

Behavioural Components of Online Shopping Among Consumers of Malaysia

Kastury Gohain*

Lecturer, Faculty of business and professional studies, Management and Science University, Shah alam, Malaysia

Seethaletchumy Thambiah

Senior Lecturer, Faculty of management, Multimedia University, Cyberjaya, Malaysia

Manah Chandra Changmai

Associate Professor, International Medical School. Management and Science University, Shah alam, Malaysia

Abstract

The aim of this paper is to contribute to the literature of why people are becoming fond of online shopping nowadays. Surprisingly, online shopping has become much easier since some brands have started to display their designs on phone applications or website which makes the work easier and saves time of consumers. People nowadays like to spend their free time by surfing the internet no matter anywhere and anytime. For many respondents, the online shopping has almost become an addiction. The purpose of this study is to explore the extent to which the online shopping is preferred by the consumers and the factors which motivate them to engage in online shopping. In this empirical research, it has specifically put an emphasis to identify the factors which influence the consumers to do online shopping. The purpose of this research also is to investigate the factors that influence the consumers to become addicted with online shopping. The study also unveils importance of time saving, ease of use and accessibility as factors influencing consumers to become addicted with online shopping. Therefore, today it is true that consumers have become addicted with shopping through websites due to ease of availing it.

Keywords: Online; Shopping; Brand; Explore; Consumers.



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1. Introduction

Presently, the movement of e-commerce has witnessed fast growth. The acceleration is enhanced by the availability of internet especially, online shopping. Online shopping is a rapidly growing e-commerce area. E-commerce or online shopping is defined as buying commodities through web outlets as compared to the physical shop or store. A reason for choice of online shopping is due to easy access to internet. In fact, according to the University of California, Los Angeles (UCLA) communication policy (2001), online shopping is third most popular activity on the internet after the usage of email and web browsing.

Moreover, online shopping is used as a medium for communication and electronic commerce. The benefits of online shopping is to elevate in benefit, quality and appealing way of giving customer service with better satisfaction, these reasons justifies that online shopping is easily usable and has increased in its popularity over time. Online shopping has started in 1979, initiated by Michael Aldrich and online shopping being discovered. He used videotex, a two way message service and it has revolutionised businesses. By that, e-commerce has been known. But in 1991, the internet has become more commercialised and there by the birth of e-commerce is witnessed. After more than a decade, in 2005 the social commerce has become more prominent.

Consumers begin to recommend items and buy items via social media such as Facebook and Twitter. But lately by 2015 till today, consumers have joined their real life purchasing with online shopping, utilising WiFi instead of the showroom shopping. The consumers usually make purchase in a retail shop, however, recently consumers are using mobile devices to purchase items also. Forbes's report indicates that 74 percent consumers use their hand phone to get information while they want to do a purchase. Further, 79 percent consumers use their hand phone to actually buy products as a result.

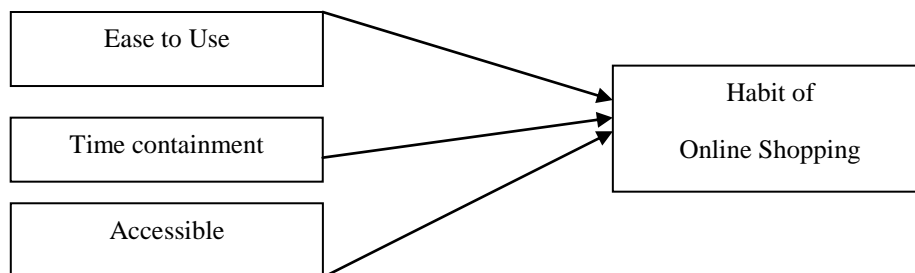
Online shopping is a new swing among the shoppers lately and observed that very quickly it has become an important part of daily lifestyle. Not only that, online shopping has seen a massive growth in recent years due to extensive coverage of internet, increase in internet users and practice of e-commerce by business organizations. According to [Dixon and Marston \(2002\)](#), online shopping frequently observed as whole shopping process that occur over website as different procedure. Recently internet has unfolded to be crucial tool of business within the globe. Even in western countries and conjointly in different countries individuals began to use web via personal computer. Since the last decade popularity of smart phones has enlarged the access of net easily. Internet has influenced communication, amusement and searching especially. As a medium of shopping, internet attracts people and researchers ([Teo, 2006](#)). Besides, [Järveläinen \(2007\)](#) stated in their research, that growing variety of web shopping and web shoppers attracts the researcher to solve the emerging problems. Individuals, who have web experiences, will search and find the information quickly and sometimes individuals do not have sufficient time to travel just to

look for something. They attempt to shop the commodities of their need over web. Thus, individual's choice and quickness of web searching are valuable characteristics of web shopping.

