

FACTORS AFFECTING ONLINE PURCHASING BEHAVIOUR AMONG GENERATION Y IN MELAKA

Isma Addi Jumbri¹, Noor Azura Roni², Mohamad Zahir Zainudin³,
Muhammad Zaki Haji Zaini⁴

^{1,2} Faculty of Technology Management and Techopreneurship
Universiti Teknikal Malaysia Melaka, Malaysia

³Institute of Technology Management and Entrepreneurship
Universiti Teknikal Malaysia Melaka, Malaysia

⁴Faculty of Economy and Islamic Finance
Universiti Islam Sultan Sharif Ali, Brunei

E-mail: isma@utem.edu.my

ABSTRACT

The growth of the internet and information technology has immensely contributed to online shopping popularity. Generation Y or also known as Gen Y is the age cohort that comprises most online shoppers of many developed and developing countries. Thus, this study aims to analyze Gen Y's online purchase behaviour in Melaka and identify the drivers of behaviour. The survey was participated by 384 Gen Y respondents. Findings from the study reveal that majority of the respondents spend 3-4 hours browsing online daily, indicating that they are a heavy user of the internet and more receptive to the adoption of technological innovation. Of the four factors that we proposed in the model, only perceived ease of use, subjective norms, and attitude have a significant positive relationship with online purchase intention among Gen Y. The other independent variable which is perceived pricing have no significant relationship with online shopping behaviour. Therefore, retailers need to ensure that the online shopping process in their e-commerce platforms is designed to be as simple, convenient and easy as possible for Gen Y to shop online.

Keywords: Generation Y, online purchase, attitudes, theory of planned behaviour.

1. INTRODUCTION

Globally, the internet has increased exponentially in the number of users over the past decade (Swarnakar et al., 2016). With the growth of the internet, it's become an important thing in daily life. The internet is not only used for networking and communication, it is often used as a shopping platform because it is easy for people with speed and convenient access. Internet becomes a platform that highly demanded across the world especially among Gen Y. As the internet has developed, the uses and applications remain to increase and become an essential medium for businesses. Hence, the number

of users choosing online shopping also grown exponentially at the same time the consumer demand towards online shopping platform remains to increase. E-commerce has grown and experienced an unrivalled growth rate for a consumer business (B2C) through traditional retail. With the growth of e-commerce, the consumer no longer needs to walk into the physical store to purchase goods and requirements.

Muda et al., (2016) posited that in Malaysia online shopping becomes more popular among the consumer. The Malaysian Communications and Multimedia Commission (MCMC) targets online retail sales in Malaysia to exceed 6.1% (RM22.6 billion) in 2020. Based on the forecast, the internet keeps increasing with the development of broadband and also increase in term of disposable income. Moreover, according to the statistics, 40% of the Malaysian population comes from Gen Y. Gen Y represent the largest segment in this country. At the same time, it is also indicating Malaysia's largest age-based segment of the internet population.

In general, online shopping is a process of purchasing goods and services from the internet which involved two parties which is the seller and the buyer. Besides, the consumer can simply visit the online store and website by using smartphones or computers at any time and anywhere. As for now, almost everyone has their gadget or smartphone that can allow them to gain experience in online shopping platform.

Nowadays, the purchasing behaviour in the retailing industry started to change slowly where the consumer started to purchase the goods and services through internet-based acquiring instead of directional purchase through the physical store (Hanjaya et al., 2019). Furthermore, most of the consumer would prefer something that makes their life easier. So, for this kind of situation, the consumer starts to change their shopping pattern from traditional shopping to online shopping.

Online marketing continuous growth to be generated and is used in studying which focusing on online consumer behaviour (Nittala, 2015). Because of the growth of online shopping worldwide, a thoughtful understanding of customers makes it possible to design better advertising strategies. Instead of choosing traditional shopping, Malaysian consumer turning their shopping

behaviour online. The growth of online shopping will develop a new idea for marketers and researchers to conduct a study about the trend of Malaysian purchasing behaviour. On the other hand, the exponential in online shopping provides opportunities for the consumer to involve in online selling. As for now, the number of online sellers grown faster and created a highly competitive marketplace. In this scenario, understanding the factors affecting online shopping behaviour among Malaysians especially Gen Y becomes important for online marketers to help them understand the current market condition.

