (2018) |
| C | Promotion | 5 | Wang (2019) |
| | Consumer Trust | 5 | Rauniar et al. (2009) |
| | | | Courage et al. (2019) |
| | E-Wom | 5 | Napawut et al. (2022) |
| Convenience | 5 | Ahmed et al. (2018) | |

3.8 MEASUREMENT OF THE VARIABLES

Measurement is the act of assigning numerical values or labels to the concepts, variables, or attributes being studied (Bhandari, 2022). Researchers will collect and analyze data in order to create statistical inference tests for each variable on the scale. Cohen, Manion, and Morrison (2000) categorize variables into two distinct groups: dependent variables and independent variables. Measurement, often known as observation, involves the determination and recording of the specific characteristics or attributes that an individual case exhibits or possesses.

A measuring scale defines a set of scores or points that can be allocated to cases during the assessment process (Beulah I. Ofem, 2023). We will discuss various measuring levels, encompassing interval, ratio, nominal, and ordinal scales. There exist four distinct methods for assigning numerical values to variables. The variables under consideration can be measured using four distinct scales: (1) Nominal scale, (2) Ordinal scale, (3) Interval scale, and (4) Ratio scale (Bhandari, 2022).

This study focused on the scales utilized in the questionnaire, which encompassed the nominal, ordinal, and interval scales. The questionnaire is divided into three sections: section A inquiries about the demographic profile of the respondents; section B focuses on the dependent factors; and section C addresses the independent variables.

3.8.1 Nominal scale

In this situation, numbers are solely used for the purpose of identifying or categorizing items. Nominal scales are specifically designed for variables that possess qualitative characteristics. Nominal scale variables can be classified into two or more categories, and this measurement method can only capture answers within one of these categories (Guy, 2021). This is the most basic and cost-effective form of measurement. The Part A questionnaire utilizes nominal scale questions to determine the demographic profile of each responder. The target respondents are analyzed based on criteria such as race, age, gender, and course. All of these factors are measured using a nominal scale, which is determined by a questionnaire.

3.8.2 Ordinal scale

An ordinal variable is a type of measuring variable that is assigned values based on a certain rank or order. Ordinals are symbols that convey the concept of "order." Ordinal data refers to qualitative or categorical data that may be collected, analyzed, and counted (Guy, 2021). The items on this scale are arranged in descending order of satisfaction, from least to most satisfied. The Likert scale is frequently employed in this research. The level of consensus or dissent is assessed on a 5-point Likert scale: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). The Likert scale is used to evaluate each item in Part B of this questionnaire.

3.8.3 Interval scale

According to Ferrante, et. al, (2017) define an interval scale as a type of measurement scale where each property of a variable is assigned a specific score or numerical value, and the intervals between these values are equally spaced. This question is quite popular on a five-point Likert scale, which is an interval scale (Guy, 2021). The study utilized a 5-point Likert scale consisting of "strongly disagree" (1), "disagree" (2), "neutral" (3), "agree" (4), and "strongly agree" (5) to evaluate the level of agreement or disagreement expressed in the comments regarding the issue being investigated. The investigation focused on the superior analytical capabilities of SPSS, as it has the ability to streamline data collecting and quantitative analysis. A user-friendly methodology is employed to collect, analyze, and condense data for the purpose of tabulation and analysis. Comprehending this analysis is essential for drawing conclusions about the data. The interval scale serves as an alternative to the ratio scale in situations where the usage of ratio scales is challenging (Housel & Shives, 2022).

3.9 PROCEDURE FOR DATA ANALYSIS

This research study aims to analyze and interpret data using the Statistical Product and Service Solutions software (SPSS). SPSS is a commonly used software for statistical analysis, allowing researchers to analyze data and perform various tests to understand patterns and relationships within the data (Vattanavanit et al., 2022). In this study, the survey respondents will receive questionnaires through an application along with a questionnaire link. The obtained information will undergo data cleaning methods before being analyzed.

The researcher will use SPSS to perform various statistical analyses such as reliability analysis, descriptive analysis, and multiple linear regression (Hasson et al., 2022). These analyses will provide insights into the data, including measures of reliability, distribution of

variables, and relationships between variables. Additionally, SPSS allows the researcher to conduct inferential analysis, such as hypothesis testing and correlation analysis, which will help in making conclusions about the research findings and determining the significance of relationships between variables.

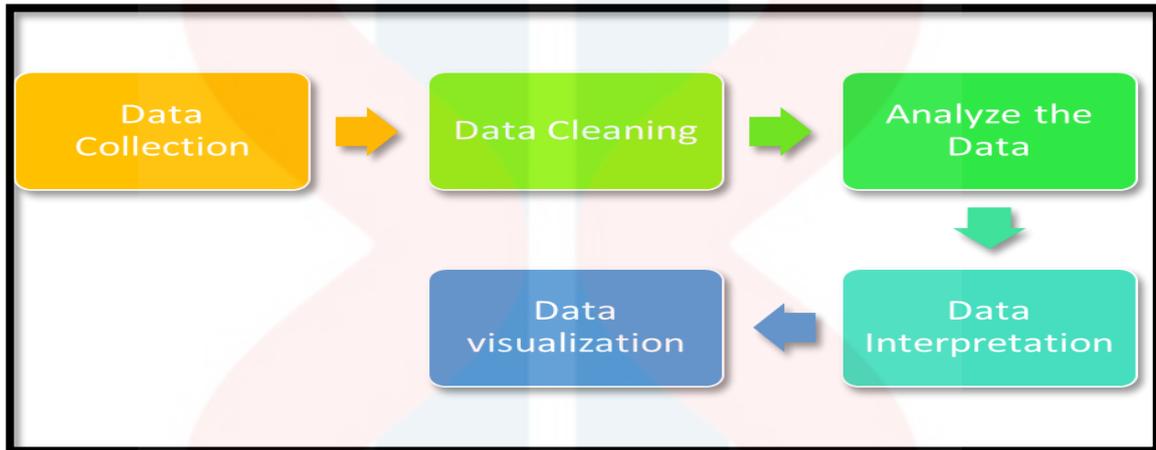


Figure 3.1: Flow Chart Procedure for Data Analysis Reliability Analysis

3.9.1 Reliability Test.

According to Mokhtar et al., (2022). a pilot test refers to a small-scale study conducted before the actual research to assess various aspects such as feasibility, time, cost, reversal effects, adverse effects and the size of its effect. The purpose of conducting a pilot test is to ensure the validity and reliability of the research instrument or questionnaire and to refine the study design before conducting the full-scale investigation.

The key findings of a pilot test can help researchers identify any potential issues or shortcomings with the research instrument or study design. Furthermore, it enables researchers to collect initial data that can be utilized to determine the required sample size and statistical power for the primary study. According to Contractor et al. (2023), it is generally advised to have a sample size of above 30 respondents for a pilot test. This is to guarantee that

there is enough data for analysis and to identify any possible flaws or trends. In general, it assists in refining their approaches and pinpointing vulnerabilities in their research designs.

A measure of internal consistency reliability, known as Cronbach's alpha, assesses the correlation between items in a questionnaire or scale. It is commonly used to evaluate the reliability of surveys and scales by examining how well the items are measuring the same construct. According to Firdaus et al., (2022) researchers utilize this statistical metric to evaluate whether survey questions or scale exhibit a reasonable degree of consistency when measured together.

The internal consistency of the instrument is used by the researcher in this study to gauge its dependability. Because measurement error has no effect on test scores, this research demonstrates test reliability. A questionnaire is utilised to measure the concept, and Cronbach's Alpha is used to determine the reliability of the Likert scale employed in the questionnaire. By carrying out this test, we can ascertain the hypothesis' level of accuracy or dependability. Typically considered acceptable when at 0.7 or higher, it is important to note that this threshold may vary based on field of study and specific research context. If during pilot testing, Cronbach's alpha yields a result at 0.7 or above, it indicates satisfactory internal consistency reliability among survey items. A value below 0.7 suggests potential issues requiring refinement for coherence and reliability enhancement within questionnaire elements contextualizing results relative to study specifics ensures an accurate interpretation considering factors like item count and complexity being measured used to determine the reliability of the Likert scale employed in the questionnaire. The table below shows Cronbach's Alpha table.

