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ATTITUDE OF ONLINE SHOPPING CONSUMERS IN MALAYSIA

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Abstract

Electronic commerce, or especially known as online shopping is getting popular particularly amongst younger people. Online shopping has created boundless products' information, options and gives rise to undetermined size of online consumers worldwide. Extensive studies have been done in order to gain insights on how online shopping consumer behave and their preferences. Though many studies have been done to determine online shopping consumers' behaviour, they is lack of availability on understandings of Malaysian online consumer. This study focused on Malaysian online shopping consumer from the aspects of their online shopping orientation, attitude and online shopping perceived benefit towards online shopping. A survey was done and 1,202 sets of questionnaire were distributed among Polytechnic College Lecturer throughout Malaysia. The data collected were analysed using structural equation modelling (SEM) with help of SmartPLS software. The Partial Least Square (PLS) approach to SEM was applied to examine the attitudinal studies among online shopping consumers in Malaysia. This study found that there are positive relationship between online shopping orientation, online consumer attitude and online shopping perceived benefit towards online shopping intention.

Keywords: online shopping, online shopping orientation, consumer attitude

1.0 Introduction

In spite of extensive research which focus on online shopping consumer behaviour, the availability of online shopping consumers' behaviour from the perspective of Malaysian is still lacking. Intensive studies on online shopping consumers' behaviour have helped scholars and marketers to clarify the confusing and overwhelming online shopping determinants and precedents among all (Dai et al, 2014). With the explosion of electronic commerce growth over the last two decades, electronic-retailing or prominently known as online retail or online shopping among the internet users has led to the increase of interest among marketers and scholars on their behaviour and perception towards the massive, developing market of online shoppers. Online shopping is no more a new concept especially

among the younger adults as they are most likely to have access to the internet and easily reachable by the marketing tools and online products advertisement. The huge size of online market has made it vital to determine what the online consumers' value and how they respond to the marketing tools and strategies.

According to Kacen et al (2013), it is imperative to establish what online shopping consumers' value, and to get insights on their perception and attitude on online shopping in today's scenario. It is reported by Center of Retail Research (2015) that online shopping is overwhelmingly expanding in the Britain, Europe, United States and Canada. The amount of transactions for online shopping has reached hundreds of billion US dollars in 2015. Though the size of online market and expenditures in Malaysia do not at par with the mentioned countries, it is reported by Consumer Barometer (2015) that 30% of consumers make their purchases online and regardless the consumers' decision on whether to buy online or using the traditional way, they still make pre-purchase information search online. This indicates that online shopping method is very much important to many internet users, not only in developed countries, but also in Malaysia. The information on online shopping consumers behaviour and orientation will provide useful guidelines and benchmarks for scholars and marketers to further development and strategise marketing tools in and to understand more into consumers preferences and tendencies.

In order to explain online shopping consumers, this studies has manipulated the well-known The Theory of Reasoned Action (TRA) as proposed by Ajzen and Fishbein in 1975 and well studied by various researchers in various field of studies such as medicines, (Hagger et al, 2002 ; Chang, 1998 ; Montano and Taplin, 1991) and marketing and online marketing (Mark and Alisha, 2015; Smichtt and Zarantonello, 2013). There were several studies that looked into factors influencing online shoppers' behaviour (Vaidehi, 2014; Shah and Rao, 2014; Pawar et al, 2014) however there is lack of studies that discuss the topic from the perspective of Malaysian online consumers due to the wide variety of online shopping orientation and attitudes among consumers. there are different types of consumers who make online purchases based on escapism factors (hedonic) and goal-based factors (utilitarian). At the same time, there are some of online shopping consumer that perceived beneficial outcome from online shopping such as easiness of use, convenience and time and energy saving (Kim et al, 2012).

This study aimed to investigate the relationships between online shopping orientation among online shopping consumer and attitude towards online shopping intention, and the relationship between online shopping perceived benefits and online shopping consumers attitude towards online shopping consumers' behaviour. Online shoppers are more towards online shopping because online shopping offers infrastructure that easy for them to understand access and review, and they are able to search, make comparison and access information easily compared to brick-to-mortar style of shopping where the information availability is depending solely on the price tag and sales assistant available at a time. Thus, online shopping orientation, which can be hedonic or utilitarian is most likely to shape consumer's attitude. In the other hands, consumers whom get their product information easily and precisely will perceive online shopping is beneficial in term of their product knowledge and time savings. Moreover, in return, this high level of perceived benefit of online information search may increase intention for higher online shopping intention

2.0 Literature Review

Online shopping is a growing phenomenon all over the world such as Britain, the United States and Europe; and thus it has an influence on the shopping process for many consumers (Breneman et al., 2005; Brown et al., 2003; Kau et al., 2003) including the Malaysians. Relevant to this studies, it is

important to further understand the key concepts in online shopping behaviour studies, to comprehend several aspects as mention in the followings.

