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Malaysian Consumers' Online Shopping

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Abstract

Consumers are playing an important role in online shopping. The increasing number of internet users in Malaysia provides an emerging prospect for online retailers. However, online marketing in Malaysia is still a new technology breakthrough since it has just begun to invade the Malaysian retailing sector with online shopping services. This case study attempts to identify the factors influencing consumers' decision when buying products online. The simple linear regression analysis has been used to test the individual relationship of the variables tested. Overall, all the hypotheses tested show there is a relationship between the decision to buy online and individual indicators. In summary, the privacy and security play an important indicator to influence consumers' decision when buying product online. Finally, through the findings of this research, online retailers could better realize online consumers' expectations and the determinants of consumers' behavior. By understanding the key drivers that could impact on online shopping consumers, online retailers would be able to formulate and implement their e-business strategy efficiently and effectively and possess stronger competitive advantage.

Keywords: online shopping, consumer's purchase decision, purchase online

1.0   Introduction

Consumers are playing an important role in online shopping. The increasing number of internet users in Malaysia provides an emerging prospect for online retailers. Commerce via the internet has experienced rapid growth since the early years. It is well known to most of the internet researchers that, the volume of online business to consumer transactions is increasing annually at a very high rate. According to Nielsen Global Online Survey on Internet shopping habits (2008), more than 85 percent of the world's population has used the internet to make a purchase – increasing the market for online shopping by 40 percent in the past two years. AcNielsen (2008) also reported that, across the globe, the most popular items purchased on the internet are books (41%), followed by clothing/accessories/shoes (36%), videos/DVD/Games (24%), airline tickets (24%) and electronic equipment (23%).

Much research has been concentrated on the online shopping in the world. Australian Communications and Media Authority (ACMA) (2014) described how small and medium enterprises (SMEs) are key drivers of the digital economy. Still there is a huge research gap exists not only between countries, especially between developed and developing countries, which may differ significantly between countries (Stiglitz, 1998; Spanos, 2002) that limit the generalization of research results from developed countries to developing country contexts (Dewan and Kraemer, 2000; Clarke, 2001). Shore (1998) and Stiglitz (1998) reported that implementation of information system depend on specific social, cultural, economic, legal and political context, which may differ significantly from

one country to another country. Thus, this research is needed for non-transferability of findings from research in developed countries and also for the improvement of understanding of the determinants of online shopping in developing countries.

Nowadays, online shopping holds a great potential for end users in Malaysia. Malaysian Communications and Multimedia Commission (MCMC) reported 11 million internet users at end 2005, up by 11% from 9.9 million a year earlier and representing more than 40% of the population. According to Nielsen, globally, more than half of internet users have made at least one online purchase in the past month.

This study provides a background of knowledge of the current phenomenon that hit the online marketing in Malaysia. It suggests the factors that might influence the Malaysian consumers' decision on online shopping and online retailer can further develop their marketing strategies to convert potential customers into active ones.

Online marketing is becoming an important medium for commercial activities and business transactions. The rapid adoption of the internet as a commercial medium has led to many new innovations. These new developments are expanding beyond the utilization of internet as a communication medium to an important view of internet as a new tool for doing business. However, online marketing in Malaysia is still a new technology breakthrough since it has just begun to invade the Malaysian retailing sector with online shopping services. As the economic and business activities in the market are increasing from time to time, many researchers and social commentators would be interested and become more curious to develop some studies regarding the factors which might influence the behavior of consumers involved. Thus, this study will identify the most important factors that will influence consumers' decision to purchase goods from the internet.

2.0 Literature Review

Developing new kinds of commercial activities in the electronic environment largely hinges on assuring consumers and businesses that their use of network services is secure and can be trusted, that their transactions are safe and that they will be able to verify important information about transactions and transacting parties, such as origin, receipt and integrity of information and identification of parties dealt with. To understand the driving forces towards online retailer and consumer relationship, it is important to understand how consumers make their purchase decisions. The classical model of the consumer purchase decision has become generally accepted in the study of marketing and consumer behavior (Boston Consulting Group, 1998). There are a number of streams of research that are relevant to this study. These include those addressing the factors that have significant effect on online shopping (Shergill & Chen, 2005; Phau & Poon, 2002; Jarvenpaa & Todd, 1997; George, 2004; Ward & Lee, 2000; Hellier et al., 2003).