Table 3.4: Table of Cronbach’s Alpha

| Cronbach’s Alpha | Internal consistency |
|-------------------------|----------------------|
| $\alpha \geq 0.9$ | Excellent |
| $0.9 > \alpha \geq 0.8$ | Good |
| $0.8 > \alpha \geq 0.7$ | Acceptable |
| $0.7 > \alpha \geq 0.6$ | Questionable |
| $0.6 > \alpha \geq 0.5$ | Poor |
| $0.5 > \alpha$ | Unacceptable |

3.9.2 Descriptive Statistics

The data will be analyzed using measures of central tendency, such as mean, mode, and median, together with descriptive statistics, to determine the percentage and frequency. Descriptive analysis is a type of data analysis that helps to provide a clear and concise explanation, presentation, or summary of data points, allowing for the identification of patterns that meet all the data's criteria. Data analysis, percentages, and frequencies are commonly employed in this part to uncover elements that influence purchase behaviour in C2C online markets, including demographic factors like age, gender, frequent online shopping, income level and education level. Therefore, it is highly helpful while answering the questionnaire's Part A, which asks for demographic data from respondents. Descriptive data, analytical answers, and the outcomes will all be used to determine their demographic profile.

3.9.3 Normality Test

The normality test is employed to ascertain whether the sample data was derived from a population that exhibited a regular distribution within a specified tolerance. Statistical tests

like the one- and two-way ANOVA and the student's t-test require a sample population that follows a normal distribution. The normality test is a supplementary method for visually assessing normality. Nevertheless, performing calculations on many graphical techniques to validate the shape of the distribution can be enlightening. Therefore, incorporating graphical techniques alongside other methodologies will prove advantageous (Orcan et al., 2020). Regression-based normality tests are widely regarded as superior in accuracy compared to other types of tests (Hernandez, 2021).

The preceding test involves comparing the sample results to a set of scores that are distributed consistently and have identical mean and standard deviation. The null hypothesis states that the distribution of the sample follows a normal distribution. If the test yields a statistically significant result, it indicates that the distribution is not normal. The K-S test compares the empirical distribution function (EDF) of the data with the theoretical cumulative distribution function of the test distribution. In order to mitigate any potential bias in the conclusions reached from the sample data used in this test, the research data is carefully considered when formulating the questions presented to respondents. This ensures that the questions will have a beneficial impact and contribute to the accuracy of the findings.

3.9.4 Spearman's Correlation

Using spearman correlation this study has validated the elements influencing Gen Z's purchase behavior in Malaysia's C2C online market.

It works well with ordinal or non-normally distributed data because it ranks the data instead of depending only on their actual values. It has a range of -1 to 1, with values around -1 or 1 denoting a strong monotonic relationship and 0 denoting no relationship at all. When dealing with ranked or ordinal data, or when linear relationships are not expected, Spearman correlation is useful for identifying and measuring associations (Sereno, 2021). When

assessing the relationship between variables, two often used statistical metrics are the Pearson and Spearman correlation coefficients. Whereas the Spearman correlation coefficient analyzes a monotonic relationship, the Pearson correlation coefficient measures a linear relationship between variables (Sereno, 2021).

Table 3.5: The Magnitude Relationship of Pearson's Correlation.

| Pearson's Correlation Value, r | Magnitude Relationship |
|---------------------------------------|-------------------------------|
| 0.90 – 1.00 | Very High Positive |
| 0.70 – 0.90 | High Positive |
| 0.50 – 0.70 | Moderate |
| 0.30 – 0.50 | Low Positive |
| 0.00 – 0.30 | Negligible Correlation |

Source: Zakaria Jaadi (2019)

3.10 SUMMARY / CONCLUSION

This chapter provides a comprehensive explanation of the research undertaken, including the study design, demographic and sample, sampling methodology, and data analysis. Researchers are expected to possess knowledge and proficiency in utilizing research design, conducting research, and managing various study components. This chapter will elucidate the methodology employed for administering the questionnaire and its utilization in this study for data collection and analysis of the relationship between the independent and dependent variables.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

This chapter examines the conclusions of the data analysis that were presented in the previous chapter. The data collected was analyzed using the Statistical Package for Social Science (SPSS). The reliability analysis was conducted using Cronbach's alpha. Descriptive analysis was employed to scrutinize the demographic profile data of the respondents. Linear regression was used to forecast the variables' purchasing behavior. Finally, this study examined the independent variable, trust, convenience, and electronic word-of-mouth (e-WOM) on Generation Z's purchasing behavior in the consumer-to-consumer (C2C) online market using Spearman's correlation.

4.2 PRELIMINARY ANALYSIS

4.2.1 Pilot Test

The Cronbach's Alpha method is employed to assess the internal consistency of a measure, which serves as the foundation for measuring its reliability. A Cronbach Alpha value of 0.60 or lower indicates inadequate reliability for the instrument, which is deemed undesirable. A Cronbach Alpha rating ranging from 0.70 to 0.80 signifies a moderate and acceptable level. According to Daud et al. (2018), Cronbach Alpha is regarded excellent if its value is within the range of 0.80 to 1.00. The validity of the variables in this study is assessed using a reliability test conducted by researchers using a pilot test with 30 respondents. To determine whether the instrument fulfils or fails to meet the dependability standards. The Cronbach's Alpha scales for each variable are displayed in Table 4.1.

Table 4.1: Scale of Cronbach’s Alpha

| Cronbach’s Alpha | Internal Consistency |
|-------------------------|----------------------|
| $\alpha \geq 0.9$ | Excellent |
| $0.9 > \alpha \geq 0.8$ | Good |
| $0.8 > \alpha \geq 0.7$ | Acceptable |
| $0.7 > \alpha \geq 0.6$ | Questionable |
| $0.6 > \alpha \geq 0.5$ | Poor |
| $0.5 > \alpha$ | Unacceptable |

Source: Adapted from Habidin et al. (2015)

4.2.2 Reliability Test for Pilot Test

Reliability means how to dependably or consistently to test measures a characteristic. Researcher used Cronbach's Alpha analysis for this reliability test. Internal consistency is the basis for reliability testing.

Table 4.2: Summary of Reliability Analysis for Pilot Test

| Variables | Cronbach’s Alpha | No of Items | Level of Reliability |
|------------------|------------------|-------------|----------------------|
| Buying Behaviour | 0.796 | 5 | Acceptable |
| Promotion | 0.863 | 5 | Good |
| Trust | 0.931 | 5 | Excellent |
| Convenience | 0.783 | 5 | Acceptable |
| E-wom | 0.886 | 5 | Good |

The estimated Cronbach's Alpha values for the variables range from 0.783 to 0.931, all of which exceed the required value of 0.7. Thus, this demonstrates that the measurements for all variables in the pilot test are dependable in this investigation. Following the acquisition of Cronbach's Alpha value, the researcher proceeded to carry out the study by administering the questionnaire in the field.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

The researcher successfully got a total of 390 replies from the questionnaire that was distributed to Generation Z individuals through social media sites, such as Google Forms. The analysis of the respondent's profile is as follows:

4.3.1 Age

Table 4.3: Age of Respondents

| Age | | |
|-------------------|------------|----------------|
| Item | Frequency | Percentage (%) |
| 11 - 16 years old | 48 | 12.3 |
| 17 - 22 years old | 177 | 45.4 |
| 23 - 27 years old | 165 | 42.3 |
| Total | 390 | 100.0 |