According to R. Sivanesan (2017), the shopping pattern of the consumer has changed dramatically over the past decade. To increase the number of consumers that purchase online, marketers must do the research to understand consumers demand at the same time identify the factors that attract Malaysian consumer to purchase online. Throughout this study, the researcher noticed several problems involved in online shopping. Based on the statistic, the young generation would be more attracted to online shopping rather than other generation. However, according to MCMC (2018) majority Malaysians (46.7%), a consumer using the internet for non-shopping activities. Hence, the marketer needs to research to gain knowledge about consumer preferences and consumer behaviour to create an effect of online shopping among Gen Y. It is because the marketers have a lack of knowledge about what consumer needs and wants. By doing this research, the marketer will know the factor which can persuade Gen Y in online shopping.

Besides, online shopping allows people to buy things anytime and anywhere they want. No longer travelling to multiple stores to find the right product, dealing with over-enthusiastic salespeople, and queuing up at the counter to pay for goods and services. Online shopping changed the way of shopping for the better. Despite all, there are a few issues that customers still face when shopping online instead of using the traditional way which is going shopping. There are several problems that consumers need to face such as the quality issues of where the quality of product received not the same as the actual information stated in the websites or online business pages. Besides, the delivery also gave the problem to the consumer where the parcel did not receive or late receive.

Moreover, Abd Aziz and Abd Wahid (2018) argued that a security warranty plays a vital role to attract online consumers. When someone purchases online, personal details need to be given to the seller. Hence, the seller can take advantages of their customers, especially scammer. These problems will make the consumer feel not safe to use this kind of way even it is easier than the traditional one. The marketer should take note of this issue because it may affect their business as well.

Besides, the research about the factors that influence online shopping behaviour which focusing on the Gen Y population still lack. Even though, Gen Y is the main segment, representing 40% of Malaysia's population. It also the largest segment of Malaysia's age-based online community. Thus, to better understand the online purchase behaviour of Gen Y in Malaysia, four factors are proposed based on the extant literature. The four factors are attitudes, subjective norms, perceived ease of use and perceived pricing. This paper begins with a literature review and then describes the methodology, reports the empirical findings and discusses their implication. Finally, it addresses the limitations of the study and provides direction for future studies.

2. LITERATURE REVIEW

2.1 Internet and Online Shopping

Online shopping is one of the good innovation which comes out with the internet (Lim et al., 2015). The growth of the internet makes the number of internet users remain increase every day. As the internet provides a variety of benefits, so it will attract more consumers to use it. Most Malaysian consumers have their smartphone which allows them access to the internet. Besides, the increase in the number of internet users gives the ideas for innovators and marketers to create something new which is the mobile broadband market with broader access to 3G and 4G LTE network coverage. Other than that, the internet also can enhance network quality. Furthermore, the governance makes collaboration with MCMC to reduce the price at the same time increase the network coverage. Hence, the consumer will get the best experience in using the internet. Today, the internet is used not only as a platform to gain knowledge but also in online shopping.

According to Global Web Index (2019), more than 26 million in Malaysia uses the internet and 80% of consumers aged 16 to 64 are shopping online now. Malaysians have invested more than US\$6 billion online in 2018, with sales of consumer goods already outweighing travel expenses. However, in 2018, the average spending for online shopping among Malaysian consumer is about \$159 it is significantly lower compared to the global average which is \$634. Despite all, travel transactions remain a significant component of Malaysia's online economy, with internet consumers investing more than US\$ 2.7 billion on online travel purchases in 2018. Overall, the e-commerce industry in Malaysia is experiencing fast expansion (Statista, 2019). The growth of online shopping will attract more users to use this platform for shopping especially Generation Y (Lissitsa & Kol, 2016).

2.2 Generation Y

Generation Y (Gen Y) is a group of people born after Generation X (Gen X), and it is referred to as the dot.com generation. Even though, Gen Y born after Gen X but still argue about the actual age range for the Gen Y population. As there are a lot of researcher debates about the actual range of age for the Gen Y population, the researchers make a research regarding this problem. Based on the research, the researcher found that Gen Y was born between 1978 and 1994 (Lim et al., 2015). In Malaysia, Gen Y represents the largest segment compared to any other generations. The majority (49%) of the internet population in Malaysia come from Gen Y which ages range between 15 to 35 years old.

Gen Y was born in an era in which shopping is not only focused on traditionally but it also focuses on online shopping. The explosion of retail and brand selection has led to a consumer environment where new entertainment and experiential aspects have been taken up by shopping activities. Compared to previous generations, Gen Y is expected to have established a change in the shopping trend. In short, Gen Y is a more materialistic society and has wide-ranging social networks. Thus, they have higher purchasing power in online shopping. Due to their ability to access the internet, Gen Y are highly educated in many aspects and would be interested in the new technology.

