

**A STUDY ON ONLINE SHOPPING PREFERENCE
AMONG THE YOUTH IN KOTA BAHRU, KELANTAN**

FKPP

CHOON SHYONG CHEE

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NUR SABRINA BINTI MOHD NAZRI

SITI NURUL AMIRA BINTI AB MALEK

**DEGREE OF BACHELOR OF ENTREPRENEURSHIP (COMMERCE) WITH
HONOURS**

2024

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A thesis submits fulfillment of the requirements for the degree of Bachelor of
Entrepreneurship (Commerce) with Honours

Faculty Of Entrepreneurship And Business

UNIVERSITI MALAYSIA KELANTAN

2024

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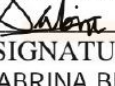
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| | | | Background of study, Problem Statement, Research Objective and Research Question is written unsystematic and unscientific. Scientific refers to researchable topic | Background of study, Problem Statement, Research Objective and Research Question is written less systematic and less scientific. Scientific refers to researchable topic | Background of study, Problem Statement, Research Objective and Research Question is written systematic and scientific. Scientific refers to researchable topic | Background of study, Problem Statement, Research Objective and Research Question is written very systematic and scientific. Scientific refers to researchable topic | | |
| 2. | Overall Proposal Format (CLO2; C2, A3) | Submit according to the deadline and adhere to the required format | The research proposal is not produced according to the specified time and/ or according to the format. | The research proposal is produced according to the specified time but fails to adhere to the format. | The research proposal is produced on time, adheres to the format but with few weaknesses. | The research proposal is produced on time, adheres to the format without any weaknesses. | $\frac{\quad}{0.25} \times$ (Max: 1) | |
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| | | | | | | | | |
|----|---|---|---|---|---|--|---|--|
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| | | <ul style="list-style-type: none"> Weak research framework | <ul style="list-style-type: none"> Adequate research framework | <ul style="list-style-type: none"> Feasible research framework | <ul style="list-style-type: none"> Sound research framework | $\frac{\quad}{0.75} \times$ (Max: 3) | | |
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| Assessment | Marks Given By Supervisor | Marks Given By Examiner | Total |
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| (B) Oral Presentation (20%) | | | / 2 = |
| (C) Research Report (60%) | | | / 2 = |
| Grand Total | | | |

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ABSTRAK

Pada era ini, membeli-belah dalam talian sememangnya mendapat populariti yang luar biasa, apabila lebih ramai orang mula didorong oleh penggunaan telefon pintar dan internet secara meluas. Ia melibatkan pembelian dan penjualan pelbagai produk dan perkhidmatan melalui platform dalam talian, menawarkan kemudahan dan kebolehcapaian kepada pelbagai pengguna. Tujuan utama kertas kerja ini adalah untuk menganalisis dan memahami keutamaan membeli-belah dalam talian yang khusus dalam kalangan belia di Kota Bharu, Kelantan. Ia bertujuan untuk meneroka pilihan, kecenderungan dan tingkah laku yang berkaitan dengan membeli-belah dalam talian. Kajian ini meneroka kesan empat pembolehubah tidak bersandar iaitu reputasi, kemudahan, kepelbagaian produk dan kepuasan pelanggan terhadap pilihan membeli-belah dalam talian di kalangan belia. Melalui tinjauan yang dijalankan melalui Borang Google yang diedarkan di WhatsApp, data yang dikumpul telah menjalani analisis menggunakan pengiraan kekerapan dan teknik regresi berganda. Penemuan empirikal penyiasatan ini menyerlahkan bahawa reputasi, kemudahan, kepelbagaian produk, dan kepuasan pelanggan menunjukkan pengaruh positif ke atas pilihan membeli-belah dalam talian di kalangan belia. Ini menunjukkan bahawa apabila aspek-aspek ini diselaraskan dengan baik, mereka cenderung untuk menggalakkan dan memudahkan aktiviti membeli-belah dalam talian di kalangan orang dewasa muda di Kota Bharu, Kelantan.

Kata kunci: Beli-belah dalam talian, reputasi, kemudahan, kepelbagaian produk, kepuasan pelanggan

ABSTRACT

In this era, online shopping has indeed gained tremendous popularity, as more people start to be driven by the widespread use of smartphones and the internet. It involves the buying and selling of various products and services through online platforms, offering convenience and accessibility to a wide range of consumers. The main purpose of this paper is to analyze and understand the specific online shopping preferences among youth in Kota Bharu, Kelantan. It seeks to explore the choices, inclinations, and behaviors related to online shopping. The study explores the impact of four independent variables which are reputation, convenience, product variety, and customer satisfaction on online shopping preferences among the youth. Through a survey conducted via Google Forms distributed on WhatsApp, the collected data underwent analysis employing frequency calculations and multiple regression techniques. The empirical findings of this investigation highlight that reputation, convenience, product variety, and customer satisfaction exhibit positive influences on online shopping preferences among the youth. This suggests that when these aspects align favorably, they tend to encourage and facilitate online shopping activities among young adults in Kota Bharu, Kelantan.

Keywords: Online shopping, reputation, convenience, product variety, customer satisfaction.

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CHAPTER 1

INTRODUCTION

This chapter presents the introduction part of the study. It comprises six main sections, research background, problem statement, research questions, research objectives, scope of study and significance of the study. In this chapter, the research background is elaborated upon, with a focus on the online shopping preferences of youth in Kota Bharu, Kelantan. There is also a clear definition of the research questions and objectives. The study's importance is emphasized, providing insight into its applicability and possible influence. In addition, this study acts as a guide for sellers navigating the online retail landscape, offering a nuanced understanding of what resonates with the youth demographic and how sellers can effectively position themselves in this evolving digital marketplace.

1.1 RESEARCH BACKGROUND

Around the world, the retail environment has changed due to the growth of e-commerce and the spread of online purchasing. Online shopping has grown significantly in the nation in recent years as more and more people rely on the internet for their shopping needs. It is important to comprehend the fundamental elements that influence their inclinations for online purchasing for both practical and educational purposes.

There are a variety of internet platforms nowadays. Social media platforms can also serve as substitutes for online shopping platforms in addition to those for online shopping. Social media is a widely used digital product. Online shopping is popular for a number of reasons. People typically

prefer shopping online because doing so allows them to avoid traffic, compare prices and find the best deals, and avoid salespeople's intervention (Mulyani, Aryanto R., Chang A. 2019). Online shopping is also one of the many decisions that must be made in life and cannot be avoided. An average consumer must browse 124 different pages of products during their product search before deciding to make a buy. Online shopping is more impacted by fixed interface interactions than offline shopping is. Information is shown in a fixed way and for a fixed amount of time, and it is challenging to manually change how long user interaction feedback lasts (Zhu, Z., Peng, N., Niu, Y., Wang, H., & Xue, C. 2021).

Furthermore, although there is data on Malaysian customer preferences for internet shopping, it primarily focuses on the country's younger demographic. Young people are recognized for being able to quickly adjust to new technology and for being the first to adopt new consumption habits. Thus, learning more about individual preferences might help governments and businesses understand new trends and patterns that may have larger implications.

1.2 PROBLEM STATEMENT

The retail industry in Malaysia is undergoing a transformation due to the increase in online purchasing. However, there is still a substantial amount of information lacking about the precise elements that influence the online purchasing habits of this young population in the Kota Bharu area with the clear increase in online shopping.

One major challenge is the lack of understanding regarding the complex preferences, motivations, and behavioural patterns of young people in Kota Bharu, Kelantan, with regard to

online shopping. In the absence of a thorough comprehension of the factors that influence consumers' purchasing decisions, companies and politicians may find it difficult to effectively customize their approaches. This lack of understanding may lead to misguided marketing strategies, unappealing product offerings, or insufficient attention to the issues that young people have. To create engaging and tailored online shopping experiences that cater to their individual needs and ultimately increase engagement and satisfaction, it is imperative to have a deeper understanding of their preferences.

Second, understanding platform preferences and usage of youth. Businesses hoping to build an effective digital presence must be aware of the platforms that young people prefer. It entails understanding the rationale behind their choice as well as acknowledging the platforms they utilize. Platform selection is greatly influenced by factors like the user experience, variety of products and services, discounts, reliability, and ease of navigation. Businesses can maximize their marketing efforts, customize promotions, and make sure that their offerings can be found on the preferred platforms by looking into customer preferences and usage patterns. As part of their marketing strategy, online retailers are heavily investing in a variety of cutting-edge sources and including instruments to promote customer satisfaction in order to improve the customer experience and loyalty (Bhatt, H. R. D. V. 2020). Additionally, it enables more effective resource allocation to platforms that generate the highest level of engagement, improving visibility and sales prospects for the youth market in Kota Bharu, Kelantan's online marketplace.

Lastly, limited understanding of product category preferences among youth. This problem is figuring out which specific product categories or goods appeal most to this group of people. It's

important to understand not only what they purchase but also the factors that influence their decisions. Trends, cost, quality, originality, and usefulness are some of the factors that greatly affect their choices. Businesses can better cater to the preferences and requirements of the youth in Kota Bharu, Kelantan, by diversifying their product range, curating their offerings, and adjusting their marketing strategies with a thorough understanding of these preferences. This knowledge makes it possible to create more appealing and targeted product assortments, which increases the possibility of interacting with this market and building loyalty by offering in-demand products or services.

In conclusion, overcoming this knowledge gap is essential for scholars hoping to make an impact on the larger area of digital-age consumer behaviour (Rosário, A., & Raimundo, R. 2021). Youth preferences, driving forces, and methods of making decisions when it comes to shopping online are still mostly unknown. Without focused study, companies might find it difficult to adjust their tactics to suit the particular needs of this group. Businesses may find it difficult to maximize their marketing initiatives, product offerings, and consumer engagement tactics in the absence of knowledge of their online shopping habits.

1.3 RESEARCH QUESTIONS

1.3.1 How does the reputation influence the online shopping preferences of youth in Kota Bharu, Kelantan?

1.3.2 How does convenience influence online shopping toward online shopping preferences among the youth in Kota Bharu, Kelantan?

1.3.3 How does product variety influence online shopping preferences of the youth in Kota Bharu, Kelantan?

1.3.4 How does customer satisfaction influence online shopping toward online shopping preferences among the youth in Kota Bharu, Kelantan?

1.4 Research Objectives

The purpose of this research objective is to understand the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan. The dependent variable is online shopping preferences among the youth.

1.4.1 To study the relationship between reputation and the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan

1.4.2 To study the relationship between convenience and the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan

1.4.3 To study the relationship between product variety and the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan

1.4.4 To study the relationship between customer satisfaction and the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan

1.5 SCOPE OF THE STUDY

The scope of a study is essential in defining the boundaries and parameters within which a research project will operate. It clarifies the extent to which the research area will be explored and sets the limits for what will be included and excluded in the study. In this research, the scope of a study focused on understanding online shopping preferences among the youth in Kota Bahru, Kelantan. This research seeks to gain comprehensive insights into the dynamics that drive online shopping behavior. The selection of the study place in Kota Bahru, Kelantan because of this place has a distinct economic context, and its economic conditions may impact the online shopping habits of the youth.

Firstly, the study will delve into the demographic factors that play a crucial role in shaping the online shopping preferences of the youth in Kota Bahru. This includes factors such as age, gender, income levels, and educational background. Understanding how these demographic info influence their choices will provide a foundational understanding of the market.

Moreover, the research will assess the dependent variable. The dependent variable in this study is the "online shopping preferences among youth". This is the primary focus of the research and represents the outcome or behavior that the study seeks to explain and understand. The study aims to determine how these online shopping preferences are influenced by various factors. Furthermore, will identify the independent variables. There are several independent variables that the study will investigate to understand their impact on the dependent variable (online shopping

preferences among youth). These independent variables encompass reputation, convenience, product variety, and customer satisfaction.

By examining these independent variables, the study aims to identify the significant factors that influence the online shopping preferences of the youth in Kota Bahru, Kelantan. It will provide a comprehensive understanding of the interplay between these factors and how they collectively impact the dependent variable, which is the online shopping behavior of the youth in this region.

1.6 SIGNIFICANCE OF STUDY

This study focuses on the youth's preferences toward online shopping sites. The research purpose has influenced all youth's preferences regarding online shopping sites around the youth at Kota Bharu, Kelantan. The findings of this study will be used to online shopping sites on understanding the elements that influence youth online buying choices is critical for businesses and online shopping platforms. It enables them to specifically target and engage this powerful consumer place through the customization of their products, marketing tactics, and user interfaces.

1.6.1 Individual

The findings of this study will be useful to individuals who use the internet in various ways. This is due to the fact that they can evaluate pricing, quality, and services and have a wide range of options open to them. If they have this information, they will be able to make the best decision for themselves and meet their needs. Online businesses may offer them a greater selection of items, a broader range of price alternatives, and, most importantly, an easier way to obtain information. They will like to spend their money on online purchases since they are uncomplicated and risk-free, addressing both their needs and desires.

1.6.2 Practical

As for researchers, this study can assist other researchers in becoming more educated and understanding the online shopping preference among the youth nowadays. This study also adds to the body of knowledge about consumer preferences for researchers particularly in the context of the digital age. While laying the groundwork for additional field study, it offers the chance to evaluate and improve upon current hypotheses and models. Meanwhile, for businesses and online shopping platforms, Understanding the elements that influence youth online buying choices is critical for them. It enables them to target and engage this crucial consumer sector more successfully by tailoring their products, marketing methods, and user experiences. This understanding can result in more revenue, better customer happiness, and stronger competitiveness in the world of digital commerce. Furthermore, a greater understanding of the online shopping preferences among the youth this study can help economic development by supporting firms in making educated decisions that lead to increased sales and job creation.

1.7 DEFINITION OF TERM

1.7.1 Reputation

Reputation refers to the perceived reliability, credibility, and overall image of a brand, vendor, or online shopping platform in the eyes of consumers. It is affected by elements including previous customer experiences, product quality, customer service, and moral standards. According to Muhammad Zaki Rahman, & Abdul Malik, R. (2022), it studies how the reputation of well-known businesses influences the online shopping decisions of young consumers. From this, they discovered that young consumers are more

likely to select goods from well-known brands, even if they cost a little more than their less well-known counterparts.

1.7.2 Convenience

In terms of online buying, convenience refers to how simple and easy the process is, taking into account elements like user-friendly website design, simple navigation, the availability of different payment choices, and the effectiveness of order processing and delivery. It demonstrates how much an e-commerce platform streamlines and simplifies the consumer purchase process. In their research article by Malik, S., Di Fatta, D., Garg, R., & Gera, N. (2021), it discovered that when online shopping platforms provided features like one-click ordering, simple returns, and a mobile-responsive design, young people were more inclined to make regular online purchases. One of the main factors influencing their preferences was how convenient online purchasing is.

1.7.3 Products Variety

The amount and variation in products and services offered by a particular company or on an e-commerce platform are referred to as its "product variety." It includes the variety of products, fashions, or product categories that are available for purchasing. A wide range of products gives consumers more options to select from, addressing different requirements and tastes. Based on the *Journal of Marketing and Consumer Research* (2019), the authors study how the availability of varied product selections affects the online buying preferences of young customers. The study shows a favorable correlation between greater product diversity on e-commerce platforms and youths' increased engagement and purchasing intent.

1.7.4 Customer Satisfaction

Customer satisfaction can be a marketing word that describes how well a company's goods and services meet or exceed the expectations of its customers. This is because it serves as a leading predictor of consumers' purchasing intentions and loyalty, and customer satisfaction is significant. According to Al-Jahwari et al., (2018), the findings showed that young people's opinions regarding the assurance of product quality and customer service influenced the comfort and pleasure of online customers. In addition, the research found that the lowest price and the tangible service of a confirmed package and the shipping process encouraged them to shop online frequently.