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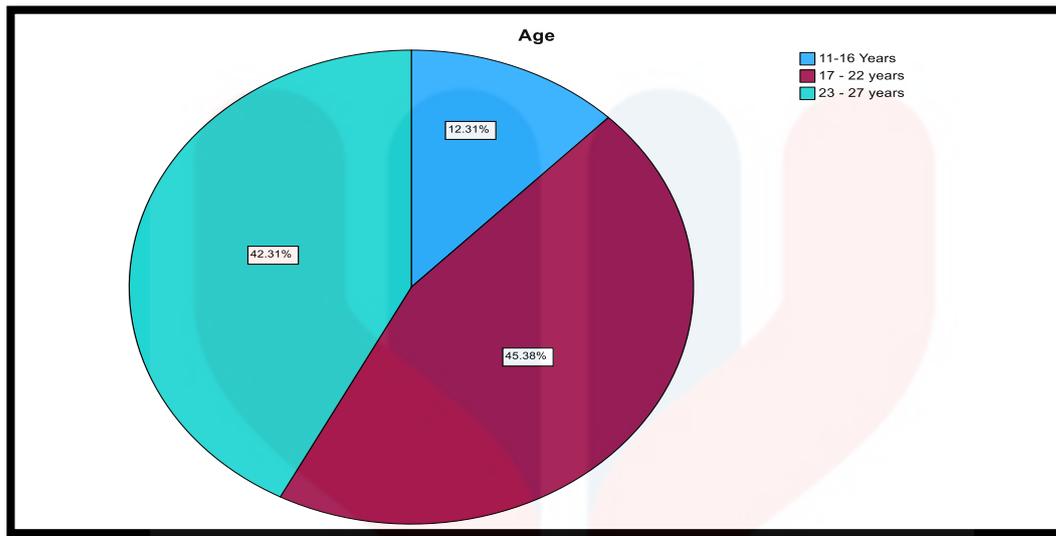


Figure 4.1: Age of Respondents

The age of respondents from our survey was shown in table 4.3 and figure 4.1. The age category with the biggest percentage of respondents is 17 - 22 years old, with 177 respondents (45.4%), while the second highest percentage is 23 - 27 years old, with 165 respondents (42.3%). The least percentage of our respondents is 11 - 16 years old with, 48 respondents (12.3%).

4.3.2 Gender

Table 4.4: Gender of Respondents

| Gender | | |
|--------------|------------|----------------|
| Item | Frequency | Percentage (%) |
| Male | 157 | 40.3 |
| Female | 233 | 59.7 |
| Total | 390 | 100.0 |

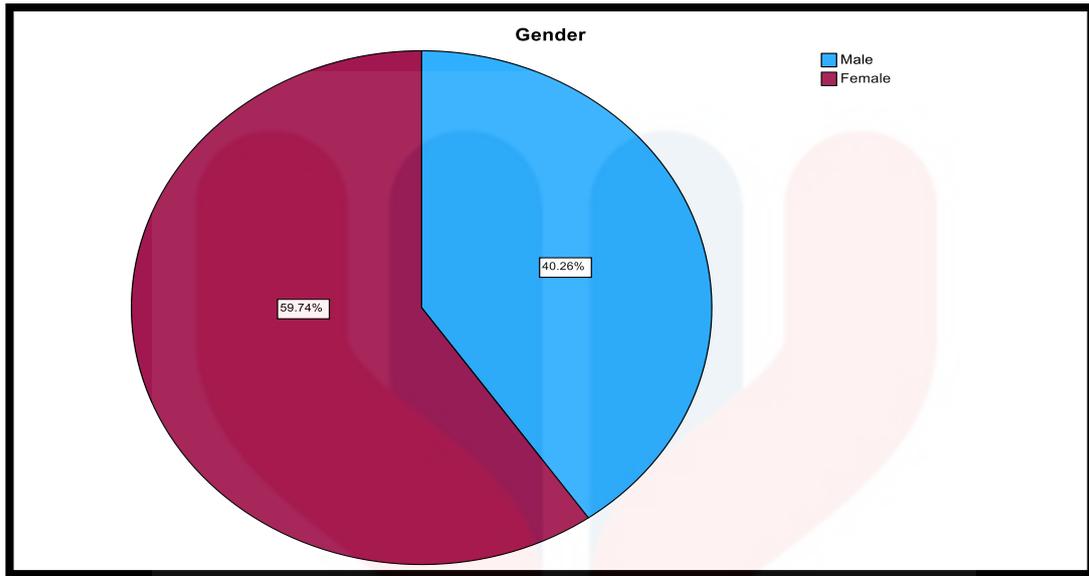


Figure 4.2: Gender of Respondents

According to table 4.4, female had a highest percentage with 59.7%, 233 respondents, while the lowest percentage was male with 40.3%, 157 respondents.

4.3.3 Experience of Buying

Table 4.5: Experience of Buying of Respondents

| Have you bought anything online | | |
|--|------------------|-----------------------|
| Item | Frequency | Percentage (%) |
| Yes | 386 | 99.0 |
| No | 4 | 1.0 |
| Total | 390 | 100.0 |

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Figure 4.3: Experience of Buying of Respondents

For experience of buying, most of the respondents said yes with 99% which is represent by 386 respondent and only 1% said no and only 4 persons of respondents.

4.3.4 Frequency of Buying

Table 4.6: Frequency of Buying of Respondents

| Frequently online shopping by weekly | | |
|--------------------------------------|------------|----------------|
| Item | Frequency | Percentage (%) |
| Once a week | 218 | 55.9 |
| 2 or 3 times a week | 108 | 27.7 |
| 4 or 5 timesa week | 64 | 16.4 |
| Total | 390 | 100.0 |

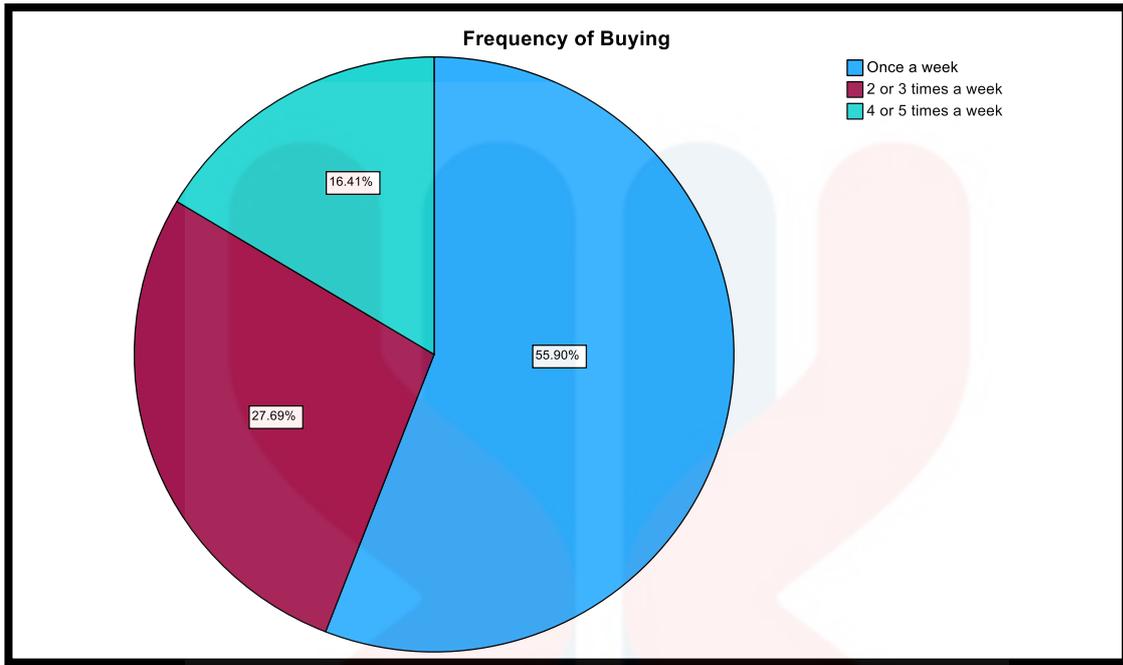


Figure 4.4: Frequency of Buying of Respondents

For frequency of buying, the highest percentage is once a week with 55.9%, 218 respondents, while the second highest percentage is 2 or 3 times a week which is 27.7%, 108 respondents. Lastly, the lowest percentage is 4 or 5 times a week with 16.4%, 64 respondents.