Lim et al., (2015) argued that the characteristic of Gen Y is interesting to new technology. They will always alert on what is current technology been used. The development of new technology will influence them the most compared to other generation. This generation also can be classified as a fast learner.

It is because Gen Y easily learns something new. They would be faster in the acceptance of new technologies. Besides, Gen Y also a heavy user of the internet which mean that they would spend their time more on the internet. That is why the targeted population for online shopping is among the Gen Y population because they are easily interested in any marketing strategies. This generation has high power in purchasing goods or services. Hence, Gen Y easier to be attracted to marketing strategies.

Furthermore, Gen Y is accustomed to taking choices more easily and faster to pursue new opportunities. Gen Y wants something that suits their attitude and lifestyle, with no consideration paid to labels. They find themselves to be rationally driven customers by looking at the product quality and brand name. Gen Y's allegiance is claimed to be fickle, constantly shifting according to trends of fashion, pattern and company, and focused on beauty and appearance rather than size. Since their mindset is focused on their expertise, it is difficult to build consumer loyalty among them. Marketers thus expect the Gen Y customers to have a large degree of purchasing capacity.

Furthermore, most of Gen Y are born to parents with secure financial backgrounds and groomed in a contextual climate that is dynamic and technology-rich. In their environment, their lifestyle and their behaviour as carefree, fun-loving and risk-taking individuals, the contextual atmosphere has profound influences (Marmaya et al., 2019). Moreover, Gen Y is familiar with the high rank of internet usage and attractive towards the adoption of technological innovations. They are very contented with online and mobile activities as well. In terms of decision making, Gen Y would prefer more on the product quality and brand name. This generation will not worry about debts and they will just spend their money on something that they desire to get.

In terms of branding, Gen Y will be looking for a reputable brand. This generation is willing to pay a higher price to fulfil their needs and wants. Also, Gen Y likely expresses themselves through purchase a well-known brand for their requirements. Therefore, the brand is so important for this generation to satisfy themselves at the same time to expose themselves to the public.

2.3 Consumer Behaviour

Rittiboonchai et al., (2018) posited the consumer behaviour refers to an expression of someone to buy and purchase products in the market. Consumer behaviour usually changes due to changing consumer preferences. Sometimes, consumer desire something that is not yet on the market. Therefore, marketers need to research to understand the current market demand. It is the process of exchange to something new such as changing of environment, culture, language, and human knowledge. In other words, customer behaviour refers to the process of exchange which is to meet the needs and wants of someone.

Consumer behaviour takes place before, during and after buying goods or services as consumer needs and wants. Researchers need to understand and analyze consumer behaviour because it can help marketers understand their target market's decision-making process. When marketers understand their target consumer behaviour market data, the company can achieve their economic, social, and emotional goals. On the other hand, marketers did not always have data on their consumer's behaviours readily available. Besides, consumers have been purchasing through different channels. There had been a rising trend of consumer's channel-switching, within the same company, when purchasing different products and services. This trend is based on the consumer's desire to do their daily activities away from their everyday environments. For this reason, customers look elsewhere to do their daily activities such as shopping. This trend has led consumers to use online shopping for their purchase decision-making process (Madahi & Sukati, 2016).

Consumer behaviour is the collection of habits or trends that consumers follow before purchasing. This starts when the consumer is aware of a product's need or desire and ends with the purchase transaction. The marketers need to research the current market condition to know the changing of customer preferences from time to time. At the same time, they need to ensure that their product will always meet customer requirements. Consumer behaviour is a series of behaviours undertaken by humans to fulfil their desires. These activities include searching, choosing, purchasing, using evaluating, and disposing of, which fall into the domains of the subjective mental field (Kotler & Keller, 2016; Wu & Chen, 2014). The Theory of Planned Behaviour (TPB) is most commonly used as the theoretical basis to explain the measure of consumer behaviour.

2.4 Hypothesis Development

The proposed model for this study was modified from the TPB. Initially, the TPB known as Theory of Reason Action in 1980 to predict the purpose of a person contributes to actions at a given time and place. The theory was meant to describe certain habits people would exert self-control over. The TPB notes that behavioural success relies on motivation as well as behavioural control (Silva et al., 2017) the supply of IP certified products is still small. The objective of the present study was to evaluate the consumers' perception and intention of purchasing certified beans, based on the replication of the Theory of Planned Behavior (TPB).