1.8 ORGANIZATION OF THE PROPOSAL

Organising the proposal on factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan, consists of three chapters which provide a comprehensive and structured approach for the research conducted. The first chapter is the introduction. The introduction chapter serves as the gateway to the research study. The introduction chapter sets the stage for the entire research by providing background information on this study. In this case, it would introduce the context of Kota Bharu, Kelantan, and the significance of studying online shopping preferences among the youth in this area. The introduction outlines the problem statement, research questions, research objective, scope of study, significance of study, definition of term and organisation of the proposal which outlines the importance of understanding the factors that drive online shopping behaviours among the youth population.

The literature review chapter is where existing research and knowledge on the topic are synthesised and critically examined. In this case, it would delve into prior studies and findings related to online shopping behaviours and youth preferences. The section covers aspects such as underpinning theory, previous Studies, hypotheses statement, conceptual framework, or issues relevant to online shopping in Kota Bharu, Kelantan. The goal is to establish a theoretical framework for the study and identify gaps in the current literature that the research can address.

Chapter three is about research methods. The research method chapter outlines the methodology and approach used to investigate the research question. It explains how data will be collected and analysed to understand the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan. This section covers aspects like the research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables and procedure for data analysis.

In this data analysis and findings, we aim to address the research question by employing a comprehensive approach. We will begin with a meticulous description of our data collection methods, including details on sources, sample size, and data preprocessing steps. Subsequently, we will present both descriptive and inferential statistics, leveraging visualisations to enhance comprehension. Our analysis will extend to hypothesis testing, regression analysis. The findings will be interpreted in the context of our objectives, with limitations acknowledged, and practical implications and recommendations provided for future research or application. The proposal concludes with a concise summary of key points, ensuring a coherent and logical presentation of our analytical framework.

In this discussion and conclusion, we synthesize the outcomes of our data analysis, revealing key findings and patterns derived from our research question. By interpreting the results in-depth, we delve into the practical implications of our findings and revisit any identified limitations, shedding light on their potential impact. Addressing generalizability and external validity, we consider the broader applicability of our results. The paragraph concludes by highlighting the practical significance of our study, proposing recommendations for future research, and summarizing the overall contributions to the field, thus providing a comprehensive and cohesive closure to our analytical journey.

These five chapters above collectively serve to establish the context of the research, identify the factors under examination, and detail how the study is conducted to answer the research question.

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CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The emerging trend of online shopping has redefined consumer behavior, and its impact is particularly noteworthy among the youth in Kota Bharu, Kelantan. In this chapter, the research delves into an in-depth exploration of the online shopping preferences among the youth in Kota Bharu, Kelantan. To provide a comprehensive understanding, the study focuses on both independent and dependent variables related to the chosen topic. The independent variables under scrutiny in this research encompass Reputation, Convenience, Product Variety, and Customer satisfaction. These variables play a pivotal role in shaping the choices and behaviors of young consumers in online shopping, and the chapter will shed light on the intricate interplay of these factors within the context of Kota Bharu. On the other side, the dependent variable central to this study is online shopping preferences among the youth. Understanding why and how youth in Kota Bharu engage with this specific platform is of paramount importance in unraveling the complex landscape of online shopping preferences among the youth in this region. By thoroughly examining these variables, this chapter seeks to offer a clear and comprehensive overview of the factors that have been discovered by the researchers, and shed light on dynamics of online shopping in Kota Bharu, Kelantan.

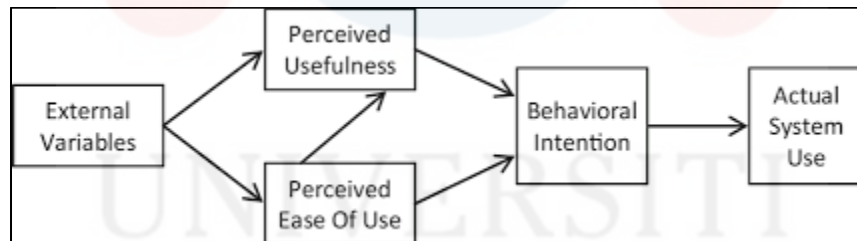
2.2 UNDERPINNING THEORY

2.2.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), according to Venkatesh & Davis, "explains perceived utility and intent to use technology in terms of social impact and instrumental cognitive processes (Hassan et al., 2019). Three elements are used by TAM to explain customer motivation: perceived usefulness, perceived ease of use, and attitude toward use. Consequently, TAM could no longer contain the handiest conduct goal. On the

other hand, consumer attitude is greatly impacted by leader values such as perceived utility and ease of use. These could be classified as either favourable or unfavourable to the machine. In order to help researchers and practitioners determine the best course of action, this theory looks at the outside elements that influence an individual's decision to accept or reject an information system and explains why. Perceived usefulness can be defined as the degree to which an individual thinks that using a specific information device could enhance his or her work performance, while perceived ease of use is defined as the degree to which an individual thinks that using a specific information device could be less labour-intensive. An overview of the behavioural characteristics of how easy it is for customers to use the information system can be obtained empirically using the TAM model. TAM can be used to learn how Kota Bharu's youth see and use online shopping technologies. (Bangun & Handra, 2021)

Figure 2.1: Final version of TAM



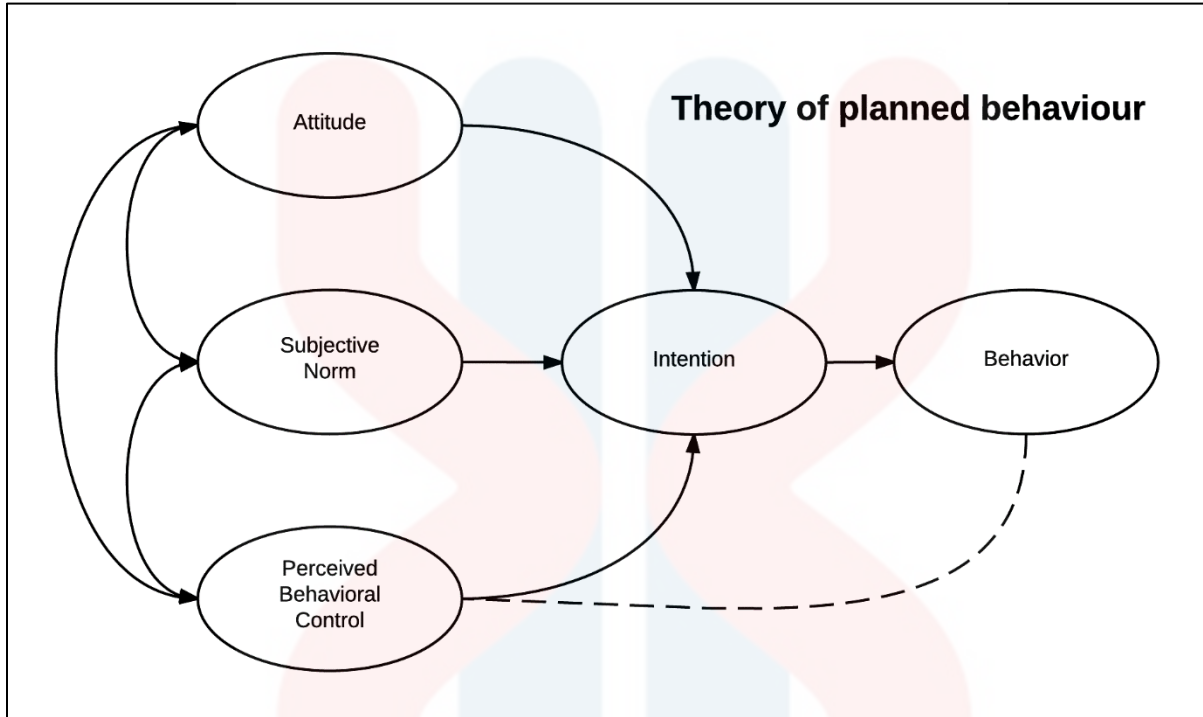
Perceived usefulness can be use to find out how young people in Kota Bharu, Kelantan, view online shopping as a helpful resource for their needs. This may include things like ease of use, financial savings, productivity, and the variety of goods that are

offered online. Perceived ease of use can be used to look into how youths view the procedure of online shopping and how user-friendly the platforms are. This could involve things like navigation, payment procedures, and website usability. In this research, we can investigate how these two elements affect the young people's behavioral intentions to shop online. For example, do they plan to shop online more because they find it practical and convenient.

2.2.2 Theory of Planned Behavior (TPB)

The Theory of Reasoned Action (TRA), created in 1975 by Ajzen & Fishbein, has been improved upon by the Theory of Planned Behavior (TPB). According to Ajzen (2005), TPB starts by examining the intention to act as the behavior's closest antecedent. It is thought that an individual will be more successful in exhibiting a particular behavior if his intention is stronger. Beliefs and/or significant information regarding the likelihood that exhibiting a particular behavior will result in a particular outcome are the basis for intention. According to this theory, three things affect a person's intention to behave: their attitude toward the behavior, their perception of behavioral control, and subjective norms. The primary precursor to behavioral intentions is attitude (Christina & Yasa, 2021). Gu and Wu (2019) point out the following as indicators of attitudes toward online purchase intentions: time-saving, efficiency, ability to visit multiple websites at once, product delivery, availability of product information, online shopping experience, and desire to return to the internet.

Figure 2.2: Theory of Planned Behaviour



2.2.2. 1 Intention to Shop Online

The ability of consumers to make an online purchase or to buy a brand is known as their intention to shop online. The potential of consumers making an online purchase is used to measure how likely it is that they will switch from one brand to another Hussein, F., & Hartelina, H. (2021). A feeling of interest and a desire to purchase a product or service online gives rise to the intention of purchasing it online.

2.2.2.2 Attitude

Attitude defines as the consumer's sentiment toward an item after assessing it, both positively and negatively. More evaluations of objects lead to the formation of more attitudes. Value expression, ego defense, adjustment function, and knowledge are some of

the functions of attitude. Behavioral ideals about the likelihood of different outcomes and assessments of how likely or unlikely it is that the outcomes of the one would occur are used to determine attitude. An individual will definitely take a certain action when he feels appreciated for it. Because the first variable that affects conduct intention is attitude closer to conduct, attitude closer to conduct is taken into consideration. Subjective norms and perceived behavioral manipulation are influenced by behavioral perception. Bangun and Handra (2021). When discussing preferences for online shopping, attitudes relate to how Kota Bharu's youth consider online shopping. This includes their opinions regarding the benefits and drawbacks of shopping online. for instance, we can find out if they think purchasing goods online is dependable, easy, affordable, and pleasurable. By doing this we can predict their preferences for online shopping by having a better understanding of their attitudes.

2.2.2.3 Subjective Norm

Subjective norm is defined as an individual's judgment of whether or not other people are important to them when deciding what actions to take. Information or messages are inserted into the human brain during the process of perception. A Subjective norm as an individual's view resulting from pressure from society to engage in or refrain from particular behaviors. Each referral's contributions of opinions are weighted. Subjective norms acknowledge the social pressure to exhibit a particular orientation. Advantages with a normative belief basis are referred to as subjective norms. A normative belief is an idea that shapes an individual's or a group's understanding or disagreement and has an impact on that individual's behavior. Some of the most potent social influences on behavior come

from spouses, families, coworkers, relatives, and other participants in the activity. (Sutisna & Handra, 2022). This research will examine how young people in Kota Bharu, Kelantan, make decisions about their online shopping based on the beliefs and actions of their friends, family, and other social networks.

2.2.2.4 Behavioural Control

The term "behavior control" describes how someone feels about their capacity to carry out specific actions. Stated differently, behavioral control is the degree to which an individual believes that their actions, or lack thereof, are within their control. A variety of beliefs regarding the conditions that support the performance of the performed behavior dictate behavior control. All human activity, whether directly visible to outside observers or not, is referred to as behavior. Behavior is an individual's way of reacting to outside stimuli (McGarva, 2021).

An important factor in behavior control is the presence of supportive factors. Conversely, the less supportive circumstances in a person's life, the harder it will be for him to comprehend and execute the behavior. A person with a positive outlook, encouragement from those around them, and fewer barriers to executing a behavior will have a more powerful intention than a person with the same outlook, encouragement from those around them, and numerous obstacles. (Bangun & Handra, 2021) We should look into how much the young people think they have influence over the things they buy online. This may include things like their level of technological proficiency, availability of the internet, available funds and the reach of online retailers in their area.

2.3 PREVIOUS STUDY

2.3.1 Online Shopping Preference

Preferences for online purchasing are the particular decisions, actions, and standards that customers use when using online shopping sites to make purchases. These preferences can cover a broad variety of topics, such as the goods and services people prefer to buy online, how consumers make choices, and what motivates them to make purchases. In order to comprehend the motives, actions, and attitudes of young consumers in the digital marketplace, prior research has looked into these preferences. Online shopping enables consumers to buy things directly from vendors over the internet using any type of browser, and it provides a fundamentally different buying experience than traditional in-store purchasing. As social networks gain popularity, people's perceptions and lifestyles are shifting regarding the usage of online shopping as a revolution in user interactions. As a result, entrepreneurs must understand consumer preferences in order to adjust their marketing tactics and offers to fit the requirements and desires of their target audience.¹

According to the article "Customers Preference towards Online Shopping" (2018), it explores user preferences and attitudes regarding online buying, concentrating on variables such as security, website design, time convenience, and product comparability. Furthermore, the study also shows that according to the data, age, gender, wealth, career, and family structure are important characteristics that determine online buying choices. When it comes to the young generation today, it also has given a great influence on the

popularity of using online shopping sites. Online shopping is more popular among younger people (Karthikeyan, (2016) Michal Pšurný (2022), therefore online shopping companies should devise a strategy to satisfy the concerns of younger generation online shoppers. These can be seen where the way young customers shop has evolved dramatically throughout the COVID era, and they are shaping the future of retail as we speak. According to Retail's New Reality analysis, 82% of 13-39-year-olds who shopped online during COVID shopped online more than they had previously. Even if store lockdowns gradually loosen, young shoppers remain hesitant to enter stores immediately away.

2.4 HYPOTHESES STATEMENT

In this study, we have chosen reputation and service provided, convenience, product variety, and peer review as an independent variable. The research hypothesis is designed based on previous researchers. The hypothesis is:

2.4.1 Reputation

Reputation was defined by Doney and Cannon (1997) as the belief held by customers about a retail store's integrity, customer service, and ability to fulfil its commitments. It refers to how much customers think that a company is sincere and cares about them. Reputation is commonly viewed as an essential component of long-term consumer relationships and customer trust. Previous study has found that perceived reputation has a significant impact on both purchase intention and trust when completing online transactions. A company's reputation is mostly dependent on a long-term commitment of resources, energy, and emphasis to customer relationship building.

Because they see less uncertainty and risk and are aware of where to turn for assistance, customers are more likely to choose businesses with a solid reputation in the electronic commerce space (Qalati et al., 2021).

H0: The reputation of online retailers has no significant impact on the online shopping preferences of the youth in Kota Bharu, Kelantan.

H1: The reputation of online retailers significantly influences the online shopping preferences of the youth in Kota Bharu, Kelantan.

2.4.2 Convenience

In the context of online buying, "convenience" refers to the ability to save time, make purchases from anywhere, and easily compare prices. It highlights the advantages of online shopping, where customers can shop at their own convenience, without geographical limitations, and with the ability to quickly assess and compare prices of products or services (Raman, 2019). Convenience also is a key factor driving the success and growth of online shopping. It enables customers to make purchases at their own convenience, using their preferred payment methods, with delivery to their location. Time-saving is emphasized as crucial in business operations, and online platforms offer a comfortable and efficient method for customers to complete their purchases (Kebah et al., 2019).