Delivery time
Regarding to the *Coughlan et al. (2006)*, it stated that the actual delivery of products purchased via the Internet to customers is a challenge for many online retail businesses. Reliable and timely delivery is one of the fundamental objectives for online shoppers. Online shoppers make their orders at their office or home anticipating quicker delivery than offline purchasing, and timely delivery on his convenient time. The timely and reliable delivery makes users satisfied so that they will keep using the Internet shopping. On the opposite, even though the Web presence has well designed Web pages and powerful Web features, the consumer may turn to other Web sites or traditional brick-and-mortar shops if the delivery time is too late or delivered item is different from the product listed at Web sites. (*Tony Ahn, Seewon Ryu, Ingoo Han.2003).

Reputation of the company
The reputation of a firm is regarded as a valuable asset that requires a long term and significant monetary and time investment from a firm. It is because; firms are generally not willing to put at risk a strong, positive reputation for short-term gain *(Doney and Cannon, 1997)*. Furthermore, reputation

is also considered to signal expertise, positive character such as integrity, care for customers, credibility, and reliability of a firm *(Koufaris and Hampton-Sosa, 2004)*. Besides, regarding to the *McKnight et al., 2002,* consumers search for information that communicates a strong reputation such as information about a firm's success, length of time in business, channels in which it operates, customer-orientation, and size. Thus, reputation is considered to be an important predictor of initial trust and has been demonstrated as a sign of both initial trusts in online business-to-customer (B2C) relationships. Moreover, firm reputation was shown to have a stronger impact on initial trust among potential customers than on ongoing trust for repeat customers of an online. So that, perceived online retailer reputation will positively influence trusting beliefs in the online retailer *(Kim et al., 2004)*.

Guarantees and Warrantees
According to Clicksure (1999), stated that information on guarantees and warranties should be made available to the customer either during the selection process or when purchasing an items. Firms can convey quality information by offering guarantees or warranties. Furthermore, the key element of guarantees or warranties is the firm's credibility. By offering such signals, firms are further demonstrating their confidence in their products and services. Besides, in order to invoke trust on the part of the customer, assurances of data privacy and secure financial transactions, policies for return of goods and product warranties should be prominently displayed. Based on the *Davis et al. 1995; Padmanabhan and Rao (1993)* by providing services such as money-back guarantees, warrantees, and sections on security and privacy may reduce customers' uncertainty and perception of risk about purchasing the product.

Privacy and Security
Privacy, in the online retailing context, is generally defined as one's ability to control acquisition and use of his or her personal information. Moreover, consumers' concerns over both privacy of their personal information and security are highly related in consumers' minds *(Flavia'n & Guinalı'u, 2006; Pennanen et al., 2008)*. Besides, the use of increasingly sophisticated database and online innovations by online retailers has served to enhance consumers' uncertainties about privacy of their personal information online *(Conger, 2009; Kelly and Erickson, 2004)*. In fact, consumers' concerns over their information privacy may affect the likelihood that they will form trusting relationships with online retailers. Information privacy concerns toward transacting with the online retailer will negatively influence trusting beliefs toward the retailer. Regarding to *Conger (2009)*, due to multiple opportunities for online privacy breaches, privacy concerns are very important influencers of online transaction decisions.

Meanwhile, when one shops on the Web, security is a concern. However, the growth of Internet commerce suggests factors other than security influence the adoption and use of Web shopping. *Flavian and Guinalieu (2006)* stated that an individual's loyalty and intention to return to a web site is determined by levels of trust, which is also affected by perceptions of privacy and security. Moreover, word of mouth can generate consumer trust and lessen perceived risk. Regarding to *George (2004),* in a study based on the "Theory of planned behavior" as relating to the impact of privacy and security issues on on-line purchasing intention, found that the more trustworthy a site was believed to be the more likely positive attitudes were developed. George was also able to make a link between belief in the trustworthiness of the internet and consumers' belief in their abilities to buy on-line.