4.3.5 Occupation

Table 4.7: Occupation of Respondents

| Occupation | | |
|--------------|------------|----------------|
| Item | Frequency | Percentage (%) |
| Student | 270 | 69.2 |
| Employed | 101 | 25.9 |
| Unemployed | 19 | 4.9 |
| Total | 390 | 100.0 |

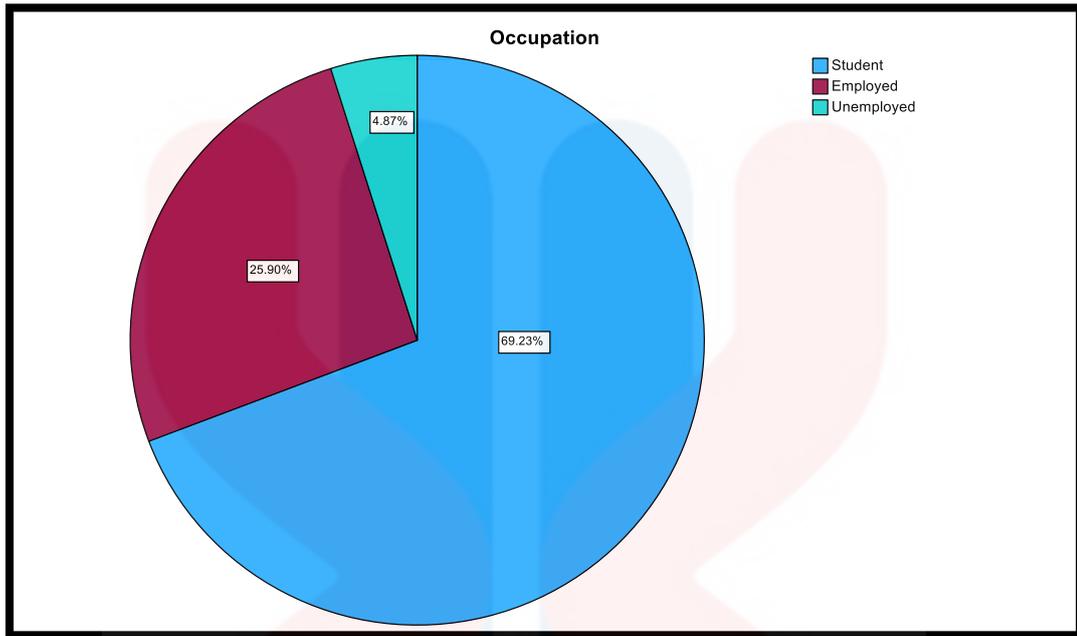


Figure 4.5: Occupation of Respondents

According to table 4.7 for occupation, student had a highest percentage with 69.2%, 270 respondents. Meanwhile, employed had the second highest percentage with 25.9%, 101 respondents and lastly, the lowest percentage is unemployed with 4.9%, 19 respondents.

4.3.6 Income Level

Table 4.8: Income Level of Respondents

| Income level | | |
|--------------------|------------|----------------|
| Item | Frequency | Percentage (%) |
| Less RM500 | 164 | 42.1 |
| RM501 - RM1,000 | 58 | 14.9 |
| RM1,001 -RM5,000 | 63 | 16.2 |
| RM5,001 - RM10,000 | 9 | 2.3 |
| Other | 96 | 24.6 |
| Total | 390 | 100.0 |

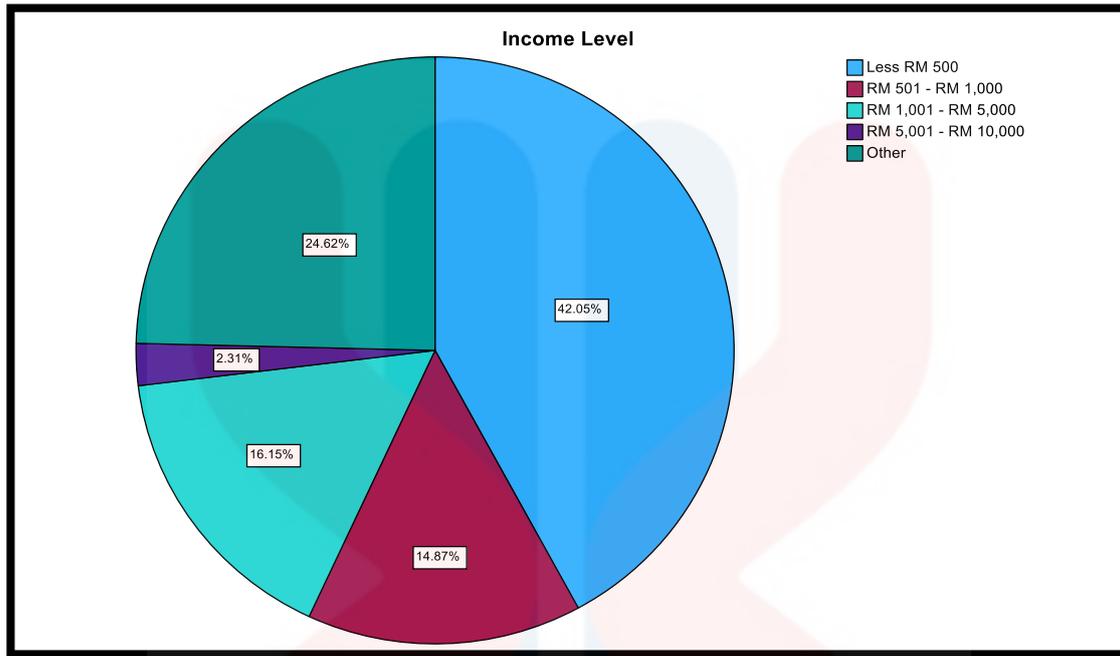


Figure 4.6: Income Level of Respondents

For income level, less RM500 had a highest percentage with 42.1%, 164 respondents, while the second highest percentage is other with 24.6%, 96 respondents. The third highest percentage is RM1,001 - RM5,000 with 16.2%, 63 respondents, and fourth highest percentage is RM501 - RM1,000 with 14.9%, 58 respondents. Lastly, the lowest percentage is RM5,001 - RM10,000 with 2.3%, 9 respondents.

4.4 DESCRIPTIVE ANALYSIS

Descriptive statistics refers to methods for providing clear definitions of statistical quantities that are helpful for averaging large quantities of data, such as the mean and standard deviation. This section will go into the mean and standard deviation for both the independent and dependent variables as well as the questions involve buying behaviour, promotion, trust, convenience and e-WOM.

4.4.1 Buying Behaviour

Table 4.9: Descriptive statistical analysis of buying behaviour

| No. | Variables | N | Mean | Std. Deviation |
|-----|---|-----|------|----------------|
| 1. | I spend over 1 - 2 hours daily on the online market. | 390 | 3.52 | 1.110 |
| 2. | I have visited online market before. | 390 | 4.15 | 0.806 |
| 3. | I believe that things offered online have a higher quality. | 390 | 3.87 | 0.893 |
| 4. | I have made several online purchases. | 390 | 4.32 | 0.726 |
| 5. | My online shopping experience has been great. | 390 | 4.05 | 0.848 |

Table 4.9 indicates that the descriptive analysis of dependent variables which is buying behaviour. The highest mean dependant variable is variable 4 with (M=4.32) means most of the respondents agree that they have made a several online purchases. Besides, variable 2 and variable 5 also had a highest mean with (M=4.15) and (M=4.05), it shows that the respondent agree they have visited online market and their experience with online shopping is great. The 2 lowest mean is variable 1 and variable 3 which is (M=3.52) and (M=3.87). Most of the respondent do not agree that they spend over 1 - 2 hours daily on the online market and they also believe that physical store have a higher quality that online market.

4.4.2 Promotion

Table 4.10: Descriptive statistical analysis of promotion

| No. | Variables | N | Mean | Std. Deviation |
|-----|---|-----|------|----------------|
| 1. | I will be attracted to purchase if I get membership card after buying a certain number of products. | 390 | 4.08 | 0.829 |
| 2. | Coupons would lure me to purchase. | 390 | 4.28 | 0.800 |
| 3. | I tend to buy products when the products that I like offer free sample. | 390 | 4.19 | 0.814 |
| 4. | I will purchase more pieces if the products are on promotion. | 390 | 4.35 | 0.743 |
| 5. | Promotion will increase my buying interest. | 390 | 4.37 | 0.705 |

Table 4.10 shows the descriptive analysis for promotion. Many variables got high mean. Variable 4 and variable 5 are the highest mean with (M=4.35) and (M=4.37). That means the respondent will purchase more pieces with the promotion because the promotion will increase their buying interest. Besides, variable 2 also got a higher mean with (M=4.28). Variable 3 got mean (M=4.19) which means some respondents tend to buy products if they offer free samples. The respondents agree that coupons would lure them to purchase more products. The lowest mean is variable 1 with (M=4.08) and the respondents also agree that membership card can attract their purchases.