On this hypothesis, convenience plays a crucial role in motivating youth to engage in online shopping. It is indeed true that online shopping is often favored by the younger generation due to its ease and the ability to access a wide range of products not available in local physical stores. Additionally, research has consistently shown that convenience is

a major influencing factor in driving youth towards online shopping, with previous studies yielding similar results, highlighting its significance as a motivating factor.

H0: The level of convenience in online shopping does not significantly influence the online shopping preferences of the youth in Kota Bharu, Kelantan.

H2: The level of convenience in online shopping significantly influences the online shopping preferences of the youth in Kota Bharu, Kelantan.

2.4.3 Product Variety

The quantity of distinct products and services that the business offers is referred to as product variety. It can also relate to the variety of products or services that a corporation provides. From this context, product variety is an important factor in online shopping that can affect consumer behavior and preferences (Matte et al., 2023). This is because of the benefits that online shopping offer, like easy accessibility to a wide variety of categories of products, increased diversity of goods and service decision-making, more convenience, lower costs, and time savings, are what are driving more consumers to shift their purchasing behavior from traditional shops to online shops (Swarnakar et al., 2016, Mofokeng, 2023). According to Wang et al. (2019), Mofokeng (2023) perceived product diversity in an online store is seen as an essential element influencing customer behavior; yet, it is unclear whether product variety influences in online shopping.

Product variety is an essential component of consumer choice theory. Young customers, like every customer, are attracted to a diverse array of product possibilities. The online purchasing behavior of millennials and Gen Zs produced significant levels of

satisfaction with regard to product variety (LARANO et al., 2023). In addition, online shopping appeals to younger consumers due to the vast array of things available, even in seemingly endless quantities. From this point, it shows that the variety of products is one of the key elements that has raised the interest of customers in online shopping (Daroch et al., 2021). Therefore, a wide selection of products for online shopping is crucial for drawing in and keeping customers, which eventually helps online shopping companies succeed. In short, young people are drawn to online shopping mostly because of the vast array of products that are available. In order to meet this demographic's requirements and preferences, retailers must have a thorough understanding of their shopping expectations and inclinations.

H0: The availability of a wide variety of offerings and variations in products does not influence the online shopping preferences among youth in Kota Bharu, Kelantan.

H3: The availability of a wide variety of offerings and variations in products has positively influenced the online shopping preferences among youth in Kota Bharu, Kelantan.

2.4.4 Customer Satisfaction

Customer satisfaction is the level of fulfillment expressed by the client once the service delivery operation is completed. Based on the five characteristics of service quality, this is a subjective evaluation of the provided service. Because it has a direct bearing on client retention, customer satisfaction is significant. (Hansemark and Albinsson, 2004; Cao et al., 2018; Zhou et al., 2019) The level of expenditure and the organization's ability to compete over time. It shows how consumer happiness is directly impacted by the quality of the services provided (Suchánek and Králová, 2019). Susskind et al. (2003). Because of

this, the research concludes that the five aspects of service quality are significant predictors of customer satisfaction.

In the hypothesis, customer satisfaction is repeat business. This is because purchases from grateful consumers are more likely. When people have a good experience, they are more likely to use the same brand or platform for later purchases. Next, word of mouth and reviews. The good things are frequently shared by satisfied customers on social media, in reviews, and through word-of-mouth. The choices of possible new clients may be greatly influenced by these suggestions. After that, trust and loyalty. When customers are satisfied with a platform or brand, they often grow to trust and be loyal to it. Generally, competition or minor price differences are more likely to maintain a relationship with business.

H0: The relationship between customer satisfaction in online shopping does not significantly influence the online shopping preferences of the youth in Kota Bharu, Kelantan.

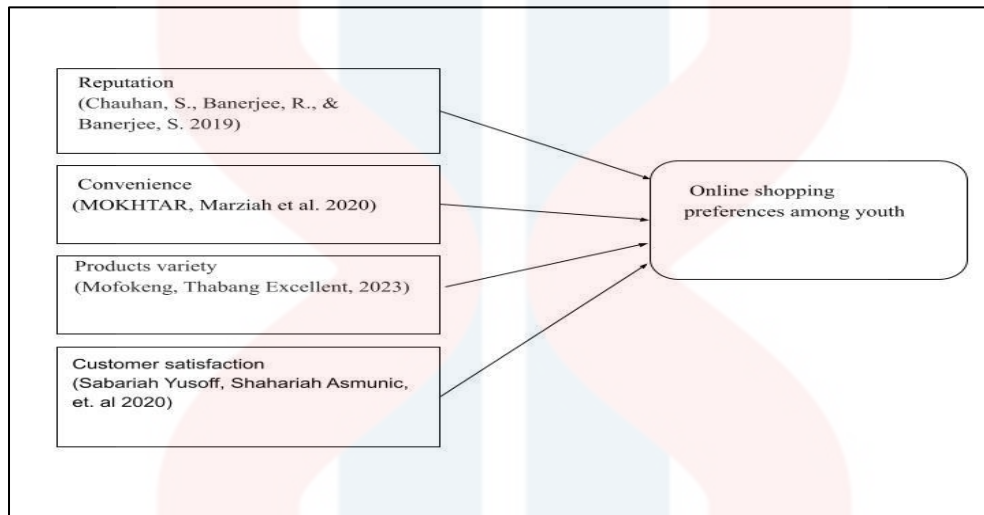
H4: The relationship between customer satisfaction in online shopping significantly influences the online shopping preferences of the youth in Kota Bharu, Kelantan.

2.5 CONCEPTUAL FRAMEWORK

A conceptual framework is an overview of behavior explanation literature written by the researcher. As a result of their prior knowledge with the viewpoints and observations of other researchers, it lays out the actions found during the investigation. The conceptual framework is depicted in the figure below, where the dependent variable is the factors influencing online

shopping preferences among youth, and the independent variables are reputation, convenience, product variety and customer satisfaction.

Figure 2.3: Conceptual Framework



2.6 SUMMARY/ CONCLUSION

The research presented in this chapter explores the online shopping preferences among the youth in Kota Bharu, Kelantan. It focuses on various independent variables, including reputation and service provided, convenience, and peer review, while the dependent variable is the online shopping preferences of the youth in this region. Two theoretical models, the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB), are discussed as the underpinning theories guiding the research. TAM focuses on perceived usefulness and ease of use in understanding the motivation behind using technology, in this case, online shopping platforms. Perceived usefulness can help assess how young people in Kota Bharu view online shopping as a helpful resource for their needs, while perceived ease of use examines how user-friendly online shopping platforms are. TPB examines intention, attitude, subjective norms, and behavioral control

as factors affecting behavior. Attitude, in this context, relates to how Kota Bharu's youth consider online shopping, including their opinions on the benefits and drawbacks of shopping online. Subjective norms consider the influence of friends, family, and social networks on the online shopping decisions of young people. Behavioral control examines how much control individuals perceive they have over their online shopping decisions, considering factors like technological proficiency, internet availability, and funds.

The chapter also briefly discusses previous research on online shopping preferences, highlighting the impact of reputation, convenience, product variety, and customer satisfaction on consumer choices. It notes the changing preferences of young shoppers, especially during the COVID-19 pandemic, and the need for online shopping companies to adapt to meet the demands of this demographic. Finally, the chapter presents hypotheses related to reputation, convenience, product variety and customer satisfaction, suggesting that these factors significantly influence the online shopping preferences of the youth in Kota Bharu, Kelantan. The conceptual framework outlines the relationships between these variables, with online shopping preferences as the central focus.



CHAPTER 3

RESEARCH METHOD

3.1 INTRODUCTION

This chapter describes the different approaches the study took in order to test the suggested research model and the hypotheses that went along with it. This chapter is divided into nine sections: research design, data collection methods, study population, sample size, sampling techniques, Research Instrument Development, measurement of variables, Procedure for Data Analysis, and conclusion.

3.2 RESEARCH DESIGN

The purpose of the research design is to offer a suitable study framework. The choice of research approach is one of the most important ones to make during the research design process because it dictates how important information for a study will be collected (Sileyew, K. J., 2019). This study will use descriptive study to investigate online shopping preferences among youth in Kota Bharu, Kelantan. The purpose of this theoretical test and analytical design is to investigate the relationship between reputation, convenience, product variety, and customer satisfaction.

Quantitative research is a type of study that uses techniques from the natural sciences to generate hard facts and numerical data. Through the application of mathematical, computational, and statistical techniques, it seeks to determine the cause-and-effect relationship between two variables. Qualitative research facilitates the collection of in-depth data on a subject. Use it to find out what issues or opportunities people are considering in order to start the research. These concepts could develop into hypotheses that quantitative research would use to verify and yield data that can be analyzed statistically to support your hypotheses (Ahmad et al., 2019).

This study will use a series of questionnaires to collect data because there is a quick and efficient way to get information from respondents, who are youths in Kota Bharu. In addition, a questionnaire-based survey conducted on a large scale facilitates data collection and statistics production.

3.3 DATA COLLECTION METHODS

The process of collecting, approximating, and analyzing precise experiences for study using established, recognised procedures is known as collection of data. A researcher using informational data can evaluate their theory. Every field of study, including the physical sciences,

sociologies, arts, business, and so on, uses data gathering techniques that are fundamental to their work. Although discipline-specific approaches vary, the emphasis remains on ensuring accurate and authentic assortment. Social researchers use a variety of information gathering approaches to collect data. Furthermore, surveys that employ organised surveys are a significant method of acquiring information since they frequently include compiling data on a vast array of variables from a delegated test of responses. The third is that the information assortment system in a subjective research plan usually entails obtaining a great deal of data on a somewhat tiny sample using techniques like top-to-bottom meetings, perception, or centre gatherings (Syed Salman Qadri, 2021).

3.3.1 Primary Data

Primary data is information gathered by researchers directly from primary sources such as interviews, surveys, experiments, and so on. (Formfarm blog, 2020). Since primary data are frequently obtained straight from the source where the data originated, they are regarded as the best kind of data in study. Primary data sources are frequently chosen and altered specifically to meet the requirements or demands of a particular research effort. Determining the study's goal and target population is also essential before selecting a data-collection source.

3.3.2 Secondary data

Any dataset gathered by someone other than the user is referred to as secondary data (Will Hillier, 2022). Secondary data sources are incredibly helpful. They enable researchers and data analysts to build large, top-notch databases that aid in the resolution

of business problems. Adding more data to their databases allows analysts to increase the specificity and quality of their findings. Secondary data comes from outside sources for the most part. However, information acquired within an organization and utilized for different objectives might also be considered secondary data.

3.4 STUDY POPULATION

This study intends to investigate the variables that affect young people's preferences for online shopping in Kota Bharu, Kelantan, and to provide insight into their attitudes, behaviours, and reasons for using these platforms. The participants in the study were young people, aged 15 to 30, who were residents of Kota Bharu, Kelantan. The study sought to provide a thorough grasp of the online buying habits and preferences of the youth population in the area by concentrating on this particular group. Additionally, a mixed-methods strategy was used in the research to collect rich and diverse data that would improve the validity and reliability of the findings. The study provides four significant findings: the primary factors that influence youths' preference for online shopping in Kota Bharu, Kelantan, are reputation, convenience, product variety, and customer satisfaction. Understanding these variables allows firms and governments to design strategies for effectively targeting and engaging with the youth population in Kota Bharu, Kelantan, resulting in improving the growing popularity of the region's online retail economy. Furthermore, this study will add to the body of knowledge already available on young people's preferences for online purchasing by offering insightful information for upcoming research projects and scholarly discussions on the behaviour of consumers in the digital age.

3.5 SAMPLE SIZE

In market research, the word "sample size" refers to the total number of subjects involved in the sample (Omni Convert, 2019). The number of individuals selected from the general

population who are believed to be representative of the real population for that specific study is known as the sample size. To forecast how people in that age group might react to a new product, for instance, we may test it on a sample size representative of the target market. In this case, the sample size will depend on how many people in that age bracket answer to the poll.

The methods for figuring the sample size for categorical data types were developed in 1970 by Krejcie and Morgan (Lani, 2021). Using these sample size formulas, one can obtain comparable sample sizes by modifying the tabular value according to the population size, which needs to be less than or equal to 120. Nevertheless, while applying Krejcie and Morgan's (1970) methodology for calculating sample size, the researcher should always proceed with caution. This is due to the fact that these algorithms are based on 0.05 alpha and 0.05 accuracy degrees. Although additional formulas exist, these two are the most widely used for selecting sample sizes (Lani, 2021). There are 380 students in the sample, out of the 40000 adolescents in Kota Bahru Kelantan.

Table 3.1: Determining Sample Size from A Given Population



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.

3.6 SAMPLING TECHNIQUES

The non-probability sampling method will be used as our sampling method in this study. Convenience sampling, another name for non-probability sampling, is used to choose the respondents. The xxx respondents, who are the youth in Kota Bharu will be randomly assigned to the sample.

In population research, convenience sampling is frequently used, especially in prehospital and disaster studies. Convenience sampling is widely used because it is inexpensive, time-efficient compared to other sampling techniques, and straightforward. Convenience sampling is helpful in developing potential hypotheses or study objectives. Stratton, S. J. (2021)

3.7 RESEARCH INSTRUMENT DEVELOPMENT

Research instrument development is a systematic and essential process in the field of research that involves the creation and refinement of tools, surveys, questionnaires, or other methods used to collect data (Hair et al., 2019). This process is crucial because the quality and effectiveness of these instruments directly impact the reliability and validity of the research findings. The development of research instruments typically begins with the conceptualization of the research objectives and the identification of the specific constructs or variables that need to be measured. A comprehensive literature review is often conducted to inform this process, examining existing instruments and relevant academic work in the chosen field. This research instrument development is a methodical and intricate process that plays a pivotal role in the research process. By creating reliable and valid instruments, researchers can collect high-quality data, which, in turn, leads to more accuracy.

3.7.1 Questionnaire Design

Questionnaire design is a critical component of research instrument development, particularly in survey-based research. It involves creating a structured set of questions and response options to gather data from study participants. One essential step in this research is designing a questionnaire that effectively captures the relevant data. The questionnaire of this study used closed-ended questions. Closed-ended questions with options such as Likert scales can help quantify preferences. The study conducted an online survey through the use of Google Forms. This questionnaire was designed to collect quantitative data in a systematic and organized manner. The purpose of this questionnaire was to gather

quantitative data in an orderly and methodical way. The researcher's questionnaire is crucial to obtaining reliable and precise data for a study on young people's preferences for online shopping in Kota Bahru, Kelantan. This study will make use of every question posed to the respondents concerning the goals of the investigation as well as every response provided.

The questionnaire is structured into three distinct sections to gather comprehensive data for the study. In Section A, demographic information of the respondents, including age, gender, education, occupation, and online shopping preferences, is collected. Section B focuses on the dependent variable, which is customer behavioral intention toward online shopping preferences among youth. For the last part is section C which is an independent variable related to reputation, convenience, product variety and customer satisfaction. For sections B and C, the researcher used agreement or disagreement with the point of view on a scale from 1 to 5 expressed using a five-point likert scale rating. Respondents are asked to express their opinions and attitudes on this subject using a five-point Likert scale rating. Respondents can express their opinion by choosing 1- strongly disagree, 2- disagree, 3- neutral, 4- agree, or 5- strongly agree. This allows the researcher to gauge the participants' views and sentiments accurately.