2.1 Online Shopping Orientations

A study by Shobeiri et al. (2014) indicate that, online consumer seeks useful benefits from online shopping, not only to feed their needs and wants, but also for personal satisfactory. According to the study, online consumers agreed that online retailers' intent has positively impact the website's image in a good way and hence wooing them to buy their products. In order to get a full insight on online shopping consumers' orientation and intention that affect their buying decision, it is critical to understand the characteristics of the right consumer including their incomes background. Consumers with different shopping orientations show different shopping behaviours, such as information search (Lee and Kim, 2008), for example, a person with a recreational shopping orientation views shopping as a fun, social activity (Solomon and Rabolt, 2009). Where, consumers who are a heavy buyer with extra cash are more likely to end their internet using session with completing their purchases online (Chatterjee, 2010). Hansen and Jansen (2008) also said that younger online users are more enticed to more dynamic advertisement and affecting their buying decision where female buyers are likely to buy more item online compared to male consumer. Online consumer motivation can be explained in terms of hedonic and utilitarian motives (Wolfenbarger and Gilly, 2001:35).

Table 1: The differences between utilitarian and hedonic

Utilitarian	Hedonic
Extrinsic Motivation	Intrinsic Motivation
Instrumental orientation	Ritualized orientation
Situational Involvement	Enduring involvement
Utilitarian benefits/value	Hedonic benefits/value
Directed (pre-purchase search)	Non directed (ongoing) search; browsing
Goal-oriented choice	Navigational (experiential) choice
Cognitive	Affective
Work	Fun
Planned purchase; repurchasing	Compulsive shopping; impulse buys

Sources: Sanchez-Franco and Roldan, 2005

In order to understand the concept of online shopping orientation, it is important to understand the motives of online shoppers. The reason why people buy something is because they need it, thus the need is considered as motivation of buying. Topaloğlu (2012) stated that in his study, most of online purchasers are among the hedonist and lesser are utilitarian. Hedonistic buyers tend to shop without a specific goal where utilitarian shoppers buy with goal and integrity.

2.2 Online shopping perceived benefit

The consumers' perceived benefits are the result of online shopping advantages or satisfactions which meet their needs or wants. Other researchers defined online shopping perceived benefits as customer's positive perception of what they could gain from online shopping ((Forsythe et al., 2006) and it is also defined as customer's belief's that they can get better off from the transaction

made during online shopping (Kim et al., 2008). The research also disclose that the factors that attracted consumers to shop online are positive insight of convenience, ease and comfort, product options, and enjoyment factors compared to traditional method of shopping.

Consumers make online purchases for both convenience and enjoyment (Childers et al., 2001). Childers et al. (2001) believe 'enjoyment' to be a consistent and strong predictor of attitude towards online shopping. In the other hands, price of online products are generally cheaper compared to normal item in tenants. This is because online retailers are less likely to acquire shop to rent in order to sell their goods. In addition, time and energy convenience also play major roles that enticing online consumer to make their purchases online. If consumers enjoy their online shopping experience, they have a more positive attitude towards online shopping, and are more likely to adopt the Internet as a shopping medium.

2.3 Online Consumer Attitude and Online Shopping Intentions

Consumers attitudes towards online shopping intention is very much affected by their shopping orientations and preferences. It is generally accepted that easiness and convenience are preferable to anyone, including online shopping consumers. this to study the determinant of online shopping consumers attitude is vital. According to Chang and Jai (2015), what has shaped online consumers attitude will indirectly influence their online purchasing intentions. When consumer perceived online shopping's benefits as great, thus the possibility for them to shop online has increased too. Shopping orientation also refers to a shopper's general attitude about shopping and what they prefer to see and do based on their own perspective. Study by Hsu and Bayarsaikhan (2012) revealed that, online shopping perceived benefits, consumer innovativeness and online shopping perceived risk have significant effect on shopping orientation and attitude.

2.4 Theoretical Framework

The relationships of key variables hypothesized in the framework are expressed graphically in Figure 1. Online consumers attitude towards online shopping, online shopping orientations (including utilitarian and hedonic), online shopping perceived benefits (including convenience, price, information search and enjoyment).