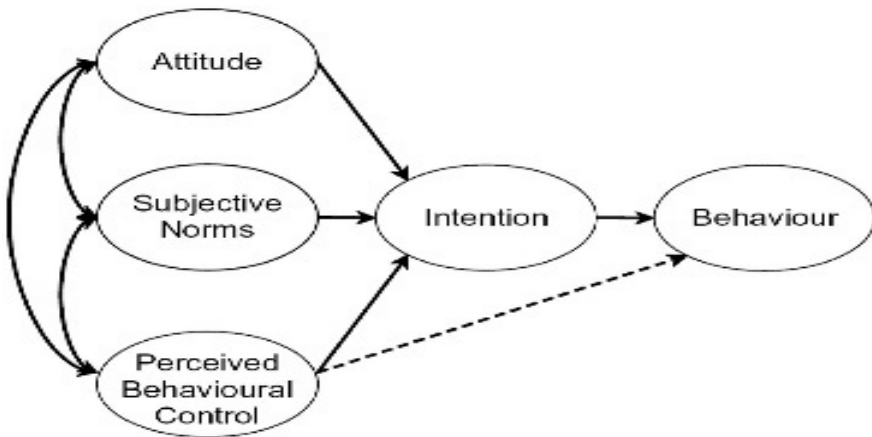


Figure 1: Theory of Planned Behaviour

(Source: Nguyen, Nham, & Hoang, 2019) the empirical results are inconclusive on whether TPB can provide reasonable prediction of knowledge sharing behavior (KSB)

Besides, TPB theories focus on individual behaviour in any situation. This relies on three key factors known to be mental constructs, such as the combination of attitudes and the influence of behavioural beliefs, normative beliefs and control beliefs. All of these would be influences on behavioural intention. The Behavioural Intention work as a moderating variable of attitudes, subjective norms and perceived behavioural control than can be seen in the TPB model. Ajzen (2020) argued that PBC is assumed to be based on accessible control beliefs. These beliefs concern the role of conditions that may encourage or hinder behaviour. Control factors include necessary knowledge and skills; availability or lack of time, money and resources; other people's cooperation;

and so forth. Thus, in this study other than attitudes and subjective norms, we applied perceived ease of use and perceived pricing as variables that influence the purchasing behaviour of Gen Y.

2.4.1 Attitude

Attitude is an overall decision and behavioural evaluation of a person. This ensures that behavioural disposition can be expressed together with its expected outcome through measuring behaviour. Human attitude, an important component of human perception, determines human intention to act. Therefore, the intention to implement such actions depends on the perceived attitude of a person. Individuals tend to be intent on performing a particular action when the attitude is formed based on the evaluation results. In the sense of work incapacity, an attitude has been described as an individual's assessment of their health status about their continued incapacity or ability to continue their jobs, which may prolong or shorten the inability to work (Yean, Johari, & Sukery, 2015).

Besides, consumer behaviour, whether on the internet or in reality, depends on attitude. Positive e-commerce sentiments will drive engagement. Research has examined the role of attitude in purchasing intention. It is a complex concept defined by two factors which are acceptance of the internet as a platform to shop and the extent to which consumers think shopping is attractive on a particular website. One can have a negative correlation between these factors and perceived complexity in use. Positive attitudes are needed to bring about the activity. Demographic and other variables are measurable in terms of gender, the average use of the internet, ownership of credit cards and revenue. In the end, the aim is to see the overall positive and negative effects of the most relevant factors on online shopping experiences, including privacy, risk, ease of use, money and time savings (Fortes & Rita, 2016).

Koththagoda et al., (2018) argued online attitude is a positive or negative feeling as an assessment outcome experienced by consumers in connection with online shopping via the online system. Therefore, if the consumer has a good experience and perspective towards online shopping, they might purchase through this platform again. Most potential customers might be in a positive attitude about online shopping, but they may have colleagues who have a negative attitude towards online shopping.

2.4.2 Subjective Norms

Subjective norms give an impact on online shopping behaviour in terms of getting an opinion from consumers related. According to Hasan et al., (2015), subjective norms refer to the opinion given by someone who has a close relationship with the individual, such as a friend, peer or family who counsel the individual to perform or not perform certain behaviours and motivation accompanied by a willingness to do or not do something that was considered important. Usually, the consumer can easily follow what their close related person does. Hence, this factor might impact the consumer to purchase using an online shopping platform.