Table 3.2: Questionnaire to Respondent

| Section | Variable to be Identified | No. of Question |
|---------|---------------------------|-----------------|
|---------|---------------------------|-----------------|

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| | | |
|---|--|----|
| A | Demographic of Respondent | 5 |
| B | Dependent Variable <ul style="list-style-type: none">• Online Shopping Preferences Among Youth | 5 |
| C | Dependent Variable <ul style="list-style-type: none">• Reputation | 5 |
| | <ul style="list-style-type: none">• Convenience | 5 |
| | <ul style="list-style-type: none">• Product Variety | 5 |
| | <ul style="list-style-type: none">• Customer Satisfaction | 5 |
| | | 30 |

3.8 MEASUREMENT OF THE VARIABLES

Measurement of the variables is a critical aspect of scientific research, involving the assignment of numerical values to characteristics or properties. Two main types of variables, independent and dependent, are manipulated and observed in studies.

Table 3.3: Measurement of Variables

| Variables | Author |
|-----------------------|--|
| Reputation | Chauhan, S., Banerjee, R., & Banerjee, S. |
| Convenience | Mokhtar, Marziah et al. |
| Products variety | Mofokeng & Thabang Excellent. |
| Customer satisfaction | Sabariah Yusoff & Shahariah Asmunic et al. |

3.8.1 Operational of Variables

Operationalizing variables involves defining and measuring them in a way that can be observed and analyzed. In this research, independent variables such as reputation, convenience, product variety, and customer satisfaction are operationalized through instruments or items in the survey. These variables are measured using a Likert scale with five points, ranging from "strongly disagree" to "strongly agree." The Likert scale serves

as a tool to quantify respondents' attitudes and opinions, providing a measurable and standardized way to assess the factors influencing online shopping preference among the youth in Kota Bahru, Kelantan. Dependent variables related to the online shopping preferences among youth are also operationalized and evaluated based on respondents' Likert scale responses. This method is effective to understand consumer sentiments, allowing them to measure the degree of agreement or disagreement with specific statements or questions. The simplicity of developing and implementing Likert scales makes them a practical choice, providing respondents the option to express neutrality when desired.

3.8.2 Measurement Scale

A measurement scale is a systematic way of assigning numbers or labels to characteristics of objects or events, according to certain rules. It allows for the quantification and comparison of these characteristics. There are different types of measurement scales, including nominal (categories with no inherent order), ordinal (ordered categories), interval (equal intervals between values with no true zero point), and ratio (equal intervals with a true zero point). These scales are used in various fields for accurate and standardised data representation.

3.8.2.1 Numeric Scale

Nominal variables are a category of variables in which numerical ratings cannot be ascribed to their values. These scales provide a structured way to measure and compare quantities, enabling researchers to analyse and interpret data more

effectively. Nominal scales are effective for categorising data without implying any order or magnitude among the categories. For instance, age categories (fifteen to eighteen, nineteen to twenty-two, twenty-three to twenty-six, and twenty-seven to thirty), gender, education level such as (PMR, SPM, STPM, DIPLOMA, DEGREE, MASTER, and, PHD), occupation (government, private sector, student, and unemployment) can be efficiently captured using nominal scales. This method allows the researcher to construct a comprehensive and non-ordinal demographic profile for the individuals being examined, providing valuable insights into the composition of your survey participants.

Section A will employ the nominal scale:

| | |
|--------------------------|------------------|
| <input type="checkbox"/> | Male/Lelaki |
| <input type="checkbox"/> | Female/Perempuan |

3.8.2.2 Likert Scale

A Likert scale is a type of rating scale that measures the degree of agreement or disagreement with a statement or a set of statements. Five-point scale with categories ranging from 1 to 5, which represents “Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree”. respondents are asked to choose a level of agreement, neutral, or disagreement.

Section B will used 5-point Likert Scale:

| | | | | |
|---|---------------------------|---------------------|------------------|----------------------------------|
| Strongly Disagree/ Sangat Tidak Setuju | Disagree/ Tidak Setuju | Neutral/ Neutral | Agree/ Setuju | Strongly Agree/ Sangat Setuju |
| 1 | 2 | 3 | 4 | 5 |

Variable values may be sorted according to their order using the interval scale, and the differences between these values indicate how far apart they are from each other. Points on a line that are equally spaced apart make up intervals. This scale is based on the properties of numbers. In this study, the responses used a Likert Scale ranging from 1 to 5 toward questionnaires that have been prepared. Despite lacking a zero point, this scale efficiently arranges and classifies responses to account for variations. Core tendencies were defined in this study using statistical measures such as the mean, median, mode, and standard deviation.

3.8.2.3 Scale of Ratio

A ratio scale is characterised by having a true zero point and equal intervals between values, setting it apart from an interval scale. On a ratio scale, a zero indicates the absence of the measured attribute, making it meaningful. The distinction lies in the ability to calculate meaningful ratios, as the differences and gaps between values hold a quantitative significance. In a study, researchers employed a ratio scale in Section A of questionnaires to assess the online shopping preference among the youth along with demographic variables like age, gender,

education, and occupation. This choice allows for more precise and informative analysis given the properties of the ratio scale.

3.9 PROCEDURE FOR DATA ANALYSIS

3.9.1 Data Analysis Using SPSS

The statistical package for the social sciences, or SPSS, Version 26, will be used to create and analyze the data. The process of analyzing data will involve two parts. Before employing those methods to analyze the data, the study's first stage is to do a descriptive statistical analysis to look over the data. For each response, the mean, value, average, and comparative scores relative to each scale will be calculated. These data will serve as the foundation for the ensuing research. For every factor, precise system operations, total averages, standard deviation, and a skew in the data (person involved scores) will be calculated. The data will then undergo transformation. Cronbach alphas will be used to evaluate the content's validity.

3.9.2 Descriptive Statistics

In the second step, numerous statistical methodologies are utilised for evaluating the study questions. Descriptive statistics are used to evaluate each predictor of security on social commerce sites usage attitude and its contribution to variance, controlling certain aspects while statistically analyzing the others. To confirm the demographic data collected from the survey such as age, gender, race, course, semester, and frequency of use of social commerce sites descriptive statistical analysis is used throughout the study.

3.9.3 Reliability Analysis

With the use of SPSS software, this reliability analysis will be tested. The purpose of this test is to determine whether or not the study's results are consistent across all measurement points. The outcome of a research method's consistency and stability is known as research reliability. If the study exhibits high dependability, the test results can be believed because it produces consistent measurements across time. (Zachary, 2021). To determine the degree of variance in the study, the reliability test that is conducted in SPSS computes the correlations using Cronbach's Alpha. A correlation of 0.80 or above indicates a high level of reliability.

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 |
|----------------|--------------|

Sources: Adopted from Social Science Statistics Stangroom, 2016.

3.9.4 Spearman’s Correlation Coefficient Analysis

According to Anesthesia & Analgesia(2018), the nonparametric Spearman's correlation coefficient, represented by the Greek symbol ρ (rho), evaluates the direction and strength of a monotonic association between two variables. It works well with ordinal variables and randomly distributed continuous data when there is a monotonic but non-linear connection between the variables. A positive number on the coefficient denotes a positive monotonic connection, a negative value denotes a negative monotonic connection, and values closer to -1 or +1 imply stronger relationships. The coefficient can range from -1 to +1. Spearman's correlation is more resilient to outliers than Pearson's correlation and does not rely on the assumption of normalcy.

Table 3.5: Spearman’s Correlation Indicator Table

| Spearman’s Indication | Indication |
|-----------------------|-------------|
| 0.80-1.0 | Very Strong |
| 0.60-0.79 | Strong |
| 0.40-0.59 | Moderate |

| | |
|-----------|-----------|
| 0.20-0.39 | Weak |
| 0.10-0.19 | Very Weak |

3.9.5 Correlation Analysis

This study has four independent variables. The variables are reputation, convenience, product variety and customer satisfaction. The purpose of correlation analysis is to determine how independent variables interact with dependent variables, such as youth online shopping preference.

3.9.6 Normality Test Analysis

A normality test determines if the sample data is from a community with a normally distributed population. This test is required for statistical tests such as ANOVA and t-tests. Normalcy can be visualized using a Q-Q Plot. Normal data points are those that are close to the diagonal line while non-normal data points are those that vary from the line. SPSS is then used to compute the mean and standard deviation. A proper sample size is critical for

accurately representing the distribution of the data, as small sample sizes might lead to incorrect conclusions.

Normality test = hypothesis test, we can reject or not reject to null hypothesis after we doing normality test.

Table 3.6: Normality Analysis

| | | | Example |
|-----|------------------------|---|---|
| H0 | Null hypothesis | Data not different from normal | There is no significant relationship between online shopping preferences among youth. |
| 1H1 | Alternative hypothesis | Disagree from null hypothesis (Theresa L. & Donald H., 2015) | There is a significant relationship between online shopping preferences among youth. |

3.10 Summary / Conclusion

This chapter included a detailed description of the research methodology used in the study. The researcher selected the quantitative method because it allows for the use of a bigger number of samples to produce a more trustworthy generalisation. Online surveys using Google Forms are

the method used to collect the data. Researchers used both primary and secondary data for the purpose of this study. Using Google Forms to create an online questionnaire survey is used to collect primary data. We used secondary data from newspapers, magazines, journals, books, and other sources for this research proposal. 380 youth in Kota Bharu make up the sample size. We are using convenience sampling in this study. This kind of non-probability sampling chooses cases at random based only on which are the easiest to obtain.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter will provide an overview and discussion of the study's findings. This chapter's goal is to provide an explanation of the data that was gathered from the survey by giving out questionnaires to participants. A total of 384 people successfully provided answers to this inquiry. This chapter is divided into eight sections which are introduction, preliminary analysis on pilot testing for 30 respondents, the analysis on demographic respondent, descriptive analysis, validity and reliability test, normality test, hypotheses testing and summary of this chapter. The data in each component were analysed.

4.2 Preliminary Analysis

This section will show the data that have been analysed by doing pilot testing. A "pilot test" is a small-scale investigation carried out before a major performance. Generally speaking, this smaller study adheres to the same rules as its larger counterpart. The primary goal of a pilot research is to determine whether a larger investigation is feasible. The pilot test findings can also be used to evaluate the sample size and study costs.

Cronbach's coefficient alpha is one of the most widely used techniques for determining the inner consistency of reliability (Dimitrov, 2002). According to Baker (1994), a pilot test comprises the initial examination, or "trying out," of a specific research tool. The Concise Oxford Thesaurus defines a pilot study or research as a test, exploratory, experimental, preliminary, trial,

or try-out assessment. The reliability test of this pilot test, which was carried out by the researchers with 30 respondents, was used to ascertain the validity of the variables in this study.

Table 4.1: Strength of Association Determination

| Alpha Coefficient Range | Strength of Association |
|-------------------------|-------------------------|
| < 0.6 | Poor |
| 0.6 to < 0.7 | Moderate |
| 0.7 to < 0.8 | Good |
| 0.8 to < 0.9 | Very good |
| 0.9 > | Excellent |

Source: Adapted from Hair et al (2016)

As a pilot test for this study, thirty respondents were given the questions at random. This questionnaire was distributed to survey participants in order to assess the instrument's reliability. The four sections that comprise the questionnaire are titled A, B, and C. Section A comprises five (5) questions that focus on the demographic profiles of the participants. Furthermore, there are five (5) questions in Section B that focus on analysed the dependant variables. While Sections C examine independent and. There are five questions for each of the three categories of variables.

These variables are used to answer questions concerning on reputation, convenience, product variety and customer satisfaction.

Table 4.2: Table of Reliability Test for Pilot Test

| Variable | Number of Items | Cronbach's Alpha |
|-----------------------|-----------------|------------------|
| Reputation | 5 | 0.870 |
| Convenience | 5 | 0.883 |
| Product variety | 5 | 0.903 |
| Customer satisfaction | 5 | 0.918 |
| Overall | 20 | 0.912 |

In the pilot test, Cronbach's alpha was employed to evaluate the reliability of the data. The Cronbach's alpha value of the variables is higher than 0.6 and varies from 0.870 to 0.918. This demonstrated the accuracy of the measurements made for each variable in the pilot test of this study. Therefore, after obtaining Cronbach's alpha value, the researcher conducted the real study to deliver the questionnaire in the field.

4.3 Demographic Profile of Respondents

The total number of respondents in the sample is 384. The data gathered for this phase of the study is summarized in the following tables. It includes information on respondents' age, gender, education level, occupation, and preferences for shopping online.

4.3.1 Age

Table 4.3.1: Respondent Age

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 46 | 12.0 | 12.0 | 12.0 |
| 2 | 126 | 32.8 | 32.8 | 44.8 |
| 3 | 163 | 42.4 | 42.4 | 87.2 |
| 4 | 49 | 12.8 | 12.8 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

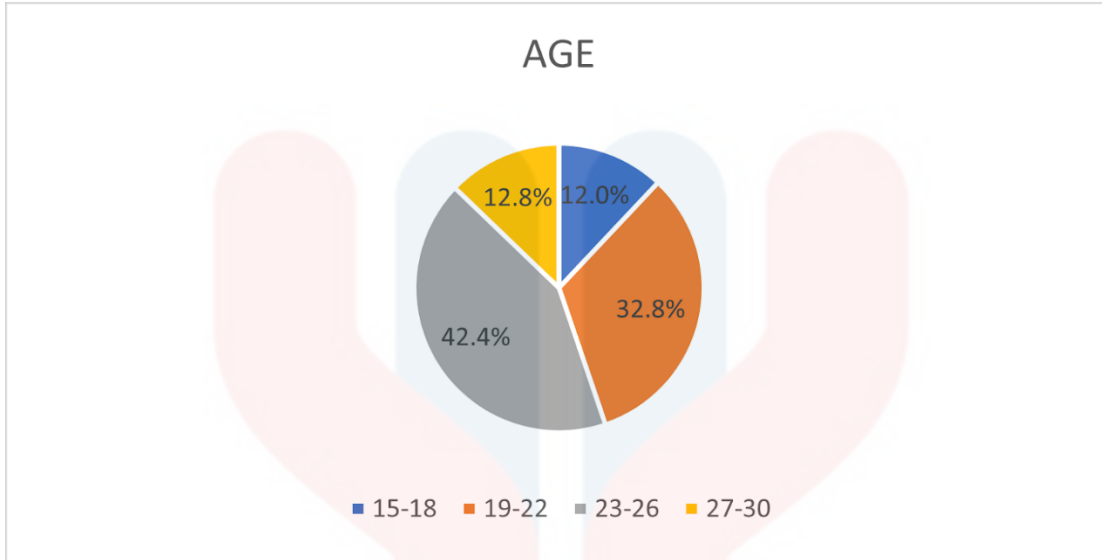


Figure 4.3.1: Pie Chart of Respondent Age

Figure 4.3.1 displayed the age distribution of the participants. 46 respondents (12%) fell into the gender age range of 15 to 18 years old, followed by 126 respondents (32.8%) who were between 19 to 22 years old, 163 respondent (42.4%) were between 23 to 26 years old and 49 respondents (12.8%) who were between 27 to 30 years old. the 384 respondents who completed the questionnaire, the total count of respondents has been categorized by their gender.