4.4.3 Trust

Table 4.11: Descriptive statistical analysis of trust

| No. | Variables | N | Mean | Std. Deviation |
|-----|---|-----|------|----------------|
| 1. | I trust with the product information provided. | 390 | 4.06 | 0.849 |
| 2. | I feel save in my transaction buying product in C2C online market. | 390 | 4.07 | 0.816 |
| 3. | I trust the website provide security of my privacy. | 390 | 4.11 | 0.801 |
| 4. | I trust the website provide protection program against fraudulent seller. | 390 | 4.07 | 0.847 |
| 5. | I trust that there is a better quality of products in C2C online market. | 390 | 4.09 | 0.814 |

For descriptive analysis of trust, all of the variables had a similar mean above 4.00. The highest mean is variable 3 with (M=4.11). Respondents trust that the website will provide security for their privacy. The second highest mean is variable 5 with (M=4.09), which means some of the respondents trust that there is a better-quality product in the C2C online market. Variable 2 and variable 4 got the same mean which is (M=4.07). The respondents feel safe with their transactions in the C2C online market and agree that the website gives protection against fraudulent sellers. The lowest mean is variable 1 with (M=4.06). It shows that most of the respondents do not trust with the product information provided.

4.4.4 Convenience

Table 4.12: Descriptive statistical analysis of convenience

| No. | Variables | N | Mean | Std. Deviation |
|-----|---|-----|------|----------------|
| 1. | I can shop online 24 hours a day. | 390 | 3.97 | 1.101 |
| 2. | I can get extensive collection of products and best offers available. | 390 | 4.19 | 0.760 |
| 3. | I am enables to compare price easily. | 390 | 4.32 | 0.707 |
| 4. | I can see other customer review on product in C2C online market. | 390 | 4.33 | 0.680 |
| 5. | I can find unique product in C2C online market. | 390 | 4.27 | 0.735 |

Table 4.12 shows the descriptive statistical analysis of convenience. The highest 2 mean of convenience is variable 4 and variable 3 with (M=4.33) and (M=4.32). It shows that the respondents strongly agree that they can see customer reviews before purchasing and can compare prices easily. Next, variable 5 got (M=4.27), which means the respondents agree that they can find unique products in the C2C online market. The mean for variable 2 is (M=4.19). It shows that the respondents can get an extensive collection of products and the best offers available. The lowest mean is variable 1 with (M=3.97). Most of the respondents do not agree that they can shop online 24 hours a day.

4.4.5 e-WOM

Table 4.13: Descriptive statistical analysis of e-WOM

| No. | Variables | N | Mean | Std. Deviation |
|-----|---|-----|------|----------------|
| 1. | Electronic Word-of-Mouth (eWOM) regarding products on C2C online market is helpful to me. | 390 | 4.18 | 0.757 |
| 2. | Online reviews and comments regarding products on C2C online market influence my choice | 390 | 4.27 | 0.716 |
| 3. | Recommendations regarding products on C2C online market would increase my interest in finding out more. | 390 | 4.22 | 0.732 |
| 4. | I feel confident to buy products on C2C online market with other customer review. | 390 | 4.24 | 0.699 |
| 5. | The online review provided by other customer are helpful. | 390 | 4.24 | 0.764 |

Table 4.13 shows the descriptive analysis of e-WOM. Most of the variables of e-WOM had a mean over 4.00. The highest mean is variable 2 with (M=4.27), the respondents agree that online review and comments can influence their choice. The second highest mean are same and has 2 which are variable 4 and variable 5 with (M=4.24). It's shows that the respondents confident about buying products in the C2C online market with customer reviews and the online reviews are helpful to the respondents. The 2 variables that got low mean are variable 3 and variable 1 with (M=4.22) and (M=4.18). Respondents like when they are getting recommendations of products in the C2C online market and e-WOM is helpful to them because they can use other customer reviews to help them purchase products.

4.5 VALIDITY AND RELIABILITY TEST

Table 4.14: Reliability Test

| Variables | Cronbach's Alpha | Number of Items | Level of Reliability |
|------------------|-------------------------|------------------------|-----------------------------|
| Buying Behaviour | 0.743 | 5 | Acceptable |
| Promotion | 0.836 | 5 | Good |
| Trust | 0.874 | 5 | Good |
| Convenience | 0.812 | 5 | Good |
| eWOM | 0.866 | 5 | Good |

Cronbach's alpha for each variable was calculated using the reliability analysis tool in SPSS and is shown in Table 4.14. There are dependents variable which is buying behaviour and independent variables have 4 which are promotion, trust, convenience and e-WOM. The Cronbach's alpha for buying behaviour is 0.743 and acceptable. The SPSS data shows that the Cronbach's alpha values for the 4 independent variables are 0.836, 0.874, 0.812 and 0.866 respectively are good. A total of 390 participants were surveyed, and the findings confirmed the valid and trust worthiness of the real questionnaire.

4.6 NORMALITY TEST

The normality test is used in this study to determine if the sample follows a normal distribution. Statistical tests are valuable tools for objectively assessing normalcy. However, they can present limitations, such as being too responsive to large sample sizes or inadequately responsive to small sample sizes (Gupta et al., 2019). The Shapiro-Wilk and Kolmogorov-Smirnov tests are widely recognized methods for assessing the normality of data (Gupta et al., 2019). The researcher utilized the Kolmogorov-Smirnov test to assess the normality of the data, given that the total sample size consisted of 390 respondents (N = 390). The normality tests were conducted on five independent variables using the Shapiro-Wilk and Kolmogorov-

Smirnov tests. The objective of these tests was to ascertain whether the data distribution for each variable is normal.

Table 4.15: Tests of Normality

| | Kolmogorov-Smirnov | | | Shapiro-Wilk | | |
|-------------|--------------------|-----|-------|--------------|-----|-------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| Promotion | .110 | 390 | <.001 | .927 | 390 | <.001 |
| Trust | .099 | 390 | <.001 | .946 | 390 | <.001 |
| e-WOM | .116 | 390 | <.001 | .929 | 390 | <.001 |
| Convenience | .116 | 390 | <.001 | .935 | 390 | <.001 |

For every variable that was evaluated, the results display test statistics, degrees of freedom (df), and significant levels (Sig.). The data's normal distribution is the null hypothesis for this test. A low p-value (often less than 0.05) suggests that the data do not follow a normal distribution and that there is evidence to reject the null hypothesis. To better suit the sample size and significance level, it modifies the critical value used in the Kolmogorov-Smirnov test. Given the low p-values (all were 0.000), it appears from the information provided that the conventional Kolmogorov-Smirnov and Shapiro-Wilk tests were already run and revealed non-normality for the tested variables.

The parametric test used in this investigation is called Spearman's coefficient analysis. This decision is backed by a significant value less than 0.05 (<0.05), which is represented in the table as $p = 0.00$. conclusions drawn from data that demonstrate dispersion and validate the application of correlation coefficient analysis to the investigation of the two variables' relationship.

4.7 HYPOTHESIS TESTING

4.7.1 Spearman’s Correlation

This type of correlation is far less restrictive than Pearson's correlation coefficient r , which measures the linear link between two random variables (Yu & Hutson, 2022). Instead, it measures a monotonic association. Additionally, it is less susceptible to extreme values or non-normality. In this study, researchers employ the Spearman correlation in a nonparametric manner. The advantage of non-parametric analysis is that nonparametric correlations can be used with partial data. Nonparametric analysis allows researchers to analyze data without making assumptions about the underlying distribution of the variables. This flexibility is particularly useful when dealing with incomplete or missing data, as it allows for the inclusion of available data points in the correlation analysis. Table 4.16 showed the result of Spearman’s coefficient between independent variable and dependent variable.