Good description of products
Regarding to *Cho and Park (2001)*, they found that an evidence of the need to assess the dual role of the consumer as both user of technology and customer. In the latter role, the level and ease of understanding of product detail (descriptions), including the delivery of the goods, play an important part in customer satisfaction. Such basic information such as clarity of products change, return and refund policies, provision of order information, and product arrival information all contribute to satisfaction *(Baroudi and Orlikowski, 1988; Bailey and Pearson, 1983; Richins, 1983)*.

Prices

According to *Donthu and Garcia (1999),* they stated that the increasing numbers of companies that offer internet access are providing consumers with a convenient and inexpensive way to become members of the internet community. Price fairness is defined as "a consumer's assessment and associated emotions of whether the difference between a seller's price and the price of a comparative other party is reasonable, acceptable, or justifiable". The pricing literature in consumer behavior identified price fairness as a psychological factor that critically affects consumers' reaction to price *(Kahneman et al., 1986b).* Consumers' perception of price fairness has been known to significantly affect their reactions toward sellers. Moreover, previous studies have found that price fairness perception directly affects consumers' purchase intention. Besides it also showed that consumers' purchase intention is determined by the perception of price fairness. *(Kahneman et al., 1986a).*

2.4 Theoretical Framework

This research model tested in this study contains constructs that have demonstrated literature support, based on a number of research done in this area in different countries, particularly online shopping on end-user perspective. This include those addressing the factors that have significant effect on online shopping (Shergill & Chen, 2005; Phau & Poon, 2002; Jarvenpaa & Todd, 1997; George, 2004; Ward & Lee, 2000; Hellier et al., 2003). The research model is shown at Figure 1.