4.3.2 Gender

Table 4.3.2 Respondent of Gender

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 175 | 45.6 | 45.6 | 45.6 |
| 2 | 209 | 54.4 | 54.4 | 100.0 |

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| | | | | |
|-------|-----|-------|-------|--|
| Total | 384 | 100.0 | 100.0 | |
|-------|-----|-------|-------|--|

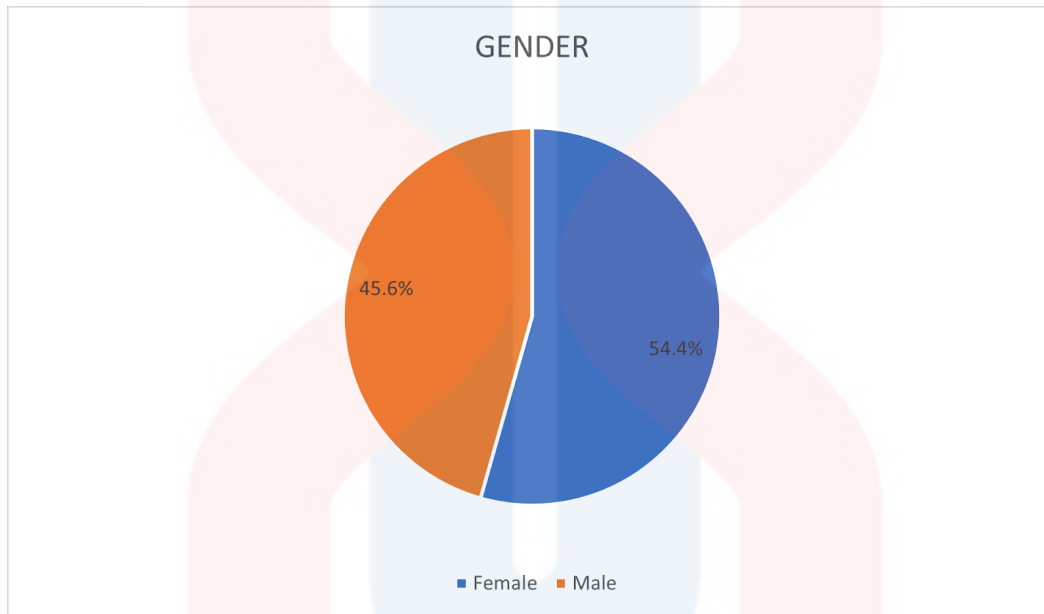


Figure 4.3.2: Pie Chart of Respondent Gender

Figure 4.3.2 displayed the respondents' gender distribution as a pie chart. Out of the 384 respondents who answered this questionnaire, the total number of frequency respondents by gender. 175 respondents, or 45.6% of the total, were male, and 209 respondents, or 54.4 percent of the respondents, were female.

4.3.3 Education Level

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Table 4.3.3: Respondent of Education Level

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 2 | 6 | 1.6 | 1.6 | 1.6 |
| 3 | 40 | 10.4 | 10.4 | 12.0 |
| 4 | 89 | 23.2 | 23.2 | 35.2 |
| 5 | 197 | 51.3 | 51.3 | 86.5 |
| 6 | 49 | 12.8 | 12.8 | 99.2 |
| 7 | 3 | .8 | .8 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

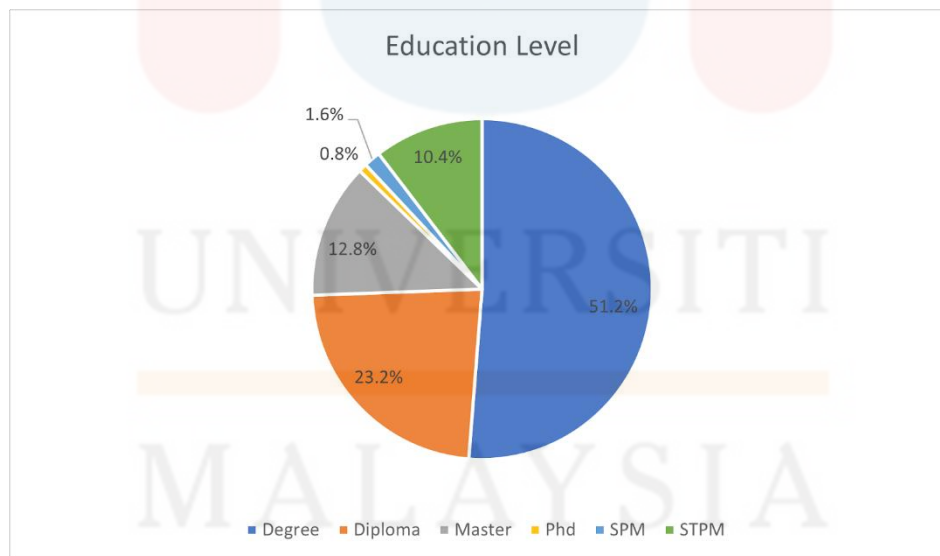


Figure 4.3.3: Pie Chart of Education Level

The education level pie chart of the respondents was displayed in Figure 4.3.3. Out of 384 respondents who answered this questionnaire, the total number of respondents by education level.

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Out of the total respondents, 197 respondents (51.3%) hold a Degree level qualification, followed by 89 respondents (23.2%) with a Diploma. Additionally, 49 respondents (12.8%) have a Master's degree, while 3 respondents (0.3%) hold a PhD. Moreover, 6 respondents (1.6%) have an SPM qualification, and 40 respondents (10.4%) possess an STPM qualification.

4.3.4 Occupation

Table 4.3.4: respondent of Occupation

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 79 | 20.6 | 20.6 | 20.6 |
| 2 | 93 | 24.2 | 24.2 | 44.8 |
| 3 | 89 | 23.2 | 23.2 | 68.0 |
| 4 | 120 | 31.3 | 31.3 | 99.2 |
| 5 | 3 | .8 | .8 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |

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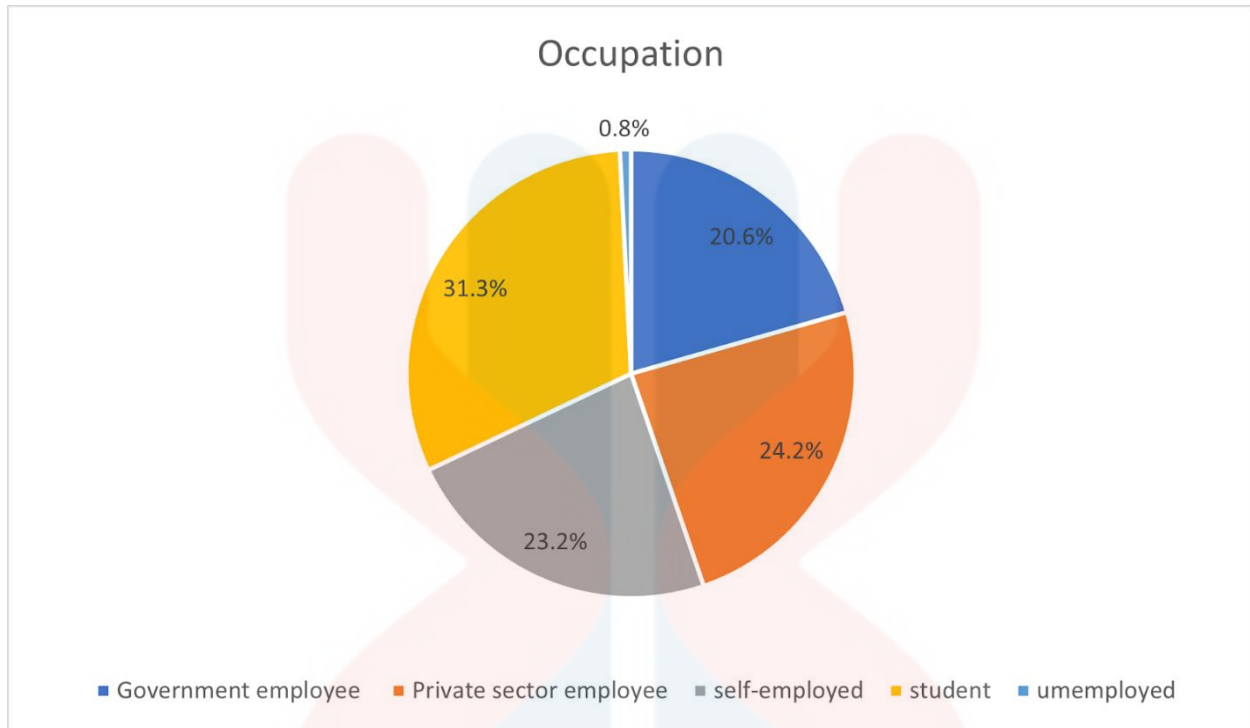


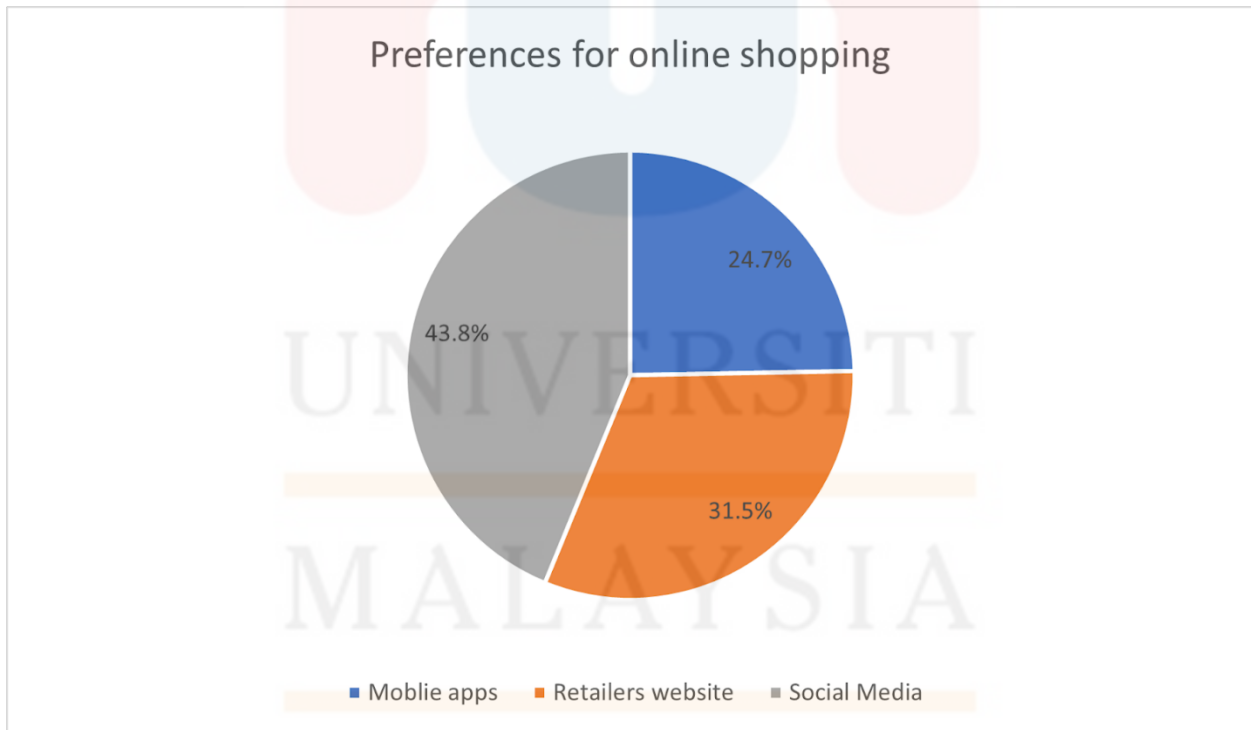
Figure 4.3.4: Pie Chart of Occupation

The pie chart in Figure 4.3.4 illustrates the distribution of occupations among respondents. Out of the total 384 respondents, 79 (20.6%) are government employees, 93 (24.2%) work in the private sector, 89 (23.2%) are self-employed, 120 (31.3%) identify as students, and 3 (0.8%) are currently unemployed.

4.3.5 Preferences for Online Shopping

Table 4.3.5: Where Do You Prefer to Shop Online.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 1 | 121 | 31.5 | 31.5 | 31.5 |
| 2 | 168 | 43.8 | 43.8 | 75.3 |
| 3 | 95 | 24.7 | 24.7 | 100.0 |
| Total | 384 | 100.0 | 100.0 | |



4.3.5: Pie Chart of Respondents Preferences For Online Shopping

Figure 4.3.5 shows the majority of respondent preferences for online shopping. Among the respondents, 95 individuals (24.7%) use mobile apps, while 121 respondents (31.5%) prefer retailer websites. The majority, comprising 168 respondents (43.8%), engage with various social media platforms.

4.4 Descriptive Analysis

In this section, mean and standard deviation calculations were used for each variable to provide a thorough explanation of the relationship between the variables and the questionnaire responses of the respondents. The main goal of the descriptive analysis was to identify the key features of the dataset, which included respondents' reputation, convenience, product variety and customer satisfaction toward online shopping preferences.

4.4.1 Reputation

Table 4.4.1 Table of Reputation

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|-----|---------|---------|------|----------------|
| 1. I referred those online websites on which reputed brand are associated | 384 | 2 | 5 | 4.36 | .738 |
| 2. I prefer to purchase from reputed online websites | 384 | 3 | 5 | 4.08 | .857 |

| | | | | | |
|---|-----|---|---|------|-------|
| 3. I preferred a product more and more if the reputation of the website is good | 384 | 2 | 5 | 3.28 | 1.185 |
| 4. I prefer to purchase online if website is secure and genuine | 384 | 3 | 5 | 4.17 | .765 |
| 5. I only referred website which is well known | 384 | 1 | 5 | 4.02 | .738 |

Table 4.4.1 displays the results of a descriptive analysis of reputation using information gathered from the questionnaire. The ranges for the mean and standard deviation are 3.28 to 4.36 and .738 to 1.185 respectively. The study, which involved youth respondents from Kota Bharu, found that the youths' positive opinions of commerce websites are a result of these platforms' well-established reputation for providing convenient browsing features, which is consistent with their preference for trustworthy online shopping experiences.

4.4.2 Convenience

Table 4.4.2: Table of Convenience

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|-----|---------|---------|------|----------------|
| 1. Shopping on internet saves time | 384 | 3 | 5 | 4.48 | .531 |
| 2. Shopping on internet is easy | 384 | 3 | 5 | 4.03 | .785 |
| 3. Online shopping required less energy | 384 | 1 | 5 | 3.93 | .848 |

| | | | | | |
|--|-----|---|---|------|------|
| 4. You don't have to face the crowds at the physical store | 384 | 2 | 5 | 4.49 | .546 |
| 5. It is great advantage to be able to shop at any time of the day | 384 | 3 | 5 | 4.11 | .714 |

A descriptive analysis of convenience is given in Table 4.4.2. The latest questionnaire indicates that the variable's mean value and standard deviation ranged from 3.93 to 4.49 and from .531 to .848 respectively. Convenience is defined as how convenient and timesaving it is for the respondents. This includes elements that contribute to a streamlined and effective shopping process, such as simple access, time efficiency, decreased travel.

4.4.3 Product Variety

Table 4.4.3: Table of Product Variety

| Descriptive Statistics | | | | | |
|--|-----|---------|---------|------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| 1. Does the product variety important when it comes to your online shopping experience | 384 | 2 | 5 | 3.97 | 1.112 |
| 2. Do you prefer online stores that offer a wide range of products | 384 | 3 | 5 | 4.16 | .773 |

| | | | | | |
|---|-----|---|---|------|-------|
| 3. Do you agree that you always go through new websites to find a range of interesting products | 384 | 2 | 5 | 3.48 | 1.215 |
| 4. You feel disappointed by the lack of product variety in an online store | 384 | 1 | 5 | 3.65 | .807 |
| 5. Do you agree to suggest an online store with a variety of products offering to your friends and family | 384 | 1 | 5 | 3.89 | 1.276 |

A descriptive analysis of product variety can be found in Table 4.4.3. Based on the responds from the respondents, the mean and standard deviation for this variable were found to be 3.48 to 3.97 and .773 to 1.276, respectively. The youths from Kota Bharu who took part in this study believe online shopping is an easy way to find a variety of goods that suit their tastes. This perspective demonstrates their faith in the availability of a wide range of options and products made possible by online shopping platforms.