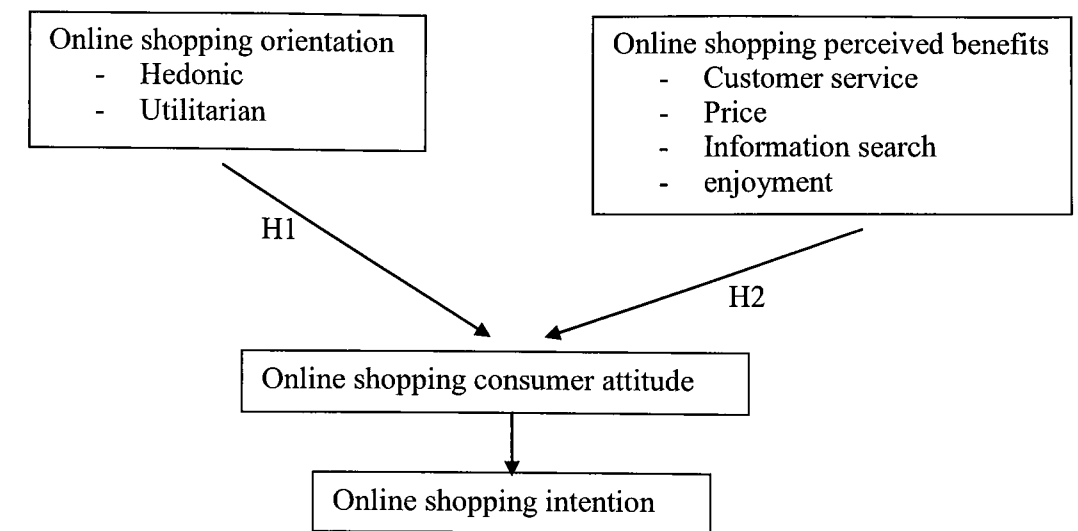


Figure 1: Theoretical Framework

H1 : There is positive relationship between online shopping orientation and attitude towards online shopping intention

H2 : There is positive relationship between online shopping perceived benefits and attitude towards online shopping intention

3.0 Methodology

This research has implemented self-completion survey method which was administered via blasted email to targeted respondents. The self-completion survey involved the use of structured questionnaire that was used to collect data for the research. The sets of questionnaires were administered electronically to a cross-sectional lecturer of Polytechnics' Malaysia throughout the country. Questionnaire containing both open and closed questions was developed from the literature review and prior to the research; pilot study has been done on order to check the reliability of the questionnaire.

The respondents of this research involve 1202 lecturers of Polytechnic Colleges and 377 have returned the questionnaires to researcher which make up to 31% or returned rate. All of usable data are process and analysed using advance analytical software. Data gathered were analysed using SmartPLS software implementing SEM-PLS path modelling in order to observe the relationships between research factors. Findings are discussed as follows.

4.0 Result and Discussion

Table 2: Result of Hypotheses

Hypothesis	Hypothesised Path	Decision
H1	There is a positive relationship between Online Shopping Orientation and Attitude	Supported
H2	There is a positive relationship between Online Shopping Perceived Benefit and Attitude	Supported

The results presented in show that the Online Shopping Orientation and Attitude had a positive significant impact on the online shopping intention at the 0.01 level of significance ($\beta=0.333$, $t=6.291$, $p<0.001$). These result supported the hypothesized relationship as proposed in H1. Based on the research outcome, Hypothesis 1 has suggested that there is a positive relationship between online shopping orientation and attitude towards online shopping intention. This indicates that hedonic and utilitarian factors do have significant influence on shopping intention among the consumers.

Rudawska et al (2015) stated that there are hedonic tendencies among young adult consumer during their online purchases. The research has proven that enjoy and happiness factor impart great influence during online purchases. The research by Rudawska et al (2015) has supported Hypothesis 1 result. Rezaei et al (2014) previously revealed that Malaysian online consumers can be particular and selective during online purchasing. Their research disclosed that Malaysian who purchases product online or use online services is knowledgeable and specifically understand the purpose of buying the product. Either it is hedonic or utilitarian, this research has proved that both determinants play role in influencing online consumer shopping intention.

Online Shopping Perceived Benefits also had a positive effect on Attitude ($\beta=0.094$, $t=1.610$, $p<0.05$). Therefore, this supported the hypotheses of H2. It was proven in Hypothesis 2 where there is a positive relationship between online shopping perceived benefits and attitude towards online shopping among the online shopping consumers. In other words, expected usefulness of online services or shopping is defined by the online shopping consumers prior purchasing.