2. Development of Conceptual Framework

Internet has essentially transformed our social life, from the way society communicates, to the way how facts are searched and practiced, to how financial transactions are made, how government, Private Corporation and educational activities are carried. Online shopping stretches from buying of groceries, apparels, electronics items to buying airline tickets, the list is never exhaustive. By right online shopping is defined as a ground for consumers to shop at convenience and with their own comfort. Online shopping is termed as e-commerce, online retail, internet shopping or the virtual store. This kind of marketing is operated using mobile equipments like smart phones and tablets easily. For marketing usage this type of exchanges still grouped as business-to-consumer (B2C) approach.

Figure-1. Conceptual framework



2.1. Ease of Use

According to Menon and Kahn (2002); Childers *et al.* (2001); Mathwick *et al.* (2001), online shopping factors comprises of purchasers attitude of functional and its utility condition, like "ease of use" and "usefulness", or their perceptions of emotional and hedonic dimensions. Technology Acceptance Model highlights a factor, "ease of use". This factor finds out that technology makes things effortless and easy. Without skipping the component of "usefulness" comfort level is invaluable. Thus "usefulness" can be perceived as the ultimate outcome of the process which is termed as "ease of use". Therefore, "usefulness" describes consumer's belief in using internet channel to increase the result of their shopping experience. Hence this impacts the buyer's goal of shopping through web shops and their perception for web shopping.

H1: There is a positive effect of ease to use on consumers habit of e shopping

2.2. Time Saving

Reasons for shopping online have been mentioned as time efficiency, avoidance of crowds, and 24 hour shopping availability (Karayanni and Despina, 2003). From the comparison, consumers preferred to have online shopping instead of going to physical stores due to the time containment. Online stores have many advantages; one of it is consumer friendly and time convenience. One does not need to go to the stores physically and also it saves consumers from waiting in long queues to pay their bills. Shoppers are able to do shopping in any space, time or situation. The only dependability factor is internet. Otherwise, shopping is not affected by any adverse environment. These stores provide consumers with free and rich information about products and services very easily. These websites also provide with additional options for the consumers to compare differences between various products. This helps the consumer to complete the buying decision. Communication is a very crucial point of difference between the web marketing and the age old way of promoting the products to consumers (Coyle and Thorson, 2001). However, it is noteworthy that internet shopping has enhanced the comfort level of consumers, by giving them the sole decision power of comparing and finding the suitable alternatives for their product without being pressured by a sales guide in the stores.

H2: There is a positive effect of time containment and consumer's e shopping

2.3. Accessible

Online shopping is naturally different from in house stores. The response of the consumers towards shopping online is exceptionally influence by its attribute. Otherwise, the difficulties of online shopping keep them glued to traditional way of buying by visiting a shop. Furthermore, a buyer psychographics and demographic background also directs an individual's pattern of doing online shopping. The fact, that accessibility of internet has dramatically affected the spread out and availability of these merchandise for the customers. Surprisingly, the lack of in-store shopping opportunities in rural areas leads consumers to have more pleasing feels being engaged in online shopping than the urban shoppers towards using of internet for online shopping. Therefore internet seems to very strongly motivate buyers to do online shopping.

H3: There is a positive effect of accessible and consumer's e shopping habit.

3. Methodology

For this research, we choose field study. Data collection through field study is frequently completed in natural or environment settings and also can be executed according to different disciplines. The purpose of this study is to

examine the cause of addiction in online shopping among consumers, so the unit of analysis will be individuals because different respondents have experience online shopping. To investigate consumer behaviours addiction towards online shopping, we have used quantitative way of analysing the results. Questionnaires are being distributed directly to the respondents and circulated through internet. A large number of respondents can be reached within very short time by using internet for collecting data. Another advantage of online surveys is that it can gather responses from people with common characteristics but geographically scattered, which otherwise would have consumed more time, energy and other resources (Andrews *et al.*, 2003; Yun and Trumbo, 2000).