4.4.4 Customer Satisfaction

Table 4.4.4: Table of Customer Satisfaction

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---------------------------------------|-----|---------|---------|------|----------------|
| 1. The service provided by the seller | 384 | 2 | 5 | 3.97 | .901 |

| | | | | | |
|---|-----|---|---|------|-------|
| 2. Do you feel important about the knowledge web retailers' website designs? | 384 | 2 | 5 | 3.65 | .928 |
| 3. I am satisfied with the online shopping security system | 384 | 1 | 5 | 3.98 | 1.431 |
| 4. Online shoppers took care of the timely delivery of the product, assured package quality | 384 | 2 | 5 | 3.36 | .773 |
| 5. I feel comfortable in ordering products through online | 384 | 2 | 5 | 4.03 | .905 |

Based on the analysis presented in Table 4.4.4, the variable of customer satisfaction was assessed descriptively. It shows that this variable's mean and standard deviation, respectively, range from 3.36 to 4.03 and from .773 to 1.431. This suggests that when it comes to online shopping, a sizable majority of respondents are satisfied with the quality of the products and services. Additionally, during their interactions on online shopping platforms, the respondents consistently report feeling friendly and like they belong. Thus, it can be deduced that e-commerce provides a highly interactive feature, which facilitates a pleasant user experience for those who use these sites.

4.5 Validity and Reliability Test

Reliability is indeed focused on the consistency and stability of measurements. It assesses whether a set of scales or items consistently measures the same thing over time or across different situations. For instance, if a scale is reliable, it should yield similar results when administered multiple times to the same group or population. Then the difference with validity, on the other hand, is concerned with the accuracy and truthfulness of measurements. It evaluates whether the measurement tool measures what it's intended to measure. A valid measurement accurately captures the concept or construct it claims to assess.

It may be verified more precisely by employing questionnaires that prior researchers have filled out and had published in publications. Next, this literature search must be carried out thoroughly and methodically to support the text's legitimacy. By obtaining the optimal adjustment, the observations may be made. The instrument's dependability may be assessed using Cronbach's Alpha. When the Cronbach's Alpha value for each construct hits 0.7, the measurement model's internal consistency dependability is extremely strong; nonetheless, a value of 0.8 or 0.9 is ideal in the next phase.

Table 4.5: Validity and Reliability Test

| Reliability Statistics | | |
|-------------------------------|---|-------------------|
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .912 | .912 | 5 |

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A Cronbach's alpha coefficient of 0.912, as indicated in Table 4.5, reflects a high level of internal consistency among the variables included in the questionnaire. Generally, a Cronbach's alpha value above 0.7 is considered acceptable, and a value of 0.8 or higher is often desired for strong reliability.

Table 4.5.1: Result of the Reliability Analysis on Constructs

| Variables | Cronbach's Alpha | No of items | Internal Consistency |
|---|------------------|-------------|----------------------|
| Dependent Variable | | | |
| Online shopping preferences among youth | 0.912 | 5 | Excellent |
| Independent Variable | | | |
| Reputation | 0.876 | 5 | Excellent |
| Convenience | 0.894 | 5 | Excellent |
| Product variety | 0.905 | 5 | Excellent |
| Customer satisfaction | 0.918 | 5 | Excellent |

The findings from the Cronbach's Alpha Reliability Test based on a questionnaire analysing both dependent (Online Shopping Preferences Among Youth) and independent variables (Reputation, Convenience, Product Variety, Customer Satisfaction) among 384 respondents from

Kota Bharu, Kelantan, indicate robust internal consistency. With the dependent variable displaying a Cronbach's Alpha of 0.912 and the independent variables - Reputation (0.876), Convenience (0.894), Product Variety (0.905), and Customer Satisfaction (0.918) - all showing excellent internal consistency, the questionnaire sections, each comprising 5 questions, reliably capture the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan.

4.6 Normality Test

The normality tests contribute significantly to assessing normality through graphical evaluations. Among these tests, the Kolmogorov-Smirnov test assesses the maximum difference between the observed cumulative distribution and the expected normal distribution (Ghasemi & Zahediasl, 2012). While historically relevant, this test is considered less robust compared to other examinations. Notably, the Shapiro-Wilk W test stands out as one of the most prominent methods for assessing normality. However, it's important to note that this test is not applicable when dealing with categorical or frequency-based variables, as it's specifically designed for continuous data distributions.

Standardization metrics play a pivotal role in assessing data for normal distribution in statistics, crucial for various daily predictive and analytical statistical tasks. Normality tests serve essential functions in statistical analysis, particularly by highlighting two key components: firstly, identifying non-Gaussian distributions characterized by non-linearity and intricate interactions within physical systems, and secondly, enabling a deeper understanding of processes by analysing the distribution of selected variables, thus illuminating the mechanisms underlying their initiation. These tests aid in ensuring the suitability of statistical operations and unveil insights into the complexities of non-Gaussian distributions, enriching comprehension of underlying phenomena.

In our analysis, we employed the Kolmogorov-Smirnov and Shapiro-Wilk tests to assess the data's normality. Additionally, we utilized plots and skewness tests for this determination. Our criteria regarded values below 0.05 as abnormal and those above 0.05 as indicative of normal distributions. The findings in Table 4.6.1 reveal instances where the data deviates from normality, evident from significance values below 0.05 alongside skewness values less than -1.

4.6.1 Tests of Normality

Table 4.6.1: Tests of Normality

| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|-------------------------------------|---------------------------------|-----|------|--------------|-----|------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| MEANDV(online shopping preferences) | .215 | 384 | .000 | .913 | 384 | .000 |
| MEANR(reputation) | .137 | 384 | .000 | .937 | 384 | .000 |
| MEANC(convenience) | .190 | 384 | .000 | .907 | 384 | .000 |
| MEANPV(product variety) | .252 | 384 | .000 | .885 | 384 | .000 |
| MEANCS(customer satisfaction) | .185 | 384 | .000 | .904 | 384 | .000 |

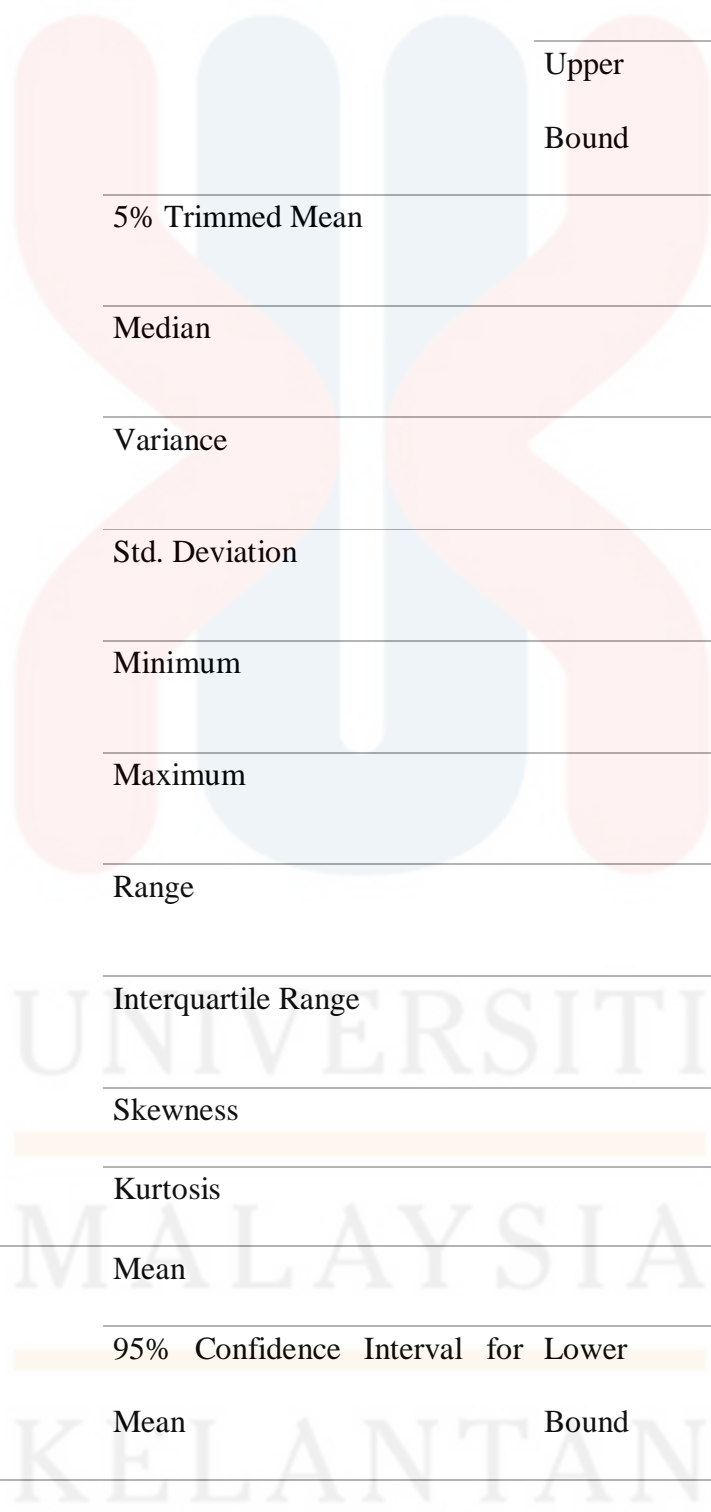
4.6.2: Table of Descriptives

| | | Statistic | Std. Error |
|--------|------|-----------|------------|
| MEANDV | Mean | 4.0547 | .02184 |

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| | | | |
|------------------------------|---|--------|--------|
| (online shopping preference) | 95% Confidence Interval for Lower Bound | 4.0117 | |
| | Mean | | |
| | Upper Bound | 4.0976 | |
| | 5% Trimmed Mean | 4.0432 | |
| | Median | 4.0000 | |
| | Variance | .183 | |
| | Std. Deviation | .42804 | |
| | Minimum | 2.60 | |
| | Maximum | 5.00 | |
| | Range | 2.40 | |
| | Interquartile Range | .60 | |
| | Skewness | .433 | .125 |
| | Kurtosis | .190 | .248 |
| | MEANR | Mean | 3.9833 |
| (reputation) | 95% Confidence Interval for Lower Bound | 3.9393 | |
| | Mean | | |

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| | | | |
|---------------|-----------------------------------|--------|--------|
| | Upper | 4.0273 | |
| | Bound | | |
| | 5% Trimmed Mean | 3.9627 | |
| | Median | 4.0000 | |
| | Variance | .192 | |
| | Std. Deviation | .43853 | |
| | Minimum | 3.00 | |
| | Maximum | 5.00 | |
| | Range | 2.00 | |
| | Interquartile Range | .60 | |
| | Skewness | .498 | .125 |
| | Kurtosis | -.156 | .248 |
| MEANC | Mean | 4.2083 | .01762 |
| (convenience) | 95% Confidence Interval for Lower | 4.1737 | |
| | Mean | Bound | |
| | Upper | 4.2430 | |
| | Bound | | |
| | 5% Trimmed Mean | 4.1986 | |

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| | | | |
|-------------------|-----------------------------------|--------|--------|
| | Median | 4.2000 | |
| | Variance | .119 | |
| | Std. Deviation | .34525 | |
| | Minimum | 3.00 | |
| | Maximum | 5.00 | |
| | Range | 2.00 | |
| | Interquartile Range | .40 | |
| | Skewness | .318 | .125 |
| | Kurtosis | 1.014 | .248 |
| MEANPV | Mean | 3.8302 | .02933 |
| (product variety) | 95% Confidence Interval for Lower | 3.7725 | |
| | Mean Bound | | |
| | Upper | 3.8879 | |
| | Bound | | |
| | 5% Trimmed Mean | 3.8336 | |
| | Median | 3.8000 | |
| | Variance | .330 | |

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|-------------------------|-----------------------------------|-------|--------|--------|
| | Std. Deviation | | .57477 | |
| | Minimum | | 2.60 | |
| | Maximum | | 5.00 | |
| | Range | | 2.40 | |
| | Interquartile Range | | .40 | |
| | Skewness | | -.487 | .125 |
| | Kurtosis | | .643 | .248 |
| MEANCS | Mean | | 3.7969 | .02829 |
| (customer satisfaction) | 95% Confidence Interval for Lower | | 3.7413 | |
| | Mean | Bound | | |
| | | Upper | 3.8525 | |
| | | Bound | | |
| | 5% Trimmed Mean | | 3.7965 | |
| | Median | | 3.8000 | |
| | Variance | | .307 | |
| | Std. Deviation | | .55430 | |
| | Minimum | | 2.60 | |

| | | |
|---------------------|-------|------|
| Maximum | 5.00 | |
| Range | 2.40 | |
| Interquartile Range | .40 | |
| Skewness | -.217 | .125 |
| Kurtosis | .819 | .248 |

4.7 Hypotheses Testing

Hypothesis testing is a statistical method used to make inferences about a population based on sample data (Triola, M.F, 2005). It involves formulating a hypothesis, collecting data, and assessing the likelihood that the observed results occurred by chance. A common approach involves setting up a null hypothesis (typically stating no effect or no difference) and an alternative hypothesis, then using statistical tests to determine if there's enough evidence to reject the null hypothesis. In order to investigate the relationship between the independent and dependent variables, the Spearman correlation was generated based on the results of the normality test.

The Spearman's correlation coefficient quantifies the statistical link between two continuous variables which are dependent variables and independent variables. It's particularly useful when dealing with non-linear relationships or ordinal data. This coefficient quantifies the degree to which the relationship between two variables can be described using a monotonic function, indicating whether, as one variable increases, the other tends to consistently increase or

decrease. This test's objectives are to ascertain the significance of the correlation coefficient and the acceptability of a hypothesis.

Table 4.7: Correlation Coefficient

| Correlation Coefficient | Internal Consistency | Correlation |
|-------------------------|----------------------|----------------------|
| -1.0 | Strong | Negative Correlation |
| -0.7 | Moderate | Negative Correlation |
| -0.3 | Weak | Negative Correlation |
| 0.0 | No Linear | |
| 0.1 - 0.3 | Weak | Positive correlation |
| 0.4 - 0.7 | Moderate | Positive Correlation |
| 0.8 - 1.0 | Strong | Positive Correlation |

4.7.1 Hypothesis 1

H1: The reputation of online retailers significantly influences the online shopping preferences of the youth in Kota Bharu, Kelantan.

Table 4.7.1: Spearman Correlations Coefficient Analysis (Reputation)

| | | | MEAN(Online Shopping Preferences) | MEAN(Reputation) |
|----------------|-----------------------------------|-------------------------|-----------------------------------|------------------|
| Spearman's rho | MEAN(Online Shopping Preferences) | Correlation Coefficient | 1.000 | .604** |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 384 | 384 |
| | MEAN(Reputation) | Correlation Coefficient | .604** | 1.000 |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 384 | 384 |

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

This data indicates a positive correlation relationship between reputation and online shopping preferences among youth as seen by Spearman's rho table above. According to the result, the relationship between the variables is moderate, expressed as $r = 0.604$, $n = 384$, $p = 0.00$. Consequently, this relationship has demonstrated a significant correlation between reputation and online shopping preferences among youth. Therefore, hypothesis 1 is accepted.

4.7.2 Hypothesis 2

H2: The level of convenience in online shopping significantly influences the online shopping preferences of the youth in Kota Bharu, Kelantan.

Table 4.7.2: Spearman Correlations Coefficient Analysis (Convenience)

| | MEAN(Online Shopping Preferences) | | MEAN(Convenience) |
|-------------------|-----------------------------------|-------------------------|-------------------|
| Spearman's rho | MEAN(Online Shopping Preferences) | Correlation Coefficient | 1.000 |
| | | Sig. (2-tailed) | .384** |
| | | N | .000 |
| | | N | 384 |
| MEAN(Convenience) | MEAN(Convenience) | Correlation Coefficient | .384** |
| | | Sig. (2-tailed) | 1.000 |
| | | N | .000 |
| | | N | 384 |

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

The table above represents Spearman's rho correlation coefficient analysis for convenience. This evaluation will confirm the association between convenience and online shopping preferences among youth. The findings indicate a positive correlation between these variables which are $r = 0.384$, $n = 384$, $p = 0.00$. Consequently, hypothesis 2 is accepted where there is a moderate and positive correlation between convenience and online shopping preferences among youth.