4.16: Table Result of Spearman’s Coefficient

| Correlations | | |
|-------------------|------------------------|--------|
| Promotion (IV1) | Spearman’s coefficient | .650** |
| Trust (IV2) | Spearman’s coefficient | .621** |
| E-WOM (IV3) | Spearman’s coefficient | .616** |
| Convenience (IV4) | Spearman’s coefficient | .624** |
| Buying Behavior | Spearman’s coefficient | 1 |

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

4.7.2 There is a Significant Relationship Between Promotion and Buying Behavior in C2c Online Market Among Gen Z in Malaysia.

H1: there is a relationship between promotion and buying behavior in C2C online market among Gen Z in Malaysia.

Because the p-value is less than 0.001, H₀ was rejected it is because there is a statistically significant correlation between promotion and purchasing behavior in Malaysia's Gen Z C2C online market. The promotion-related correlation coefficient is determined by Spearman. A range of 0.650 is displayed by the correlation coefficient, indicating a very strong positive association between promotion and other variables.

4.7.3 There Is a Significant Relationship Between Consumer Trust and Buying Behavior in C2c Online Market Among Gen Z In Malaysia.

H₁: There is a relationship between consumer trust and buying behavior in C2C online market among Gen Z in Malaysia.

The Spearman correlation coefficient between beliefs and other variables is displayed in the table. Therefore, the H₀ was rejected, when there is a statistically significant association between consumer trust and purchasing behavior among Gen Z in Malaysia's C2C online markets, as indicated by a p-value of less than 0.001. A highly positive association between trust and other variables is indicated by the correlation coefficient of 0.621.

4.7.4 There Is a Significant Relationship Between E-Wom and Buying Behavior in C2c Online Market Among Gen Z In Malaysia.

H₁: There is a relationship between e-WOM and buying behavior in C2C online market among Gen Z in Malaysia

According to the Spearman correlation coefficient table, e-WOM and Gen Z's purchasing habits in Malaysia's C2C online market are statistically significantly correlated. This is since the p-value is less than 0.001, indicating a strong degree of relationship confidence. H₀ is therefore it was rejected. high positive correlation 0.616. This demonstrates how these elements frequently coexist with beneficial e-WOM.

4.7.5 There is a Significant Relationship Between Convenience and Buying Behavior In C2c Online Market Among Gen Z In Malaysia.

H1: There is a relationship between convenience and buying behavior in C2C online market among Gen Z in Malaysia

From the Spearman Correlation Coefficient table, which indicates that, with a p-value of less than 0.001, this will cause H0 to be rejected. There is a statistically significant association between convenience and purchasing behavior among Gen Z in Malaysia's C2C online market. The facility-related correlation coefficient is determined by Pearson. When the analysis's findings indicate a correlation coefficient between facilities and other variables that ranges from 0.624, indicating a strong favorable association. Therefore, the H1, can be accepted.

4.8 CONCLUSION

In conclusion, all of the tests in this study were carried out using the SPSS software, and the data analysis findings came from examining the information gathered. The data is put through validity and reliability tests, normality tests, and descriptive analysis to find out what makes Gen Z buyers act a certain way in Malaysia's C2C online market and how the independent and dependent variables are related. In the next chapter, this study will go through a thorough examination of the independent variables, the dependent variables' correlation, and the variables influencing buyer behavior in Malaysia's C2C online market among Gen Z.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter will provide a concise overview of the findings from the previous chapter and offer comments and suggestions for enhancing the research. In addition, this chapter will also discuss the implications and limitations of the study.

This study thoroughly examines the factors that influence the purchase choices of Generation Z in the context of online consumer-to-consumer (C2C) marketplaces. Previously, we have discussed many subjects such as the unique characteristics of Generation Z, the mechanics of online marketplaces where consumers sell to each other, and a comprehensive analysis of the factors that affect this generation's buying choices. The objective of this chapter is to offer a thorough understanding of the interplay between these factors in influencing the buying habits of Generation Z on C2C online platforms. This will be achieved by consolidating the findings and establishing connections among different variables.

5.2 KEY FINDINGS

This study has effectively identified the determinant of Generation Z's purchasing behavior in consumer-to-consumer (C2C) online markets in Malaysia. Four impacts were observed in this study, all of which had a moderate link with respondents' trust, convenience, promotion, and eWOM.

The comprehensive research conducted using SPSS software indicates that a majority of the participants expressed strong agreement and agreement about trust, convenience, promotion, and eWOM. The average score for the trust variable is 4.08, whereas the average score for the convenience variable is 4.21. Therefore, the promotion variable is significantly higher than other variables, with a value of 4.26. The average value of the eWOM variable is

4.23, indicating a relatively high score in the second highest range for the eWOM variable. This finding pertains to participants who responded to a Google form expressing their concern about the impact of numerous reviews on their online purchase behavior. Table 5.2 presents a summary of the results according to the aims of establishing the connection between trust, attitude, perceived relevancy, and information amount.

Table 5.1: Summary of Hypotheses Testing Result

| Research Objectives | Hypothesis | Results | Spearman Correlation | Decision |
|--|---|----------------|-----------------------------|-----------------|
| RO1 : To determine the relationship between the promotion and buying behavior in C2C online market among Gen Z in Malaysia. | H1: There is a positive significant relationship between promotion and buying behavior in C2C online market among Gen Z in Malaysia. | $p < 0.01$ | $r = 0.650$ | Accepted |
| RO2: To determine the relationship between trust and buying behavior in C2C online market among Gen Z in Malaysia. | H2 : There is a positive significant relationship between trust and buying behavior in C2C online market among Gen Z in Malaysia. | $p < 0.01$ | $r = 0.621$ | Accepted |

| | | | | |
|---|--|---------------------------------|-------------------------------|-----------------|
| <p>RO3 .: To determine the relationship between the eWOM and buying behavior in C2C online market among Gen Z in Malaysia.</p> | <p>H3 :There is a positive significant relationship between eWOM and buying behavior in C2C online market among Gen Z in Malaysia.</p> | <p>$p < 0.01$</p> | <p>$r = 0.616$</p> | <p>Accepted</p> |
| <p>RO4 : To determine the relationship between the convenience and buying behavior in C2C online market among Gen Z in Malaysia.</p> | <p>H4: There is a positive significant relationship between convenience and buying behavior in C2C online market among Gen Z in Malaysia.</p> | <p>$p < 0.01$</p> | <p>$r = 0.624$</p> | <p>Accepted</p> |

5.3 DISCUSSIONS

5.3.1 Hypothesis 1

There is a positive relationship between promotion and buying behavior in the C2C online market among Gen Z in Malaysia.

According to Table 5.1, there was a moderately positive correlation between buying behavior and promotion in Malaysia's Gen Z C2C online market. The correlation coefficient data show that the value is $r = 0.650$, $p < 0.05$. Consequently, the alternative hypothesis (H1) is agreed upon.

The study's conclusion that there is a positive correlation between promotion and purchasing behavior in the C2C online market is based on the first research question. Additionally, by highlighting specific products and influencing how customers view them, promotions can serve as potent stimulants. The positive correlation shows that consumer

purchasing behavior and promotional efforts have a mutually beneficial relationship. Businesses that employ promotions wisely are better able to inspire and engage their target market, which boosts revenue and cultivates customer loyalty. These exhibits are from earlier research (Tusyanah et.al, 2018), Thembekile O. Mayayise, 2023, Savitri et al., 2022, and Chen et al., 2022).

5.3.2 Hypothesis 2

There is a positive relationship between trust and buying behavior in the C2C online market among Gen Z in Malaysia.

From Table 5.1, there was a moderately positive relationship between trust and buying behavior in the C2C online market among Gen Z in Malaysia. From the results of the correlation coefficient, the value is $r = 0.621$, $p < 0.05$. Therefore, an alternative hypothesis (H2) is accepted.