According to Swarnakar et al., (2016), subjective norms such as the influence of family, friends and the social circle are important factors while studying the customer's buying behaviour. People are influenced by the advice and experience of their family and friends. Those customers who are attracted by e-commerce use of their social circle will also tend to buy from e-commerce stores.

Besides, Yean, Johari and Sukery (2015) stated that subjective norms are the individual perception of social pressure, Subjective norms usually come from consumer-related such as family, friends and social environment. Subjective norms usually act related to influence them towards certain behaviour. The consumer can choose either want to follow or not. Subjective norms are good when someone needs a suggestion before making a decision. Besides, subjective norms are important where they can influence someone to do a particular action. Sometimes, the individual will perform an action based on the recommendation from their peer pressure. Hence, subjective norms can influence online shopping behaviour as well.

2.4.3 Perceived Ease of Use

Hasan et al., (2015) indicated that the perceived ease of use is strongly related to the desire of consumers to shop digitally, and internet retailers can have quality, accessibility and comfort concerning the perceived ease of use that will create the partnership advantages with their website. Although respondents may have experience utilizing the internet, the impact of perceived ease of use on the intention to purchase online is still important. The internet has reduced

consumers' attempts to make buying choices, saying it differently implies that the modern interactive environment is allowing the shopping cycle more competitive. In general, perceived ease of use has always been related to the e-commerce platform's 'user-friendliness'.

Other than that, ease of use on most travel websites due to convenient, inexpensive and quick knowledge retrieval, ease of online browsing, ease of learning and ease of use of the website, usability, and navigability. Some previous kinds of literature have found that the challenge, uncomforted and sophistication of software or website is very often the obstacle for consumers to accept the internet and directly create a negative attitude towards the intention of customers to buy online. To inspire the customer to buy online, it is important to minimize physical and mental efforts and optimize shopping convenience (Almarashdeh et al., 2019).

According to Liew and Falahat (2019), perceived ease of use is the degree that someone feels will be effortless when using a particular system. It affects the behavioural purpose of the person to make a financial transaction on a website. Besides, perceived ease of use is often characterized as a subjective opinion of customers that are concerned with the amount of effort needed to know and utilize the website. Consumers enjoy an online shopping interface that is more user-friendly and easy. If the device appears easier to use and needs less time to understand, customers more likely to choose the specific product. Nonetheless, efficient product discovery and quick checkout method are two essential features that can help boost perceived user-friendliness and achieve higher customer purchasing intent. A user-friendly website that reflects easy connectivity, a convenient and responsive payment mechanism and post-purchase service will significantly enhance customer expectations of ease of use for online shopping, which in turn contribute to a high intention to buy online (Bonn et al., 2016).

2.4.4 Perceived Pricing

As a consumer, the main factor that can influence people in their purchase decision is the price. From the retailer's point of view, the most widespread belief is that the absolute value of the price is the only factor that can persuade consumer intention which the cheaper the product is much better. Three factors directly influence the consumer to purchase a product for instance discounts and promotions, the value for money and the transparency of e-commerce.

Price can be described as the sum of money a consumer has to pay to purchase a commodity or service implies that price is the negotiated selling value to receive the goods or encounter a service. Price can be described as one of the most important factors affecting the purpose and decision to purchase by the buyer. In online shopping, Pricing usually applies to retail quality and even the delivery or postal charges. Perceived prices can have a major impact on the decision to shop online. The time-saving elements, usability and other practical features of online markets that ease the price analysis with related items are growing more price-conscious with online shoppers. Therefore, the following hypothesis has been developed.

Sheehan et al., (2019) argued that products been classified into high quality and low quality based on price when it comes to different customer preferences. Consumers most likely think that high-priced products give higher value, and the low-priced goods, on the other hand, have poor quality. That is, if products and services are promised to be of good quality and meet their standards, customers will pay more. Consumers at this stage assume that by paying a higher cost, they can experience value such as profit and performance. Price plays a positive role in this regard.

2.5 Research Framework

In summary, the literature indicates that concerning online consumer behaviour towards online shopping, several factors have predictive importance and that these factors depend on economic maturity. Based on the framework proposed, it shows the independent variable and dependent variable that will be examined during this research. The independent variable comprises three main factors which are perceived pricing, subjective norms, perceived ease of use and attitude. The dependent variable is the online shopping behaviour among Gen Y. There is a lot of factors which can influence consumer towards online shopping behaviour but the researcher focused only four factors.