Since the topic under study is related with behaviour of online shoppers, the questionnaire was delivered to the respondents through Google form. To be a respondent in this investigation, participant has to do at least one online purchase. Therefore, a screening question was put at the beginning of the Google form questionnaire. Thereafter the data are recorded into an excel sheet from SPSS. The respondents are selected randomly. They have the freedom to leave the survey form on their will at any point.

Statistical Package for Social Sciences (SPSS) version 23.0 is used to measure the collected data. Further, AMOS software Version 23 is being used to confirm the contribution of each item to its specific construct and henceforth structural modelling is carried out to examine the relationship between the independent (Ease to use, Time containment and Accessible) to the dependent variable habit of e shopping among consumers. These results will confirm the consumers responses with the proposed theoretical framework.

The data are collected randomly from all over Malaysia from a total of 120 respondents. This information will help to meet the two main of objective of this study, which are frequency of people accessing the internet to become addicted with online shopping and secondly, to determine individuals response on online shopping regarding saving time, simplicity, easy accessibility anywhere and anytime. The recorded responses were analysed to draw the conclusion.

4. Results

Results showed that, frequency of male respondent is 68 (56.7%) followed by female which is 52 (43.3%). We can judge from the findings that potentiality of a male is higher than female in shopping online. In between the genders the person of 31 to 40 years has the highest instinct (52.5%) for online shopping compared to people of 18 to 30 years (40.8%). The economical shoppers are those over 50 years of age (1.7%). This impression may be due to easy availability of internet in their homes exposing and influencing them towards hype in changing trends of fashion and digital world. Depending on the employment, the employees of private organization are the most delirious in spending money in shopping through websites (50.5%). They are followed by government workers (33.3%). With the innovation in technology shopping has become unconstrained for many shoppers. They are always dependent on online shopping. The results exhibit some of the shoppers always with their computers for shopping; the highest is 32% which is followed by 26%. Interestingly some have the lowest temptation of 2.5%.

5. Discussion

Table-1. Product categories with highest rate of consumers

	Frequency	Percent
Digital Products	18	15.0
Electronic Products	24	20.0
Fashion & Apparel	64	53.3
Tickets	13	10.8
Books	1	.8
Total	120	100.0

According to Table 1, the consumers performed highest rate of online shopping on fashion and apparel products which contributes the highest frequency of 64 over 120 with the percentage of 53.3%. This is followed by electronic products, with a frequency of 24 over 120 touching percentage of 20.0%. From here we can conclude that, both these categories have the most frequently searched product that had been purchased by the consumers. However, from the result it is also seen that online shopping of other category products are not also unsatisfactory showing the illustration of consumers in shopping through websites. The variable for ease of use has a cronbach's alpha of 0.883 with 5 questions. For that, with other alpha coefficient range which is above 0.7 is acceptable. Next, time saving variable with cronbach's alpha of 0.797 with 5 questions. The alpha coefficient range of 0.797 indicates good and reliable. Lastly, the final variable for the reliability in the research study that has been conducted is accessible. The cronbach's alpha for accessible is 0.878 equivalents with 5 questions and referring to alpha coefficient range, with the result of 0.878 is positive. To conclude the five independent variables has reliability that is higher than 0.700 in alpha coefficient range and cronbach's alpha. Hereby, we can say reliability is acceptable.

To establish the relationship among the variables this study used Amos 23 software. The analysis in Amos is separated in two parts namely; measurement model and structural model. Confirmatory factor analysis is performed in each of the exogenous and endogenous construct.