Based on the second research question, the study can conclude that there is a positive relationship between trust and buying behavior in the C2C online market. The positive relationship between trust and buying behavior is aligned with past studies by (Ng et al., 2019),(Alkatiri, 2022) , (Emi Moriuchi & Ikuo Takahashi, 2022) and (Shukuan & Yiwen et al., 2020) . The current study also concludes that trust is an important indicator that plays a crucial role in facilitating successful exchanges between consumers. Trust emerges as a fundamental concept in consumer-to-consumer online marketplaces, facilitating successful interactions and transactions among individual customers.

5.3.3 Hypothesis 3

There is a positive relationship between eWOM and buying behavior in the C2C online market among Gen Z in Malaysia.

From Table 5.1, there was a moderately positive relationship between eWOM and buying behavior in the C2C online market among Gen Z in Malaysia. From the results of the

correlation coefficient, the value is $r = 0.616$, $p < 0.05$. Therefore, an alternative hypothesis (H3) is accepted.

Based on the second research question, the study can conclude that there is a positive relationship between eWOM and buying behavior in the C2C online market. In addition, the current study discovers that eWOM has a favourable impact upon buying behavior. eWOM improved consumers' confidence in online reviews and affected how they made decisions about what to buy. This study is aligned with other studies (Shorubiga & Shyam, 2022) and (CHO, 2020) and (Salvador & Dolores, 2021) whose findings are also consistent. An environment that promotes positive eWOM can enable businesses to leverage the potential influence of this formidable force in the digital domain.

5.3.4 Hypothesis 4

There is a positive relationship between convenience and buying behavior in the C2C online market among Gen Z in Malaysia.

From Table 5.1, there was a moderately positive relationship between convenience and buying behavior in the C2C online market among Gen Z in Malaysia. From the results of the correlation coefficient, the value is $r = 0.624$, $p < 0.05$. Therefore, an alternative hypothesis (H4) is accepted.

Based on the second research question, the study can conclude that there is a positive relationship between convenience and buying behavior in the C2C online market. The modern consumer expects hassle-free, effortless, and seamless shopping experiences, so convenience plays a big role in their decisions. Positive purchasing behavior in peer-to-peer, or C2C, settings is greatly influenced by interfaces that are easy to use, accessible, and user-friendly. Online marketplaces that provide a user-friendly interface that makes it easy for customers to browse, compare, and complete transactions increase the likelihood that they will make

purchases. Shows from (Al-Breiki et al., 2020) may also be considered. Kindly refer to McKinsey et al. (2022), Kiran Arshad et al. (2020), and Nurdianasari & Farida Indriani (2021).

5.4 IMPLICATION OF THE STUDY

This study explores in detail the variables affecting Generation Z's purchasing decisions in the context of online consumer-to-consumer (C2C) marketplaces. In the previous chapters, we have covered a range of topics, including the distinctive traits of Generation Z, the workings of consumer-to-consumer online marketplaces, and a thorough examination of the variables influencing this generation's purchase decisions. Our goal in this chapter is to provide a comprehensive knowledge of how these elements interact to shape the purchasing behavior of Generation Z on C2C online platforms by synthesizing the results and making linkages between various variables.

Understanding the market is essential to appreciating the significance of researching Generation Z's (Gen Z) online consumer-to-consumer (C2C) purchasing behavior. Born between the middle of the 1990s and the beginning of the 2010s, Gen Z is a group of people whose interests and habits have been influenced by advances in digital technology. It is possible to gain important insights into consumers' purchasing patterns, decision-making processes, and preferences for online transactions by examining their C2C online market activity. Given this generation's reputation for being tech-savvy and preferring digital interactions, companies can better target this demographic with their marketing strategies, user experiences, and platform features by understanding how they behave in the C2C online market. According to a Statista analysis from 2022, Gen Z is a major force in online commerce and relies heavily on digital platforms to make purchases of goods and services.

In this research, companies can use this knowledge to better engage Gen Z consumers and maximize their C2C online market presence, which will promote sustainable growth and competitiveness in the ever-changing digital marketplace. Understanding these aspects of

Gen Z's buying behavior in the C2C online market in Malaysia will enable businesses to tailor their marketing strategies, enhance user experiences, and establish long-lasting relationships with this influential consumer group.

This section showed the study's implications of the factors that influencing the generation Z buying behavior in C2C online market in Malaysia. The marketer should be alert in understanding market so they can conquer the trust, promotion, convenience and eWOM in expanding and could attract more consumer.

5.5 LIMITATIONS OF THE STUDY

The execution of this study project has been accomplished with success. Nevertheless, there are certain constraints that we must surmount in the course of our scientific endeavor. The limitation will have a little influence on our ability to complete the project as it will hinder our ability to obtain conclusive data at the conclusion of our research endeavor. Nevertheless, it is crucial to take into account some constraints while interpreting this study.

Initially, the sample size is limited as a result of time limitations encountered during the study procedure. Hence, the study did not employ a sample size that adequately reflects the total Gen Z population in Malaysia. Consequently, the research findings may not comprehensively capture the purchase intents of Gen Z's buying behavior across the entire country, and a bigger sample size would enhance the generalizability of the results.

Furthermore, this study did not specifically target any particular e-commerce or digital media sites. Hence, the results may not be relevant to renowned platforms such as Lazada and Shopee, which have garnered commendable service quality scores and established confidence among online consumers.

Furthermore, this study did not investigate the particular categories of products

avored by consumers. Hence, the purchasing behavior of consumers may differ considerably depending on their specific product preferences.

5.6 RECOMMENDATIONS/ SUGGESTION FOR FUTURE RESEARCH

A few suggestions are made in the context of the research's overall findings. Initially, a higher sample size may enable an increase in the data's imprecision. Therefore, when these results are applied to an entire sector or market that is sufficiently populated, the outcome would be more reliable in an approach.

Secondly, only a quantitative method was conducted for this research. Other researchers would be recommended to utilize a mixed method of quantitative and qualitative techniques. Therefore, a mixed method research approach involving both quantitative and qualitative data collection, separate analysis, and the merging of the two data sets would offer a more comprehensive understanding of the research topic. This approach would involve collecting, analyzing, and interpreting both types of data, allowing for a more holistic view of the underlying phenomenon being studied.

By using a mixed methods approach, researchers would be able to investigate the purchasing intentions of consumers deeply, asking follow-up questions that can expand the content of the findings beyond what a purely quantitative method would allow. Additionally, by integrating the strengths of both methods, researchers can work towards a more comprehensive and well-rounded study.

Furthermore, all variables discussed are dynamic. It may vary according to other external factors that affect consumer purchasing intentions such as product preference, the credibility of the C2C online market platform, knowledge of online purchasing, price factors, convenience, and many others. Based on the study's limitations, there may be additional factors influencing customers' online purchasing behavior. Further research is crucial for

marketers to gain deeper insights into market purchasing intentions and enhance marketing strategy formulation.

5.7 OVERALL CONCLUSION OF THE STUDY.

In Malaysian consumer-to-consumer (C2C) online marketplaces, this study seeks to offer a thorough examination of the variables influencing Generation Z's purchase decisions. According to the analytical findings, the independent factors this study looked at—trust, convenience, promotion, and eWOM—significantly influence consumer purchasing behavior in C2C online markets. The results of this investigation additionally revealed a positive association between the independent and dependent variables. These findings suggest that Generation Z consumers in Malaysia place a high value on trust and convenience when making purchase decisions in C2C online marketplaces. Furthermore, the positive association between the independent and dependent variables indicates that factors such as promotion and eWOM play a crucial role in shaping their purchasing behavior.

In comparison to other elements, trust, convenience, marketing, and eWOM have a significantly larger impact. This kind of marketing approach has a far greater impact when it is used on social media sites. However, the current study produced a number of theoretical advances by demonstrating that consumers' propensity to buy products may vary based on the volume, quality, and dependability of online evaluations, resulting in a range of behaviors. This study looks at four independent factors that could affect consumer buying decisions in C2C online marketplaces: trust, convenience, promotion, and eWOM. To sum up, this study effectively achieved all four of its research goals. The findings of this study provide valuable insights for marketers on how to effectively target and engage consumers in C2C online marketplaces. By understanding the importance of trust, convenience, promotion, and eWOM, marketers can tailor their strategies to meet the specific needs and preferences of their target

audience. Additionally, these findings highlight the need for marketers to continuously monitor and manage online evaluations to ensure they are perceived as reliable and trustworthy by consumers. Overall, this study contributes to a deeper understanding of consumer behavior in C2C online marketplaces and offers practical implications for marketers looking to maximize their impact in this digital landscape.