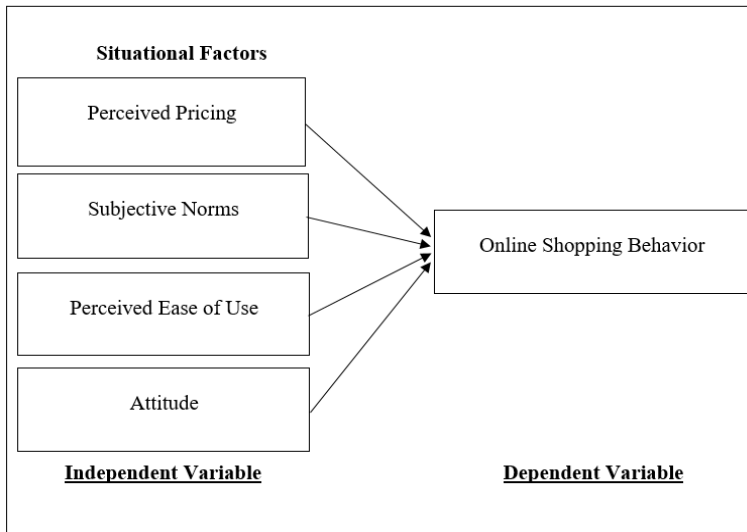


Figure 2.4: Research Framework

3. METHODOLOGY

Questionnaires were distributed to Generation Y via Google Form to understand the online buying behaviours of Generation Y in Melaka. In this study, the questionnaire consisted of three parts which are Section A, Section B, and Section C. In Section A, the questions are focus on the background of Gen Y respondents such as gender, age, race, education level, occupation and monthly income level. Next, Section B will provide questions related to the independent variables. For this research, there are four independent variables been selected which are perceived pricing, subjective norms, and perceived ease of use. The questionnaire used the rating questions that is based on the indicators of influence factors that can be found in the research framework. In Section C, the questions are focus on the general knowledge of respondents towards the dependent variable, which is online shopping behaviour. A convenience sampling method was used. The participants for this research were the Generation Y that studying at Universiti Teknikal Malaysia Melaka (UTeM). The study adopted a similar approach to Simanjuntak and Musyifah (2016); Dhanapal et al., (2015) and Edwar et al., (2018) who targeted students at universities. This research targeted students studying undergraduate and postgraduate degrees. Generation Y students were targeted since they spend more time using the internet and are more likely to purchase online (Lim et al., 2015; Lissitsa & Kol, 2016).

4. RESULTS AND DISCUSSION

4.1 Demographic Profile of Respondents

Demographic characteristics of the 384 respondents including their internet usage and online shopping were presented in Table 1. There was about the same percentage of male (45.8%) and female (54.2%) respondents in this study. All the respondents in the study were Generation Y aged between 20 to 35 years old. The majority of the respondents, which is 50.5%, were grouped between 24 to 26 years old, followed by 38.3% of respondents aged 20 to 23. 7.6% of respondents were aged 27 to 29 and 3.6% of respondents age 30 to 34. All respondents in the study were Malaysian.

Table 1: Respondent characteristics

Category	Sub-Category	Number	%
Gender	Male	176	45.8
	Female	208	54.2
Age	20-23	147	38.3
	24-26	194	50.5
	27-29	29	7.6
	30-34	14	3.6
Ethnicity	Malay	309	80.5
	Chinese	47	12.2
	Indian	22	5.7
	Others	4	1.6
Time Spent Online Daily	1-2 hours	118	30.7
	3-4 hours	119	31.0
	5-6 hours	70	18.2
	More than 4 hours	77	20.1
Duration has been purchasing online	Less than 12 months	34	8.9
	1-3 years	184	47.9
	3-5 years	109	28.4
	More than 5 years ago	57	14.8

The majority of the respondents spent 3-4 hours browsing the online daily, indicating that they are a heavy user of the internet and more receptive to the adoption of technological innovation (Kotler & Armstrong, 2010) including online purchasing (Lim et al., 2015). The largest number of respondents with internet shopping experience between 1 and 3 years is 184, the figure being 47.9%. Next, the percentage of respondents using online purchase between 3 to 5 years is 28.45% which represent 109 number of frequency. Besides,

57 respondents have experience in online purchases more than 5 years ago and the percentage is 14.8%. Lastly, the frequency of respondents who have experiences in online purchase less than 12 months ago is 34 which represent 8.9%.