4.7.3 Hypothesis 3

H3: The availability of a variety of product offerings and variations in products has positively influenced the online shopping preferences among youth in Kota Bharu, Kelantan.

Table 4.7.3: Spearman Correlations Coefficient Analysis (Product Variety)

| | | | MEAN(Online Shopping Preferences) | MEAN(Product Variety) |
|----------------|-----------------------------------|-----------------|-----------------------------------|-----------------------|
| Spearman's rho | MEAN(Online Shopping Preferences) | Correlation | 1.000 | .296** |
| | | Coefficient | | |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 384 | 384 |
| | MEAN(Product Variety) | Correlation | .296** | 1.000 |
| | | Coefficient | | |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 384 | 384 |

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

This data indicates the relationship between product variety and online shopping preferences among youth as seen by Spearman's rho table above. The value of the correlation coefficient is $r = 0.296$, $n = 384$, $p = 0.00$. This shows a positive correlation value and there is also a weak correlation relationship between the two variables. Therefore, based on the results, the relationship between product variety and online shopping preferences among youth is significant because the p-value is 0.000 ($p\text{-value} < 0.01$). Consequently, hypothesis 3 is accepted.

4.7.4 Hypothesis 4

H4: The relationship between customer satisfaction in online shopping significantly influences the online shopping preferences of the youth in Kota Bharu, Kelantan.

Table 4.7.4: Spearman Correlations Coefficient Analysis (Customer Satisfaction)

| | MEAN(Online Shopping Preferences) | | MEAN(Online Shopping Preferences) | MEAN(Customer Satisfaction) |
|----------------|-----------------------------------|-----------------|-----------------------------------|-----------------------------|
| Spearman's rho | MEAN(Online Shopping Preferences) | Correlation | 1.000 | .279** |
| | | Coefficient | | |
| | | Sig. (2-tailed) | . | .000 |
| | | N | 384 | 384 |
| | MEAN(Customer Satisfaction) | Correlation | .279** | 1.000 |
| | | Coefficient | | |
| | | Sig. (2-tailed) | .000 | . |
| | | N | 384 | 384 |

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

The table above represents Spearman's rho correlation coefficient analysis for convenience. This evaluation will confirm the association between convenience and online shopping preferences among youth. The findings indicate a positive correlation between these variables which are $r = 0.279$, $n = 384$, $p = 0.00$. Consequently, hypothesis 4 is accepted where there is a weak and positive correlation between convenience and online shopping preferences among youth. This is because, the relationship between customer satisfaction and online shopping preferences among youth is significant because the p-value is 0.000 ($p\text{-value} < 0.01$).

4.8 Summary / Conclusion

In this chapter 4, the preliminary, demographic, descriptive, validity and reliability analyses, normality tests, Pearson's analysis, and hypothesis testing was presented and built using IBM SPSS version 27. This meticulous approach aimed to establish the connection between independent and dependent variables. The study concentrated on aspects such as reputation, convenience, product variety, and customer satisfaction in relation to online shopping preferences among the youth in Kota Bharu, Kelantan. Significantly, the study revealed a positive correlation between reputation, convenience, product variety, and customer satisfaction with online shopping preferences among the youth. These findings have substantial implications for understanding the factors that influence youth preferences in online shopping. The outcomes of this research hold promise for shedding further light on these influences, providing potential insights that can be explored in chapter five which will provide an in-depth explanation of the findings regarding the relationship between independent and dependent variables concerning the online shopping preferences among the youth. It will thoroughly explore and elaborate on these research outcomes.

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CHAPTER 5

DISCUSSION AND CONCLUSION

KELANTAN

5.1 Introduction

The study's discussions, findings and conclusions are presented in each section. An overview of the study is provided in this section, which is followed by a summary of the findings. The results of the study are discussed in the sections that follow. The study's implications are provided in the fourth section and into theoretical, methodological, and practical contributions. Following a limitation of the study's shortcomings in part five, section six offers suggestions for additional research. The study's overall conclusion is presented in the concluding part, which also summarises the entire chapter.

5.2 Key Findings

In this chapter, a comprehensive exploration of the research results will be provided, offering detailed information and explanations derived from the findings. The primary objective of the study was to discern the interplay of factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan. The methodology involved the creation of a questionnaire, utilizing study material as a foundation, which was then distributed to the designated respondents. By delving into the collected data, the researcher aims to uncover nuanced insights into the intricate web of elements shaping the online shopping behaviours of the youth in this specific locale.

This study conducted an analysis aimed at understanding the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan. The study relied on data gathered through Google Forms, utilizing an online questionnaire to collect responses from the intended respondents. In total, 384 adolescents from Kota Bharu, Kelantan, participated in the study. The gender distribution showed that out of the respondents, (175) were male, while (209) were female. The findings brought to light a noteworthy gender imbalance, with females outnumbering males among the youth in Kota Bharu, Kelantan, in terms of their online shopping preferences.

In exploring the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan, the study identified key independent variables such as reputation, convenience, product variety, and customer satisfaction. These variables play equally vital roles in establishing connections within online shopping preferences. The research utilized the SPSS program for data examination, aligning with the conceptual frameworks outlined in Chapter 2. The evaluation involved descriptive analysis, normality tests, and Spearman's Correlation, with the outcomes reported in Chapter 4. Notably, the results revealed a positive association between the independent variables (reputation, convenience, product variety, and customer satisfaction) and the dependent variable, shedding light on the interconnected dynamics shaping the online shopping preferences of the youth in Kota Bharu, Kelantan.

Table 5.2: Findings of The Result

| Research Objective | Hypothesis | Correlation Coefficient | Decision |
|--|---|-------------------------|----------|
| To study the relationship between reputation and the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan | The reputation of online retailers significantly influences the online shopping preferences of the youth in Kota Bharu, Kelantan. | 0.604 | Accepted |

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| | | | |
|--|---|--------------|-----------------|
| <p>To study the relationship between convenience and the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan</p> | <p>The level of convenience in online shopping significantly influences the online shopping preferences of the youth in Kota Bharu, Kelantan.</p> | <p>0.384</p> | <p>Accepted</p> |
| <p>To study the relationship between products variety and the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan</p> | <p>The availability of a variety of product offerings and variations in products has positively influenced the online shopping preferences among youth in Kota Bharu, Kelantan.</p> | <p>0.296</p> | <p>Accepted</p> |
| <p>To study the relationship between customer satisfaction and the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan</p> | <p>The relationship between customer satisfaction in online shopping significantly influences the online shopping preferences of the youth in Kota Bharu, Kelantan.</p> | <p>0.279</p> | <p>Accepted</p> |

5.3 Discussion

5.3.1 Hypothesis 1: Relationship Between Reputation and The Online Shopping Preferences of The Youth in Kota Bharu, Kelantan.

Based on the previous chapter, the first objective of this research is to study the relationship between reputation and the factor influencing online shopping preferences among youth in Kota Bharu, Kelantan. The research question for this objective is how does the reputation influence the online shopping preferences of youth in Kota Bharu, Kelantan? According to Muhammad Zaki Rahman, & Abdul Malik, R. (2022), it studies how the reputation of well-known businesses influences the online shopping decisions of young consumers. The hypothesis of this variable is that the reputation of online retailers significantly influences the online shopping preferences among youth. The results of this study show a high positive relationship between reputation and the factor influencing online shopping preferences among youth in Kota Bharu, Kelantan. This data indicates a positive correlation relationship between reputation and online shopping preferences among youth as seen by Spearman's rho table above. According to the result, the relationship between the variables is moderate, expressed as $r = 0.604$, $n = 384$, $p = 0.00$. Consequently, this relationship has demonstrated a significant correlation between reputation and online shopping preferences among youth. Therefore, hypothesis 1 is accepted.

5.3.2 Hypothesis 2: Relationship Between Convenience and The Online Shopping Preferences of The Youth in Kota Bharu, Kelantan.

Based on this discussion, the second objective of this research is to study the relationship between convenience and the factors influencing online shopping preferences among the youth

in Kota Bharu, Kelantan. The research question for this objective is how does convenience influence online shopping toward online shopping preferences among the youth in Kota Bharu, Kelantan? It highlights the advantages of online shopping, where customers can shop at their own convenience, without geographical limitations, and with the ability to quickly assess and compare prices of products or services (Raman, 2019). The hypothesis of this variable is that the level of convenience in online shopping significantly influences the online shopping preferences of the youth. The results of this study show a positive relationship between convenience and the factor influencing online shopping preferences among youth in Kota Bharu, Kelantan. This data indicates a positive correlation relationship between convenience and online shopping preferences among youth as seen by Spearman's rho correlation coefficient analysis for convenience. This evaluation will confirm the association between convenience and online shopping preferences among youth. The findings indicate a positive correlation between these variables which are $r = 0.384$, $n = 384$, $p = 0.00$. Consequently, hypothesis 2 is accepted where there is a moderate and positive correlation between convenience and online shopping preferences among youth.

5.3.3 Hypothesis 3: Relationship Between Product Variety and The Online Shopping Preferences of The Youth in Kota Bharu, Kelantan.

Based on the previous chapter, the second objective of this research is to study the relationship between product variety and the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan. The research question for this objective is how does product variety influence online shopping preferences of the youth in Kota Bharu, Kelantan? It highlights the advantages of online shopping, where customers can shop at their own

convenience, without geographical limitations, and with the ability to quickly assess and compare prices of products or services (Raman, 2019). The hypothesis of this variable is that the availability of a wide variety of offerings and variations in products has positively influenced the online shopping preferences among youth. The results of this study show a positive relationship between convenience and the factor influencing online shopping preferences among youth in Kota Bharu, Kelantan. This data indicates a positive correlation relationship between product variety and online shopping preferences among youth as seen by represents This data indicates the relationship between product variety and online shopping preferences among youth as seen by Spearman's rho table above which the value of the correlation coefficient is $r = 0.296$, $n = 384$, $p = 0.00$. This shows a positive correlation value and there is also a weak correlation relationship between the two variables. Therefore, based on the results, the relationship between product variety and online shopping preferences among youth is significant because the p-value is 0.000 ($p\text{-value} < 0.01$). Consequently, hypothesis 3 is accepted.

5.3.4 Hypothesis 4: Relationship Between Customer Satisfaction and The Online Shopping Preferences of The Youth in Kota Bharu, Kelantan.

Based on this discussion, the second objective of this research is to study the relationship between customer satisfaction and the factors influencing online shopping preferences among the youth in Kota Bharu, Kelantan. The research question for this objective is how customer satisfaction influences online shopping toward online shopping preferences among the youth in Kota Bharu, Kelantan. Customer satisfaction is the level of fulfilment expressed by the client once the service delivery operation is completed. The hypothesis of this variable is the

relationship between customer satisfaction in online shopping significantly influences the online shopping preferences of the youth. The results of this study show a positive relationship between convenience and the factor influencing online shopping preferences among youth in Kota Bharu, Kelantan. This data indicates a positive correlation relationship between customer satisfaction and online shopping preferences among youth as seen by represents Spearman's rho correlation coefficient analysis for convenience. This evaluation will confirm the association between convenience and online shopping preferences among youth. The findings indicate a positive correlation between these variables which are $r = 0.279$, $n = 384$, $p = 0.00$. Consequently, hypothesis 4 is accepted where there is a weak and positive correlation between convenience and online shopping preferences among youth. This is because, the relationship between customer satisfaction and online shopping preferences among youth is significant because the p-value is 0.000 ($p\text{-value} < 0.01$).

5.4 Implications of the Study

The implication of this study is to understand the online shopping preferences among youth in Kota Bharu Kelantan. Youth preferences for online shopping is important because it might have an impact on Kota Bharu's local economy. Through an increase in online transactions, it might draw investments in e-commerce infrastructure, open job opportunities in the digital industry, and promote economic growth.

Besides that, the study's findings provide insightful information for Kota Bharu businesses looking to effectively manage their online reputation. Businesses can foster and maintain positive online images by understanding how young consumers view reputation as a critical factor in their online purchasing decisions. The study also highlights the critical role that convenience plays in

young consumers' online shopping experiences. By putting strategies in place that expedite the purchasing process, guarantee timely delivery, and improve website usability, businesses can increase overall convenience.

Next, the research's focus on product variety offers businesses a road map for expanding the range of products they offer. Businesses in Kota Bharu are able to better match their inventory to the unique needs of the younger customers thanks to this calculated approach, making shopping there more enjoyable. By utilizing the findings of the study, companies can enhance their product offerings to more effectively satisfy the distinct inclinations and choices of the younger demographic.

Businesses may consider implementing loyalty programs or incentives in response to the factors influencing customer satisfaction. These programs have the potential to build enduring relationships with Kota Bharu's youth population, which will increase brand loyalty and customer retention.

Furthermore, the study serves as a foundational piece for future investigations into the online shopping habits of young people in similar areas. Researchers can build upon this groundwork by exploring new variables, conducting longitudinal studies, and expanding the scope of inquiry. By doing so, scholars can contribute to a more comprehensive and nuanced understanding of consumer behaviour in the dynamic landscape of online shopping among the youth demographic.

5.5 Limitations of the Study

These are a few of the flaws that were found throughout the research process. First, an online survey made with Google Form was used for this study, and the responses were submitted by the youth in Kota Bharu Kelantan. One challenge that the researcher will face is the lack of certainty regarding the accuracy of the information that respondents have provided. Most likely, this is because most of them did not read the question very carefully. After that, the researcher will need to locate respondents who are able to complete the questionnaire because gathering data from respondents via an online survey will require a substantial amount of time. It became evident that a number of the respondents were simply pressed for time and were unable to address every query that was posed to them. As a result, when answering the online questionnaire, the respondents were limited to providing only their honest opinions. This resulted from the respondents' limited ability to choose from the pre-arranged options.

The limitations of this research place restrictions on the study's scope. To make research and data collection go more smoothly, it was decided to only include youth from Kota Bharu, Kelantan. Owing to temporal constraints, the sample size is small, which makes it difficult for the researcher to expand the study to include every community in Malaysia. Future research could broaden the scope beyond youth, test the proposed framework across different demographic segments, or increase the number of participants to include a larger range of social network users in order to produce more broadly applicable findings. The results of this study would be more broadly applicable if any of these strategies were used.

Lastly, the only independent variables taken into consideration in this study were reputation, convenience, product variety and customer satisfaction. Because of the intrinsic nature of their research, the researchers were unable to fully investigate other aspects of the topic. Moreover, convenience sampling was used to determine the sample size in this study, which

limited the researchers' ability to significantly control the sample representation that was obtained. This lack of control limits the research's ability to be generalized to a wider population by increasing the possibility of biased research outcomes and samples. Future researchers might think about using a mixed-methods approach in light of these factors in order to reduce potential flaws and improve the study's robustness.

5.6 Recommendations/ Suggestion for Future Research

This section contains recommendations for future research. Future research on online shopping preferences among the youth in Kota Bharu, Kelantan, should delve into the intricate interplay between cultural factors and consumer behaviour. Exploring how local customs, traditions, and values influence online shopping decisions can provide a nuanced understanding of the youth's preferences. For instance, a previous study demonstrated the significance of cultural nuances in shaping consumer choices among Kota Bahru youth, offering a foundation for further investigation into this crucial aspect. For example, certain cultural practices or values may dictate preferences for specific types of products or influence the perception of online shopping as a whole. A more in-depth exploration into these cultural dimensions could reveal subtle yet influential factors guiding the youth's choices in the online marketplace. Local customs may play a role not only in product preferences but also in the decision-making process itself. Factors such as the significance of communal decision-making, communal trust, or the importance of familial opinions could shape how the youth approach online shopping. Understanding these aspects is crucial for businesses aiming to establish a meaningful connection with the youth in Kota Bharu. By building on the foundation laid by Smith and Tan's study, future research could provide a more comprehensive understanding of how cultural factors intricately mould the online shopping landscape for the youth in this specific region.