Figure-2. Ease to Use Measurement Model

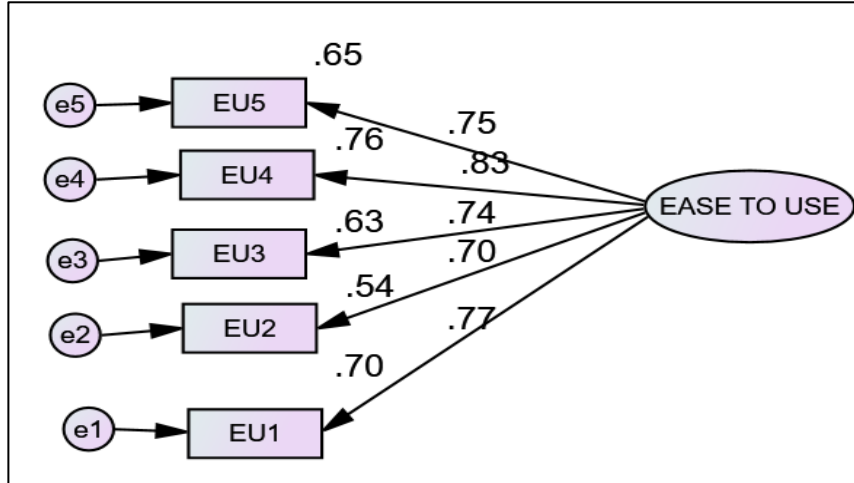


Table-2. Assessment of Fitness for Ease to Use Measurement Model

Name of Category	Name of Index	Index value	Comments
Absolute fit	RMSEA	0.054	Within the acceptable range 0.05 to 1.00 thus, the required level is achieved
	GFI	0.900	The required level is achieved
Incremental fit	CFI	0.950	The required level is achieved
Parsimonious fit	Chisq/df	2.173	The required level is achieved

Figure-3. Time Containment Measurement Model

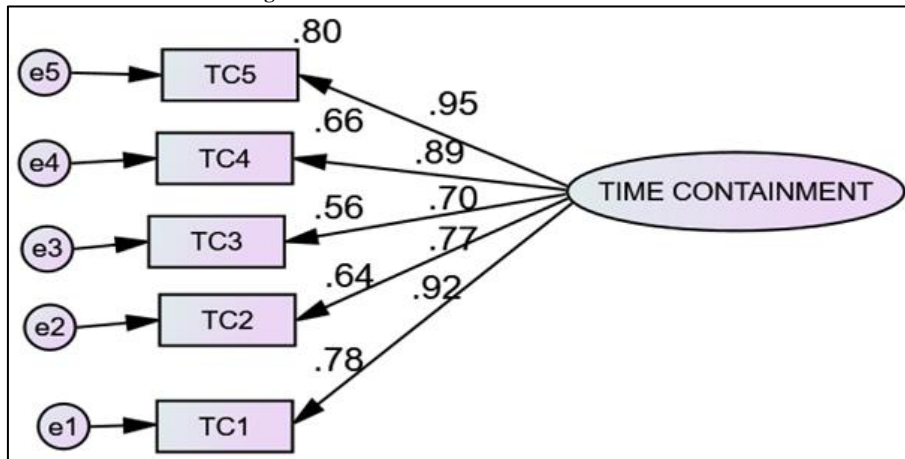


Table-3. Assessment of Fitness for Time Containment Measurement Model

Name of Category	Name of Index	Index value	Comments
Absolute fit	RMSEA	0.072	Within the acceptable range 0.05 to 1.00 thus, the required level is achieved
	GFI	0.919	The required level is achieved
Incremental fit	CFI	0.960	The required level is achieved
Parsimonious fit	Chisq/df	1.931	The required level is achieved

Figure-4. Accessible Measurement Model

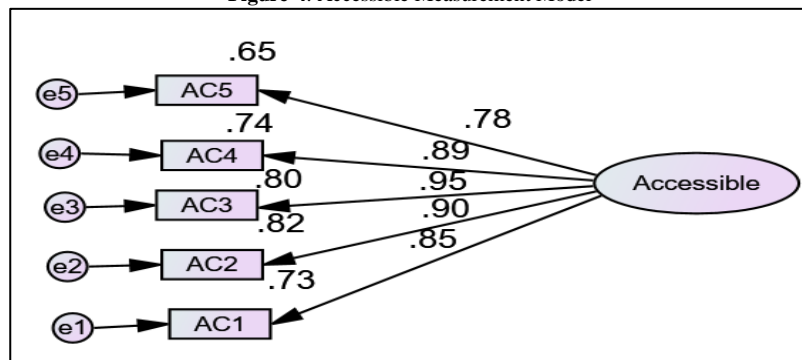


Table-4. Assessment of Fitness for Accessible Measurement Model

Name of Category	Name of Index	Index value	Comments
Absolute fit	RMSEA	0.064	Within the acceptable range 0.05 to 1.00 thus, the required level is achieved
	GFI	0.900	The required level is achieved
Incremental fit	CFI	0.991	The required level is achieved
Parsimonious fit	Chisq/df	1.952	The required level is achieved