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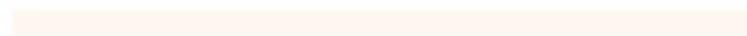
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UNIVERSITI



MALAYSIA



KELANTAN

Appendix A – Draft of Questionnaire

FACTOR INFLUENCING GENERATION Z’S BUYING BEHAVIOR IN C2C ONLINE MARKETS IN MALAYSIA

Greetings to all dear respondents, We are final year students from faculty of entrepreneurship and business (fkp) universiti malaysia kelantan (umk) pursuing degree in bachelor of entrepreneurship (commerce) with honors. We are currently conducting a research survey regarding “Factor influencing generation z’s buying behavior in c2c online markets in Malaysia. C2c online market is a business where customers able to make trade between each other through third-party online business platform such as shopee, tiktokshop and others. Your participation in this research is greatly appreciated. The questionnaire will take about 5 to 10 minutes of your valuable time. Your response will be kept fully private and use exclusively for academic purpose only.

SECTION A: DEMOGRAPHIC INFO

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

1. Gender:

| | |
|------|--------|
| Male | Female |
| | |

2. Age:

| | | |
|-------------------|-----------------|-----------------|
| 11 – 16 years old | 17- 22years old | 23-27 years old |
| | | |

3. Have you bought anything online?

| | |
|-----|----|
| Yes | No |
| | |

4.Frequently online shopping:

| | | |
|-----------------|-----------------------|------------------------|
| Once every week | 2 or 3 times per week | 4 or 5 times per month |
| | | |

5.Occupation:

| | | |
|---------|----------|------------|
| Student | Employed | Unemployed |
| | | |

6. Income Level :

| | | | | |
|------------------|-----------------|-------------------|-------------------|--------|
| Less than RM 500 | RM 501- RM 1000 | RM 1001 – RM 5000 | RM 5001- RM 10000 | Others |
| | | | | |

SECTION B: DEPENDENT VARIABLES

This section will measure the factors influencing generation z’s buying behaviour in c2c online markets. Please mark your answer based on the scale from 1 to 5.

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

| BUYING BEHAVIOR | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |
|------------------------|---|-----------|----------|----------|----------|-----------|
| 1. | I spend over 1 - 2 hours daily on the online market. | 1 | 2 | 3 | 4 | 5 |
| 2. | I have visited online market before. | 1 | 2 | 3 | 4 | 5 |
| 3. | I believe that things offered online have a higher quality. | 1 | 2 | 3 | 4 | 5 |
| 4. | I have made several online purchases. | 1 | 2 | 3 | 4 | 5 |
| 5. | My online shopping experience has been great. | 1 | 2 | 3 | 4 | 5 |

SECTION C: INDEPENDENT VARIABLE

This section will measure promotion, trust, convenience, and eWOM during buying in C2C online market. Please mark your answer based on the scale from 1 to 5.

| Strongly Disagree | | Disagree | Neutral | Agree | Strongly Agree | | | |
|--------------------------|---|-----------------|----------------|--------------|-----------------------|----------|----------|-----------|
| (SD) | | (D) | (N) | (A) | (SA) | | | |
| 1 | | 2 | 3 | 4 | 5 | | | |
| PROMOTION | | | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |
| 1. | I will be attracted to purchase if I get membership card after buying a certain number of products. | | | 1 | 2 | 3 | 4 | 5 |
| 2. | Coupons would lure me to purchase. | | | 1 | 2 | 3 | 4 | 5 |
| 3. | I tend to buy products when the products that I like offer free sample. | | | 1 | 2 | 3 | 4 | 5 |
| 4. | I will purchase more pieces if the products are on promotion. | | | 1 | 2 | 3 | 4 | 5 |
| 5. | Promotion will increase my buying interest. | | | 1 | 2 | 3 | 4 | 5 |

| | | | | | | | | |
|--------------|---|--|--|-----------|----------|----------|----------|-----------|
| TRUST | | | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |
| 1. | I trust with the product information provided. | | | 1 | 2 | 3 | 4 | 5 |
| 2. | I feel save in my transaction buying product in C2C online market. | | | 1 | 2 | 3 | 4 | 5 |
| 3. | I trust the website provide security of my privacy. | | | 1 | 2 | 3 | 4 | 5 |
| 4. | I trust the website provide protection program against fraudulent seller. | | | 1 | 2 | 3 | 4 | 5 |
| 5. | I trust that there is a better quality of products in C2C online market. | | | 1 | 2 | 3 | 4 | 5 |

| CONVENIENCE | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |
|--------------------|---|-----------|----------|----------|----------|-----------|
| 1. | I can shop online 24 hours a day. | 1 | 2 | 3 | 4 | 5 |
| 2. | I can get extensive collection of products and best offers available. | 1 | 2 | 3 | 4 | 5 |
| 3. | I am enables to compare price easily. | 1 | 2 | 3 | 4 | 5 |
| 4. | I can see other customer review on product in C2C online market. | 1 | 2 | 3 | 4 | 5 |
| 5. | I can find unique product in C2C online market. | 1 | 2 | 3 | 4 | 5 |

| eWOM | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |
|-------------|---|-----------|----------|----------|----------|-----------|
| 1. | Electronic Word-of-Mouth (eWOM) regarding products on C2C online market is helpful to me. | 1 | 2 | 3 | 4 | 5 |
| 2. | Online reviews and comments regarding products on C2C online market influence my choice. | 1 | 2 | 3 | 4 | 5 |
| 3. | Recommendations regarding products on C2C online market would increase my interest in finding out more. | 1 | 2 | 3 | 4 | 5 |
| 4. | I feel confident to buy products on C2C online market with other customer review. | 1 | 2 | 3 | 4 | 5 |
| 5. | The online review provided by other customer are helpful. | 1 | 2 | 3 | 4 | 5 |

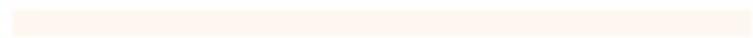
Thank you for your participation.

Appendix B – Gantt Chart

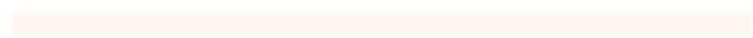
| Research Activities Months | Oct | Nov | Dec | Jan |
|---|-----|-----|-----|-----|
| PPTA 1 and PPTA 2 briefing | | | | |
| CHAPTER 1: INTRODUCTION | | | | |
| Starting up and progressing with chapter 1 | | | | |
| Submission and do correction of chapter 1 | | | | |
| CHAPTER 2: LITERATURE REVIEW | | | | |
| Starting up and progressing with chapter 2 | | | | |
| Submission and do correction of chapter 2 | | | | |
| CHAPTER 3: RESEARCH & METHODOLOGY | | | | |
| Starting up and progressing with chapter 3 | | | | |
| Submission of first draft chapter 1, 2, 3 | | | | |
| Do correction on the chapter 1, 2, 3 | | | | |
| FINAL SUBMISSION OF PPTA 1 | | | | |
| PRESENTATION FOR FINAL YEAR RESEARCH PROJECT 1 | | | | |
| QUESTIONNAIRE | | | | |
| Build questionnaire based on IV and DV | | | | |
| Submission of questionnaire first draft | | | | |
| Correcting and distribute the questionnaire | | | | |
| Collected the first 30 data for pilot test and correction after pilot testing | | | | |
| Distribution of the questionnaire and collect data | | | | |
| CHAPTER 4: DATA ANALYSIS AND FINDINGS | | | | |
| Using SPSS for analysis | | | | |
| Starting up and progressing with chapter 4 | | | | |
| CHAPTER 5: DISCUSSION AND CONCLUSION | | | | |
| Starting up and progressing with chapter 5 | | | | |
| Research Paper, e-Poster and Presentation | | | | |
| FINAL SUBMISSION FULL PPTA 2 | | | | |



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