The analytical result shows that online consumers in Malaysia understood and apprehended the advantages in applying internet shopping thus affecting their satisfaction if their expectations are fulfilled by the online vendors. Lee and Lin (2005) have indicated that the rapid growth of internet usage will eventually create users with more knowledge and skill in information technology in the future. A decade later, internet users are now more educated and information technology and skills related to it has become cultured especially in urban places. In accordance to online shopping consumers' behaviour, they already understand what to expect when applying online shopping methods which makes their buying processes easier and time saver.

5.0 Conclusion

This study has proved that online shopping orientation, namely hedonic and utilitarian have strong influenced on online consumers attitudes. There are online shopping consumers who make their online purchases based on escapism and enjoyment factors rather than importance and priority. It is also exposed that there are many consumers who choose to be specific and plan their online purchases. Information search and product knowledge are important for this segment of consumers where product function must match to their needs and practicality.

It is also revealed online shopping perceived benefits also plays major roles in shaping the attitude of online shopping consumers in Malaysia. Factors such as customer service, price, enjoyment and previous experience play major roles that shape their perspective and attitude towards online shopping intentions. It is perceived that products that are sold online are cheaper and easier to get compared to traditional way of shopping where the consumers are needed to be physically existed in the shop tenants and make their purchases. Easiness factor also contributed to the previous experience and the goodness of customer service enhanced the possibility of consumer to make decision in online shopping.

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KEPUASAN DAN KESETIAAN PENGGUNA SEBAGAI FAKTOR PENENTU KELESTARIAN PERNIAGAAN.

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Abstrak

Kepuasan dan kesetiaan pelanggan adalah hasil daripada kejayaan aktiviti promosi dan pemasaran dalam industry peruncitan. Ianya akan mengarah kepada kepuasan nilai dan manafaat kepada kedua-dua pihak pelanggan dan syarikat peruncitan tersebut. Di Malaysia, bidang peruncitan semakin mendapat tempat dalam kalangan pengguna terutama peruncitan secara besar-besaran seperti pasaraya dan *hypermarket*. Walau bagaimana pun, dari segi jangka panjang pengurusan peruncitan, masih terdapat strategi penambahbaikan perniagaan yang perlu dilakukan khususnya dari aspek peningkatan persaingan, analisa pasaran dan keperluan pengguna yang semakin kompleks. Kajian ini dilakukan untuk melihat tahap kepuasan pengguna perniagaan runcit skala besar dalam konteks membina kesetiaan sebagai strategi melestarikan perniagaan di masa hadapan. Sebanyak 250 soalselidik telah diagihkan kepada pelanggan di sebuah pasaraya di Lembah Kelang secara rawak dan hasilnya menunjukkan tahap kepuasan pengguna adalah tinggi yang melahirkan nilai kesetiaan terhadap perniagaan. Kepuasan yang tinggi ini diukur dari berbagai dimensi dalam pengurusan sesebuah perniagaan peruncitan. Ini memberi impak positif terhadap pembentukan strategi pengurusan peruncitan skala besar dalam menghadapi persaingan dan kompleksiti perniagaan masa hadapan.

Kata kunci: Kepuasan pengguna, perniagaan runcit, kesetiaan pelanggan, kelestarian perniagaan

1.0 Pengenalan

Arah aliran perkembangan perniagaan runcit samada skala kecil-kecilan mahu pun skala besar-besaran telah mengubah lanskap perniagaan dan ekonomi masakini. Pertumbuhan perniagaan runcit skala besar seperti *hypermarket* dinegara ini juga telah menunjukkan perkembangan yang positif terhadap ekonomi negara, dan ianya telah mewujudkan pertambahan persaingan antara pemilik *hypermarket* untuk memperkembangkan dan menarik pelanggan setia diantara mereka (Abu & Roslin, 2008). Pemilik perniagaan runcit skala besar ini bersaing antara satu sama lain terutama di kawasan bandar untuk menarik pelanggan dengan pelbagai inisiatif yang boleh mengekalkan perniagaan dan pelanggan mereka. Pelanggan setia adalah penting kepada perniagaan seperti ini kerana mereka akan melakukan pembelian secara berulang dan meningkatkan pembelian dari semasa kesemasa, dan ini akan meningkatkan jualan dan hasil perniagaan (Al-Rousan & Mohamed, 2010). Kajian ini akan memfokuskan kepada inisiatif