4.2 Validity and Reliability Analysis

The researcher conducted the pilot test to analyses the validity and reliability of the questionnaire development. The pilot test involves the contribution of about 30 respondents to answer the survey. The researcher was selecting randomly the respondents around Melaka. Table 2 showed the value of Cronbach's Alpha ranged from 0.843 to 0.904. This demonstrates that all the research variables were internally consistent and had acceptable reliability values. All items for the constructs were assessed using a Likert-type scale ranging from 1 (strongly disagree) to 6 (strongly agree).

Table 2: Mean, standard deviation and reliability of the constructa

Constructs	Mean Value	Standard Deviation	Number of Items	Cronbach's Alpha
Perceiving Pricing (PP)	5.0990	0.77449	6	0.899
Subjective Norms (SN)	4.8264	0.93211	6	0.843
Perceived Ease of Use (PEU)	5.0725	0.76392	6	0.901
Attitude (AT)	5.1202	0.73275	6	0.870
Online Shopping Behaviour (OSB)	5.1845	0.73539	6	0.904

4.3 Pearson Correlation Coefficient and Regression Results

To define the relationship between independent variables viewed as perceived pricing (PP), subjective norms (SN), perceived ease to use (PEOU), and attitude (AT) to the impact of online shopping behaviour (OSB), the Pearson Correlation Coefficient data analysis is performed. The results are presented in Table 3. The results show that there are correlations between all the independent variables which are PP, SN, PEOU, and AT on the dependent variable which is OSB. Based on this research, the indication of data is strong, it is a positive correlation between the independent variable and the dependent variables.

All structural relations were significant at $p < 0.05$ indicate it is clear and have a significant relationship between independent variables and the dependent variable (Nguyen et al., 2019) the empirical results are inconclusive on whether TPB can provide reasonable prediction of Knowledge Sharing Behavior (KSB).

The correlation for r , the relationship between two variables is generally considered strong when the value is > 0.7 . From this research, the researcher sees that three independent variables which are PP, PEOU, and AT have a strong relationship with OSB which is above 0.7. The other independent variable has a moderate relationship with OSB which is below 0.7. The correlation between PP and OSB is ($r = 0.706$). Meanwhile, the correlation between SN is ($r = 0.590$). Next, the correlation between PEOU and OSB is ($r = 0.756$). Lastly, the correlation between AT and OSB is ($r = 0.843$). Therefore, all the independent variables and dependent variables are related to each other because it is above 0.5, which shows a significant relationship between both variables.

Table 3: Correlation analysis

		PP	SN	EOU	AT	OSB
PP	Pearson Correlation	1	.684**	.758**	.769**	.706**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	384	384	384	384	384
SN	Pearson Correlation	.684**	1	.593**	.592**	.590**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
PEOU	Pearson Correlation	.758**	.593**	1	.823**	.756**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	384	384	384	384	384
AT	Pearson Correlation	.769**	.592**	.823**	1	.843**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	384	384	384	384	384
OSB	Pearson Correlation	.706**	.590**	.756**	.843**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

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

**PP: Perceived Pricing, SN: Subjective norms,
PEOU: Perceived Ease of Use, AT: Attitude,

DV: Online Shopping Behaviour (OSB)

Table 3 shows that there was a relationship between PP with online OSB. The value of $r = 0.706$ shows there is a positive correlation between PP and OSB. The positive correlation means that the other variable will be improved if one of the variables increases. According to Nittala (2015), price is one of the important factors which has a major positive impact on the conduct of online shopping. For instance, the rapid growth of online coupon sites suggests that Indian consumers are seeking deals and this highlights the need for online retailers to adopt effective marketing and pricing strategies for their goods. Pricing also is one of the marketing techniques (Rittiboonchai et al., 2018), that consist of value perceived in the view of the customer by taking into account the degree of consumer acceptance of higher product value product quality, sales cost and associated expenses, competition, and other variables. On the other hand, consumers favoured buying when the price was projected to drop early (Liew & Falahat, 2019).

For the relationship between the SN and OSB, the results show that there was a relationship between SN and OSB. The value of $r = 0.590$ shows there is a positive correlation between SN factor and OSB. The positive correlation means that the other variable will be improved if one of the variables increases. Our results are similar to Rehman et al., (2019) that intention to shop online had been affected by SN. This is because SN has an important relation to OSB. SN such as family power, friends, and the social network are essential considerations when analysing the OPB of the consumer. Humans are affected by their family and friends' advice and experience. Customers who are drawn by the use of their social network in e-commerce may also continue to buy from e-commerce stores (Swarnakar et al., 2016).