Figure-5. Habit of e Shopping Measurement Model

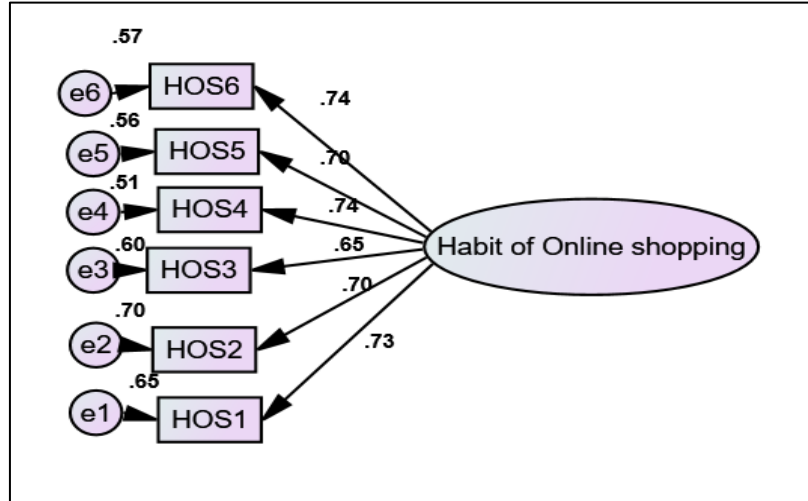


Table-5. Assessment of Fitness for Habit of Online Shopping Measurement Model

Name of Category	Name of Index	Index value	Comments
Absolute fit	RMSEA	0.084	Within the acceptable range 0.05 to 1.00 thus, the required level is achieved
	GFI	0.950	The required level is achieved
Incremental fit	CFI	0.901	The required level is achieved
Parsimonious fit	Chisq/df	2.990	The required level is achieved

Table-6. Measurement Models Evaluation

Construct	Indicator	Standardized Loading	CR	AVE
Ease to Use (EU)	EU1	.77	0.871	0.576
	EU2	.70		
	EU3	.74		
	EU4	.83		
	EU5	.75		
Time Containment (TC)	TC1	.92	0.925	0.714
	TC2	.77		
	TC3	.70		
	TC4	.89		
	TC5	.92		
Accessible (AC)	AC1	.85	0.943	.767
	AC2	.90		
	AC3	.95		
	AC4	.89		
	AC5	.78		
Habit of Online Shopping (HES)	HOS1	0.73	0.871	0.530
	HOS2	0.70		
	HOS3	.65		
	HOS4	.74		
	HOS5	.80		
	HOS6	.74		

Note: EU=Ease to Use; TC=Time Containment; AC=Accessible ; HOS= Habit of Online Shopping

Construct reliability measures the internal consistency of the measured variables representing latent constructs. A value of CR ≥ 0.6 is required to achieve construct validity. Average Variance Extracted (AVE) is the average percentage of variance explained by the items in a construct. $AVE \geq 0.5$ is the threshold. Table 4 clearly shows that both CR and AVE condition of reliability are achieved.

Table-6. Summary of Discriminant Validity Matrix

	EU	TC	AC	HOS
EU	0.759			
TC	0.520	0.845		
AC	0.362	0.510	0.876	
HOS	0.630	0.633	0.480	0.728

Note: EU=Ease to Use; TC=Time Containment; AC=Accesible ; HOS= Habit of Online Shopping

From the discriminant validity table 5 it shows that the diagonal values are bigger than the rows and columns. Hence, discriminat validity for all the four constructs are achieved.