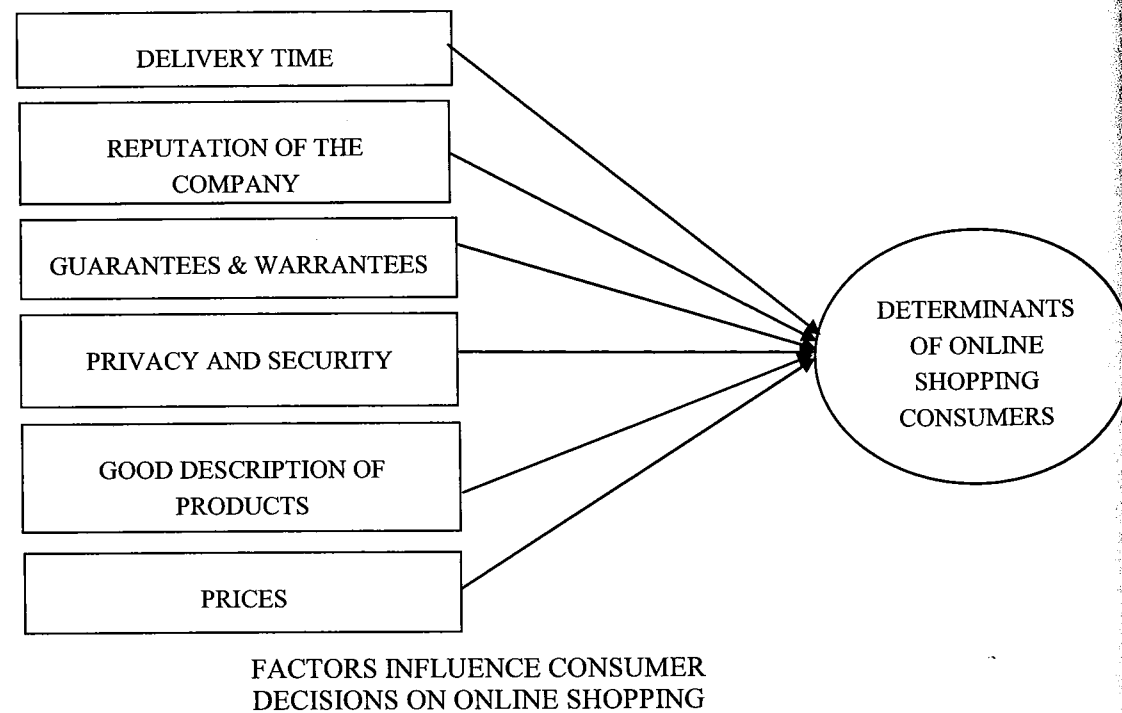FACTORS INFLUENCE CONSUMER
DECISIONS ON ONLINE SHOPPING

Figure 1 : Research Model

The research model above illustrates the relationship between the dependent and independent variables. Primarily, the theoretical framework shown above is the fundamental in which the entire research is based upon. A determinant of online shopping consumers is the dependent variable in this research. The dependent variable is analyzed in this research in order to find out the answer or solution to the problem. Meanwhile, the independent variable in this research is factors influence consumer decisions on online shopping which are delivery time, reputation of the company,

guarantees and warrantees, privacy and security, good description products and prices. The independent variables are believed to be the variables that influence the dependent variable (online shopping consumer).

3.0 Methodology

This research has implemented self-administered questionnaire. The questionnaire was distributed to 100 respective respondents and all were returned. Respondents were given time to complete the questionnaire. The questionnaire in this research consisted of three sections which are online shopping information, consumer online shopping preferences and demographic information.

In view of time and cost constraints and also because of large population of internet users in the country, a convenience sampling method is used to collect data mainly from the current internet users in Klang Valley which indicated highest concentration of internet users. Primary data collection method through consumer survey was administered among professional and non-professional workers, young generation and senior citizens. The survey has been conducted at workplace and universities. Data gathered were analysed using SPSS software in order to to determine the factors that might significantly influence the consumer decision on online shopping activities by Malaysian consumers (online shopper). Findings are discussed as follows.

4.0 Result and Discussion

The table below represents the R^2 for all seven independent variables tested in this case study. The privacy and security variable shows the highest R^2 of 0.776 which indicates that 77.6% of the variance in online shopping is explained by regression model using privacy of information as a predictor. In other words, the privacy and security is the most influenced factor in online shopping. Followed by good description of products indicator which means 72.3% of the variance in online shopping is explained by regression model using. On the other hand, the lowest among all the indicators is reputation of the company factor with R^2 of 0.660.

Independent Variables	R^2
Delivery time	0.704
Reputation of the company	0.660
Guarantees and warrantees	0.663
Privacy and security	0.776
Good description of product	0.723
Prices	0.691

Table 1: The R^2 for all the independent variables tested

For this study, in order to see whether there is a relationship between the dependent and independent variables, the test of hypotheses are shown in the following table 1 until table 6. The tables contain statistics needed to test the following hypotheses. The confidence level used in this hypothesis testing is *99% confidence interval*, which is the level of significant is 0.01 ($\alpha = 0.01$).

Hypothesis 1:
Consumer decision on online shopping will be influenced by the delivery time taken.

Table 1: Delivery time

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.012	1	10.012	96.311	.000ᵃ
	Residual	10.187	98	.104		
	Total	20.199	99			

a. Predictors: (Constant), delivery time
b. Dependent Variable: onlineshopping

Hypothesis 2:

Company's reputation plays a role in influencing consumer in online shopping decision.

Table 2: Reputation of the company

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.807	1	8.807	75.766	.000ᵃ
	Residual	11.392	98	.116		
	Total	20.199	99			

a. Predictors: (Constant), reputation of the company
b. Dependent Variable: onlineshopping

Hypothesis 3:

Consumer decision on online shopping will be influenced by the guarantees and warrantees of a particular product.

Table 3: Guarantees & warrantees

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.888	1	8.888	76.999	.000ᵃ
	Residual	11.312	98	.115		
	Total	20.199	99			

a. Predictors: (Constant), guanrantees & warrantees
b. Dependent Variable: online shopping

Hypothesis 4:

Decision on online shopping will be influenced by the privacy and security.

Table 4: Privacy & security

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.171	1	12.171	148.571	.000ᵃ
	Residual	8.028	98	.082		
	Total	20.199	99			

a. Predictors: (Constant), privacy and security
b. Dependent Variable: onlineshopping

Hypothesis 5:

There is a relationship between good descriptions of products with consumer decision on online shopping.