Table 3 also shows that there was a connection between the PEU and OSB. The value of $r = 0.756$ shows there is a positive correlation between the PEU with online OSB. The positive correlation means that the other variable will be improved if one of the variables increases. These results are similar to Hasan et al., (2015) that shows the PEOU was considered to have a favourable and important association with online shopping intent. Online shopping provides optional for career consumers to purchase online there no need to go to the physical store. At the same time, it can save time as well. The ease of use interface is expected to be accepted by customers, which may influence their buying decision. In brief, the simplicity with which the platform is run and the

fast checkout phase would contribute to a growing increase of new customers and retaining current ones. This is because any customers tend to use less complicated and insightful creative technology meanwhile, they will boost their shopping experience. On the other hand, PEOU of the technology may increase the intention of customers to visit the website in the pursuit of product information but not the intention to buy the actual product (Moslehpour et al., 2018).

Table 4: Regression results

Independent Variables	B
Perceived Pricing	.039
Subjective Norms	.081
Perceived Ease of Use	.138
Attitude	.636

For the relationship between AT and OSB, the results show that there was a relationship between the ATT and OSB among Gen Y. The value of r is 0.843 where it shows a positive correlation between the AT and OSB among Gen Y. The positive correlation means that the other variable will be improved if one of the variables increases. This finding is in line with the theory of reasoned action (TRA) as well as other research reports on the importance of attitude. For instance, studied by Raman (2019) on the female consumer's intention to shop online shows that there is a significant influence of AT. While studied by Mohammad et al., (2019) also indicated that there is a significant influence between AT and OSB. The findings reveal that the majority of the Jordanian customers have positive AT towards OSB as they believe that such shops save their time and money and provide excellent customer service.

Table 4 above illustrates the individual independent variables which influence dependent variables at the Beta value. The finding result shows that $B_1 = 0.039$, $B_2 = 0.081$, $B_3 = 0.138$, $B_4 = 0.636$ respectively to all independent variables. This reveals that, among other factors, the AT element has the maximum B value and a clear effect on the online shopping activity of B value 0.636. It is described that a 63.6% variation on AT factors in online shopping is due to social and cultural factors. Meanwhile, for PP factor exhibited a variation B value of 0.039 (3.9%). However, the SN factor has a variation B value of 0.081 (8.1%) and the PEOU factor has a variation of 0.138 (13.8%).

The table shows the AT factor is the most influential factor which contributes to the behaviour of online shopping. This finding is a similar result with the study by Klapilova (2016) that indicated the purchasing power of Gen Y exceeds every other generation due to the perception of online shopping and their AT to learning new technologies. Besides, the internet is widely used by people of this generation and in fact, they are more technologically savvy and people feel much comfortable using this internet for a variety of purposes including online shopping.

5. CONCLUSION

In conclusion, this research has presented the finding of factors that can impact online purchasing behaviour among Gen Y. Throughout the research, the researcher focus on the topic of the factors that can influence online purchasing behaviour. Based on the results, the factor that can influence the most in online purchasing behaviour is attitude. Three independent variables which are perceived ease of use, subjective norms, and attitude have a significant relationship with online shopping behaviour. The other independent variable which is perceived pricing have no significant relationship with online shopping behaviour. It is because the result for hypothesis testing was rejected because of the p-value 0.401 where the value is more than 0.05. Meanwhile, other factors have been accepted because the value of p is below 0.05. The internet has become a powerful tool for those who can manage and use it effectively. Online shopping is the fastest growing market and hence businesses are obliged to move in that direction since consumers no longer prefer long hours of moving from one retail shop to the next for a product. Online shopping provides great opportunities for entrepreneurs through this platform.

This study only focused on 384 Gen Y consumers from the UTeM. As such, the results of the study are not able to completely reflect the attitudes of all Gen Y online shoppers. Future studies could expand the sample size and collection to different areas in Malaysia. Moreover, studies could analyse sub-groups, which could in turn provide a more accurate picture. Finally, the impact of moderation factors such as age, gender, income level, and educational level was not tested, and hence, future studies should explain more how these aspects will shape the Generation Y perception and reaction toward online shopping.

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