5.1. Structrual Model (Hypothesis Testing)

Figure-6. Regression weight model

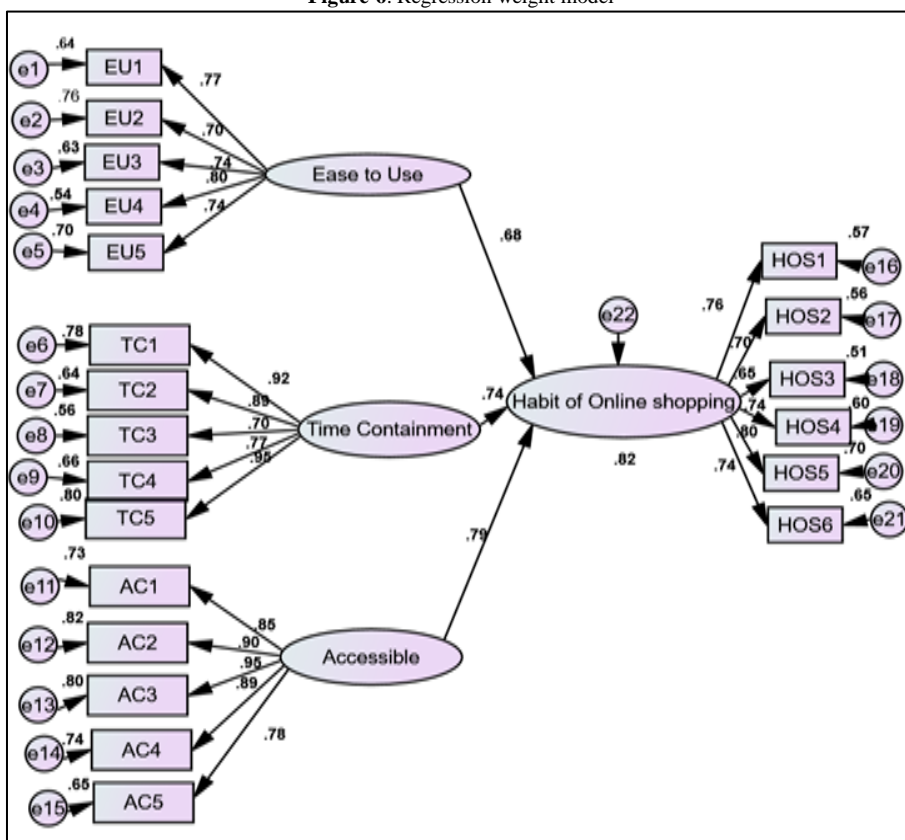


Table-7. Hypothesis testing with standardized estimates

No	Hypothesis path	Beta Estimate	Z-value	p-value	Result
H1	EU → HOS	0.68	0.353	0.015	Supported
H2	TC → HOS	0.74	0.825	0.006	Supported
H3	AC → HOS	0.79	0.539	0.004	Supported

The goodness fit indices of the model in figure 4 presents a good model fit which is statistically significant and model parsimonious is achieved. The RMSEA=0.093, GFI=0.966, CFI=0.900, CIMN=2.215.

H1: Habit in online shopping is related with ease of use with correlation 0.684 since most of the online shopping website provides it in payment method. The accurate response on their queries from online companies and easy to locate the required information on products and services also make consumers interested in using online shopping website. When consumers agree that interaction with an online shopping website is simple to search product information, they choose shopping online rather than visiting a store. Online search is obviously important to the brands that sell primarily online, but it also matters to offline retailers, as it allows interested consumers to learn more about an advertised product prior to incurring a costly store visit (Liaukonyte *et al.*, 2015). This is in accordance with the investigation of Jiang *et al.* (2013) where convenience in online shopping contributes to its

increasing popularity. Finally, the main reason of motivation for online shopping is convenience (Suskind, 2004). Therefore, hypothesis is supported.

H2: Habit in online shopping is related with containment of time with correlation of 0.741 as consumers can enjoy shopping of various products or services at a time which is convenience for the customers. This result is in line for study, Chen (2009) when online shops can minimise the transaction expenses, benefiting both the retailers and customers. For consumers who want to avoid the queues and temptation of unnecessary purchases is also another great time saver with online shopping. They can use shopping website that provide on the internet. Once they have set up a cart of their stuff in the website, this can be done each time they want to make any purchase order. This also helps in streamlining the shopping process and reducing in consumers distraction to unwanted commodities whereby saving consumers of wasting their resources in things they don't want to buy. Moreover, when they use the online shopping websites, there is a very little time between their actions and online companies and response regarding their order. Products and services also are delivered according to the specified delivery time. Therefore, hypothesis is supported.