Table 5: Good descriptions of products

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.565	1	10.565	107.461	.000ᵃ
	Residual	9.635	98	.098		
	Total	20.199	99			

a. Predictors: (Constant), good description of products
b. Dependent Variable: onlineshopping

Hypothesis 6:

Price level will influence consumer's decision on online shopping.

Table 6: Prices

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.633	1	9.633	89.349	.000ᵃ
	Residual	10.566	98	.108		
	Total	20.199	99			

a. Predictors: (Constant), prices
b. Dependent Variable: online shopping

Based on the F-statistics for all hypotheses, the significant value (Sig.) or the probability value, p-value is less than the 0.01 ($p < \alpha$), there is enough evidence to reject the null hypothesis. Thus, it can be concluded that there is a relationship between determinants of online shopping consumers with delivery time, reputation of the company, guarantees and warrantees, privacy and security, good description of products and prices.

Moreover, the top three the most important factors that influence consumer decision to purchase goods from internet show a significance difference in the primary factor of concern. The general distribution showed that the factor privacy and security was the primary factor for the entire

population sample, and that second factors was good description of products and was closely followed by delivery time.

5.0 Conclusion

It is highly expected that the result of this study would bring significant contributions to knowledge in relation to the online retailers and consumer perceptions of problems and prospect within the online retail industry in Malaysia. It is also hoped to provide insights into the Malaysian consumers' characteristics, shopping behaviour and practices, which may be essential for online retailers in order to provide better services and penetrate broader into the Malaysian market while providing new and satisfactory innovations to the Malaysian consumers. Through the findings of this research, online retailers could better realize online consumers' expectations and the determinants of consumers' behaviour. By understanding the key drivers that could impact on online shopping consumers, online retailers would be able to formulate and implement their e-business strategy efficiently and effectively and possess stronger competitive advantage.

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THE CHALLENGES OF IMPLEMENTING ASSESSMENT POLICY CHANGE AND THE MITIGATING FACTORS FOR SUCCESS AT SCHOOLS IN MALAYSIA

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Abstract

Malaysia, like many other countries in the world has been concerned with the ways in which changes in assessment practices and procedures can improve teaching and learning .The timely reform in assessment practices in Malaysia comes with the introduction of the New Educational Assessment System (NEAS) that innovates previous practices via more autonomous and holistic elements in its implementation. With a more school-based approach encompassing systematic stages of monitoring, facilitating and regulating by the respective agencies under the Ministry of Education, NEAS aims to make assessment and evaluation practices in Malaysia more dynamic and integrated. As a landmark national initiative placing a renewed emphasis on the role of the teacher as a change agent, NEAS enables positive changes to the education system in terms of the transformation from a centralized examination orientation into a more flexible orientation which integrates centralized examination with school-based assessment. As common to any change of policy exercise, it does not come without challenges and obstacles. Adopting a qualitative case studies approach with a well-established social theory called Cultural Historical Activity Theory (CHAT); this study analyses educational changes by describing and comparing two focal school communities' practices, the challenges faced and the mitigating factors which foster the change implementation. Mitigating factors such as leadership, beliefs, work culture, relationships and surrounding environment were identified from the emerging themes elicited from the data. CHAT components such as subject, object, outcome, tools, rules, division of labour and community were applied in further scrutinizing the relationships between each of the factors. This helps to capture a holistic view of the activity system and the change processes undergone by the focal school communities in relation to NEAS implementation.

Keywords: Educational Change, Assessment, School Based, Qualitative Case Studies, CHAT

1.0 Introduction

The NEAS which was implemented in 2011 based on the new Educational Policy is seen as the catalyst which will bring about much-needed innovative changes in the system It is intended to change the whole culture of knowledge acquisition by making the students less exam-oriented in learning while assigning more significant and innovative roles for teachers in terms of assessing students' learning output. Wiggins (1998) believes that the aim of assessment is primarily to educate and improve student performance and not merely to audit it, and studies have demonstrated that improving classroom assessment can have strong impact on students' achievement (Black & William 1998; Stiggins 2002). This change introduced to the Malaysian education system creates a dynamic combination of centralized examination and school-based assessment which enables students to