Another crucial avenue for research lies in examining the role of social media in shaping online shopping behaviour. Given the increasing reliance on digital platforms, a study on the impact of social media influencers, peer recommendations, and could unravel the dynamics influencing the youth in Kota Bharu. Based on a previous study, it explored the broader context of social media influence on online shopping; however, a localised study in Kota Bahru could provide context-specific insights. In Kota Bharu, Kelantan, where the youth are likely immersed in a digital landscape, the role of social media in shaping online shopping behaviour has become a pivotal area for research. The influence of social media platforms, such as Instagram, Facebook, or local platforms popular in the region, on the youth's purchasing decisions is likely multifaceted. For example, examining the impact of social media influencers specific to the region, who may have a more direct connection with the local culture and preferences, can uncover unique insights. Peer recommendations and the dynamics of online communities also contribute significantly to online shopping patterns among the youth. Understanding the nuances of these social interactions in the context of Kota Bahru could provide businesses with actionable insights to tailor marketing strategies effectively. Such insights can prove invaluable for businesses aiming to leverage social media effectively in catering to the unique preferences of the youth in this locality.

Lastly, personalised marketing strategies have gained prominence in the online retail landscape. Research in Kota Bahru could examine the effectiveness of personalised approaches in influencing the youth's online shopping preferences. Personalised marketing strategies, characterised by tailored content and recommendations based on individual preferences, have become a focal point in the online retail landscape. For Kota Bahru's youth, exploring the effectiveness of such personalised approaches can unveil how well these strategies resonate with their unique tastes and cultural context. From a previous study provides a foundation, but a more

targeted investigation in Kota Bharu is essential for a nuanced understanding. In the context of Kota Bharu, where cultural factors play a significant role in shaping consumer behaviour, personalised marketing strategies need to align closely with local customs and preferences. Research could delve into how personalised content, product recommendations, and promotional offers are received by the youth in Kota Bharu. Understanding whether these strategies enhance user engagement, influence purchase decisions, and foster brand loyalty is crucial for businesses seeking to establish a meaningful connection with this demographic. Moreover, a localised study could identify specific elements that resonate with the youth in Kota Bharu, whether it's language nuances, cultural references, or product categories that hold particular significance. This level of detail is vital for businesses aiming to fine-tune their marketing approaches and create a more personalised and appealing online shopping experience for the youth in Kota Bharu. Ultimately, such research could guide businesses in optimising their strategies to align with the preferences and expectations of this specific demographic, enhancing the overall effectiveness of personalised marketing in the region.

5.7 Overall Conclusion of the Study

The research on online shopping preferences among the youth in Kota Bharu, Kelantan, presents a comprehensive picture of the shifting consumer landscape in the digital era. Notably, the study highlights the dominance of convenience as a primary driver behind the increasing popularity of online shopping among the youth demographic. The ability to browse and purchase a diverse range of products from the comfort of their homes resonates strongly with this demographic, emphasizing the transformative impact of digital platforms on traditional retail experiences.

Furthermore, the findings underscore the significance of digital literacy and technology access in influencing online shopping behaviours. As the youth in Kota Bahru display an increasing proficiency in navigating online interfaces and utilising various payment methods, it becomes evident that the convergence of technology and commerce is reshaping the local retail landscape. The study suggests that businesses, both local and global, must strategically align themselves with these emerging trends to remain competitive and effectively engage with the digitally empowered youth consumer base.

In conclusion, the research not only sheds light on the current state of online shopping preferences in Kota Bahru but also serves as a crucial resource for businesses and policymakers looking to understand and adapt to the evolving dynamics of consumer behaviour in the digital age. As the trend towards online shopping continues to gain momentum, stakeholders must proactively leverage these insights to foster innovation, enhance user experiences, and foster a thriving e-commerce ecosystem in Kota Bharu, Kelantan.

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APPENDIX A – QUESTIONNAIRE

“A STUDY ON ONLINE SHOPPING PREFERENCES AMONG THE YOUTH IN KOTA BHARU, KELANTAN”

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 “A Study on Online Shopping Preferences Among The Youth In Kota Bharu, Kelantan. 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.

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Salam sejahtera kepada semua responden yang dihormati,

Kami merupakan pelajar tahun akhir dari Fakulti Keusahawanan dan Perniagaan (FKP) Universiti Malaysia Kelantan (UMK) yang mengikuti Ijazah Sarjana Muda Keusahawanan (Perdagangan) dengan Kepujian. Kami sedang menjalankan tinjauan penyelidikan berkenaan “Faktor-faktor yang mempengaruhi keutamaan membeli-belah dalam talian di kalangan belia di Kota Bharu, Kelantan”. Penyertaan anda dalam penyelidikan ini amat dihargai. Soal selidik akan mengambil masa kira-kira 5 hingga 10 minit masa berharga anda. Respons anda akan dirahsiakan sepenuhnya dan digunakan secara eksklusif untuk tujuan akademik sahaja.

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SECTION A: DEMOGRAPHIC INFO

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

1. Age/Umur:

| 15-18 | 19-22 | 23-26 | 27-30 |
|-------|-------|-------|-------|
| | | | |

2. Gender/Jantina:

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

3. Education Level/Tahap Pendidikan:

| | | | | | | |
|---------|-----|------|---------|--------|--------|-----|
| PMR/PT3 | SPM | STPM | DIPLOMA | DEGREE | MASTER | PHD |
| | | | | | | |

4. Occupation/Pekerjaan:

| | | | | |
|------------------------|----------------|-------------------|---------|------------|
| Government Employee | Private sector | Self- employed | Student | Unemployed |
| | | | | |

5. Where do you prefer to shop online?/ Di manakah anda lebih suka membeli-belah dalam talian?

| | | | |
|---------------------|---|---|-----------------------|
| Retailers' Websites | Social Media (e.g., Instagram, Facebook) | Mobile Apps (e.g., Shopee App, Lazada App, Tiktok Apps) | Others (Please State) |
| | | | |

SECTION B: DEPENDENT VARIABLES

This section will measure your behavioral intention toward online shopping preferences. Please mark your answer based on the scale from 1 to 5/Bahagian ini akan mengukur niat tingkah laku

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anda terhadap pilihan membeli-belah dalam talian. Sila tandakan jawapan anda berdasarkan skala dari 1 hingga 5.

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

| ONLINE SHOPPING PREFERENCES AMONG YOUTH | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |
|--|--|-----------|----------|----------|----------|-----------|
| 1. | I am more likely to shop online if the website is user-friendly/ Saya lebih cenderung untuk membeli-belah dalam talian jika laman web tersebut mesra pengguna. | 1 | 2 | 3 | 4 | 5 |
| 2. | I enjoy the experience of browsing and discovering new products while shopping online/ Saya menikmati pengalaman menyemak imbas dan menemui produk baharu semasa membeli-belah dalam talian. | 1 | 2 | 3 | 4 | 5 |
| 3. | I feel convenient and able to save the time through online shopping/ Saya berasa selesa dan dapat menjimatkan masa melalui membeli-belah dalam talian | 1 | 2 | 3 | 4 | 5 |

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| | | | | | | |
|----|---|---|---|---|---|---|
| 4. | I prefer the price discounts of online shopping/ Saya lebih suka diskaun harga membeli-belah dalam talian | 1 | 2 | 3 | 4 | 5 |
| 5. | Online shopping is ease and fast/ Membeli-belah dalam talian adalah mudah dan pantas | 1 | 2 | 3 | 4 | 5 |

SECTION C: INDEPENDENT VARIABLE

This section will measure the factors influencing online shopping preferences. 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 | | | |
| REPUTATION/REPUTASI | | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |
| 1. | I referred those online websites on which reputed brand are associated/ Saya merujuk tapak web dalam talian yang berkaitan dengan jenama terkenal | 1 | 2 | 3 | 4 | 5 | |
| 2. | I prefer to purchase from reputed online websites/ Saya lebih suka membeli daripada laman web dalam talian yang terkenal | 1 | 2 | 3 | 4 | 5 | |
| 3. | I preferred a product more and more if the reputation of the website is good/ Saya lebih suka produk jika reputasi laman web itu baik. | 1 | 2 | 3 | 4 | 5 | |

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| | | | | | | |
|--|--|-----------|----------|----------|----------|-----------|
| 4. | I prefer to purchase online if website is secure and genuine/ Saya lebih suka membeli dalam talian jika tapak web selamat dan tulen | 1 | 2 | 3 | 4 | 5 |
| 5. | I only referred website which is well known/ Saya hanya merujuk laman web yang terkenal. | 1 | 2 | 3 | 4 | 5 |
| CONVENIENCE/KEMUDAHAN | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |
| 1. | Shopping on internet saves time/ Membeli-belah di internet menjimatkan masa. | 1 | 2 | 3 | 4 | 5 |
| 2. | Shopping on internet is easy/ Membeli-belah di internet adalah mudah. | 1 | 2 | 3 | 4 | 5 |
| 3. | Online shopping required less energy/ Membeli-belah dalam talian memerlukan lebih sedikit tenaga. | 1 | 2 | 3 | 4 | 5 |
| 4. | You don't have to face the crowds at the physical store/ Anda tidak perlu berhadapan dengan orang ramai di kedai fizikal. | 1 | 2 | 3 | 4 | 5 |
| 5. | It is great advantage to be able to shop at any time of the day/ Ia adalah kelebihan yang besar untuk dapat membeli-belah pada bila-bila masa. | 1 | 2 | 3 | 4 | 5 |
| PRODUCTS VARIETY/ PELBAGAI PRODUK | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |

| | | | | | | |
|---|---|-----------|----------|----------|----------|-----------|
| 1. | Does the product variety important when it comes to your online shopping experience / Adakah kepelbagaian produk penting apabila ia berkaitan dengan pengalaman membeli-belah dalam talian anda? | 1 | 2 | 3 | 4 | 5 |
| 2. | Do you prefer online stores that offer a wide range of products/ Adakah anda lebih suka kedai dalam talian yang menawarkan pelbagai jenis produk? | 1 | 2 | 3 | 4 | 5 |
| 3. | 3. Do you agree that you always go through new websites to find a range of interesting products / Adakah anda bersetuju bahawa anda sentiasa melalui laman web baharu untuk mencari rangkaian produk yang menarik? | 1 | 2 | 3 | 4 | 5 |
| 4. | 4. You feel disappointed by the lack of product variety in an online store/ Anda berasa kecewa dengan kekurangan variasi produk di kedai dalam talian? | 1 | 2 | 3 | 4 | 5 |
| 5 | Do you agree to suggest an online store with a variety of products offering to your friends and family/ Adakah bersetuju untuk mencadangkan kedai dalam talian dengan pelbagai produk yang ditawarkan kepada rakan dan keluarga anda? | 1 | 2 | 3 | 4 | 5 |
| CUSTOMER/SATISFACTION/KEPUASAN PELANGGAN | | <u>SD</u> | <u>D</u> | <u>N</u> | <u>A</u> | <u>SA</u> |

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| | | | | | | |
|----|---|---|---|---|---|---|
| 1. | The service provided by the seller/Perkhidmatan yang diberikan oleh penjual. | 1 | 2 | 3 | 4 | 5 |
| 2. | Do you feel important about the knowledge web retailers' website designs?/Adakah anda rasa penting tentang reka bentuk tapak web peruncit web pengetahuan? | 1 | 2 | 3 | 4 | 5 |
| 3. | 3. I am satisfied with the online shopping security system/Saya berpuas hati dengan dalam talian sistem keselamatan membeli-belah. | 1 | 2 | 3 | 4 | 5 |
| 4. | Online shoppers took care of the timely delivery of the product, assured package quality/Pembeli dalam talian mengambil berat penghantaran tepat pada masanya produk, pakej terjamin kualiti. | 1 | 2 | 3 | 4 | 5 |
| 5. | I feel comfortable in ordering products through online/Saya berasa selesa untuk memesan produk melalui dalam talian. | 1 | 2 | 3 | 4 | 5 |

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 KELANTAN



APPENDIX B - GANTT CHART

| Description | W E E K 1 | W E E K 2 | W E E K 3 | W E E K 4 | W E E K 5 | W E E K 6 | W E E K 7 | W E E K 8 | W E E K 9 | W E E K 10 | W E E K 11 | W E E K 12 | W E E K 13 | W E E K 14 |
|-------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Chapter 1: Introduction | | | | | | | | | | | | | | |
| Background of The Study | | | | | | | | | | | | | | |
| Problem Statement | | | | | | | | | | | | | | |
| Research Question | | | | | | | | | | | | | | |
| Research Objective | | | | | | | | | | | | | | |
| Scope of The Study | | | | | | | | | | | | | | |
| Significance of Study | | | | | | | | | | | | | | |
| Definition of Term | | | | | | | | | | | | | | |
| Organization of The Proposal | | | | | | | | | | | | | | |
| Chapter 2: Literature Review | | | | | | | | | | | | | | |

FACULTY ENTREPRENEURSHIP AND BUSINESS

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|---------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Introduction | | | | | | | | | | | | | | | | | | | |
| Underpinning Theory | | | | | | | | | | | | | | | | | | | |
| Previous Study | | | | | | | | | | | | | | | | | | | |
| Hypothesis Statement | | | | | | | | | | | | | | | | | | | |
| Conceptual Framework | | | | | | | | | | | | | | | | | | | |
| Summary/Conclusion | | | | | | | | | | | | | | | | | | | |
| Chapter 3: Research Method | | | | | | | | | | | | | | | | | | | |
| Introduction | | | | | | | | | | | | | | | | | | | |
| Research Design | | | | | | | | | | | | | | | | | | | |
| Data Collection Methods | | | | | | | | | | | | | | | | | | | |
| Study Population | | | | | | | | | | | | | | | | | | | |
| Sample Size | | | | | | | | | | | | | | | | | | | |
| Sampling Techniques | | | | | | | | | | | | | | | | | | | |
| Research Instrument Development | | | | | | | | | | | | | | | | | | | |
| Measurement of The Variables | | | | | | | | | | | | | | | | | | | |
| Procedure for Data Analysis | | | | | | | | | | | | | | | | | | | |
| Summary/Conclusion | | | | | | | | | | | | | | | | | | | |
| Chapter 4: Data Analysis and Findings | | | | | | | | | | | | | | | | | | | |
| Introduction | | | | | | | | | | | | | | | | | | | |
| Preliminary Analysis | | | | | | | | | | | | | | | | | | | |
| Demographic Profile of Respondents | | | | | | | | | | | | | | | | | | | |
| Descriptive Analysis | | | | | | | | | | | | | | | | | | | |
| Validity and Reliability Test | | | | | | | | | | | | | | | | | | | |
| Normality Test | | | | | | | | | | | | | | | | | | | |
| Hypotheses Testing | | | | | | | | | | | | | | | | | | | |
| Summary / Conclusion | | | | | | | | | | | | | | | | | | | |
| Chapter 5: Discussion and Conclusion | | | | | | | | | | | | | | | | | | | |
| Introduction | | | | | | | | | | | | | | | | | | | |
| Key Findings | | | | | | | | | | | | | | | | | | | |
| Discussion | | | | | | | | | | | | | | | | | | | |
| Implications of the Study | | | | | | | | | | | | | | | | | | | |