H3: Habit in online shopping is related with accessible with correlation of 0.794 because the shopping websites are always available whenever consumers try to access. This is consistent with previous study where access to a variety of brands and variety of merchandise were strong criteria in shaping consumers decisions to shop on the internet (Szymanski and Hise, 2000). Besides, consumers can do shopping anywhere and anytime whichever they want. This is because the search engine is helpful to find the required information on products and services. Technical aspects of accessible websites are generally well known and just have to be applied. Then, consumers also can interact with the shopping websites in order to get information tailored to their specific needs. Therefore, hypothesis is supported.

6. Conclusion

This research will provide more information or generate new ideas and research studies related to the important factors affecting consumer addiction behaviour in online shopping. This could be beneficial for academic purpose. The information and research study can be a reference to others in future studies. The study features more towards addiction behaviour towards online shopping. Online shopping medium has many elements that can attract more consumers to use it, and this study has touched the primary elements. The information collected might help in terms of understanding of the best used of addiction behaviour in online shopping in daily life.

6.1. Time

By using online shopping medium, people can save their time and divide their time in order, because they do not have to go to the physical store to shop where their time might be wasted, consumers also can save money from spending on a trip to the physical store. With this they can use the free time to engage in other things or complete their work. Online shopping users are able to perform purchases transactions anytime and anywhere in the world and enjoy convenient service features such as real-time notifications. Individuals also do not have to worry about the time and when they want to make a purchases transaction using online shopping, this is because online shopping have become available everywhere 24/7.

6.2. Technology

Being born and raised in the era of technology the present, the younger generation, prefer to use the technology mainly which include to shop online. They have a range of facilities and technology that can be used as well as help in everyday life. Without their technology it seems awkward and unable to perform task quickly and conveniently. Millennial Generation is an early adopter of products and services, new technology and therefore are considered more likely to use online shopping medium in the future than others.

6.3. Easy to use

Online shopping can be easily carried out in mobile devices that provide variety of services via cell phones, smart phones and tablets. Online shopping is considered to the advanced and most convincing application of these mobile devices, which can be executed very conveniently and simply. According to prior studies this latest trend in business is to revolutionise the entire shopping experience into "on-the-go" shopping with all kinds of electronic mobile devices. These days, the progress of innovation has changed the methods for society. This is on the grounds that it is some of the time the least demanding approach to shop. Some people do web based shopping since it is one of their diversion. So in the urge to shop online often, internet shopping turn into a habit among consumers in Malaysia.

This study is based on the theoretical foundation that we choose which the factors to be ease of use, time saving and accessible that can influence the addiction towards online shopping for consumers in Malaysia.

The result of this study shows that ease of use, time saving and accessible are really the important factors affecting consumer addiction behaviour in online shopping. These factors have a strong and positive impact on addiction towards online shopping. We also can conclude that most of the consumers in Malaysia will addict towards online shopping once they know how convenience and time saving the system of shopping by using internet. The findings of the research will enable the researchers' in this field to understand the determinant of addiction behaviour in online shopping among youth.

6.4. Recommendation

Further research should be considered to gather more information regarding the factors affecting addiction behaviour in online shopping by profiling the customers.

6.4.1. Items Used To Measure the Variables

EASE TO USE

1. Personal information were kept confidential (EU1)
2. Feel secured to reveal/disclose information(EU2)
3. Give confidence in carrying out line transaction (EU3)
4. Trust online shopping company will never reveal privacy (EU4)
5. Information on the websites are trustworthy (EU5)

TIME CONTAINMENT

1. Fast respond regarding online order (TC1)
2. Product are delivered in specific time(TC2)
3. Online shopping problem solving without spend more time(TC3)
4. Online shopping will inform date and time to receive (TC4)
5. Save time by price comparison from another website(TC5)

ACCESSIBLE

1. Online shopping always available to access (AC1)
2. Online shopping available anywhere & anytime(AC2)
3. Search engine is helpful to find information (AC3)
4. Companies contact are available online(AC4)
5. Able to interact with online shopping website(AC5)

HABIT OF E SHOPPING

1. Quicker and Convenient (HOS1)
2. Comfortable Surfing Websites(HOS2)
3. Provide right amount of information of products and services(HES3)
4. Prompt reply for product inquiries(HOS4)
5. Payment method are easy to use(HOS5)
6. Websites continuously update information(HOS6)

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