

An insight into online shopping behaviour among young adults in Malaysia

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ABSTRACT

In twenty-first century, online shopping becomes increasingly popular as more people starts to shop online using their smart phones and internet. Online shopping is a process of buying and selling of products and services through internet. The purpose of this paper is to examine online shopping behaviour among young adults in Malaysia. This paper investigates four variables that influence young adults online shopping behaviour namely convenience, customers satisfaction, persived and price level. A survey has been conducted by distributing google form questionnaires through WhatsApps applications. The collected data was analysed using both frequencies and multiple regression analyses. The empirical findings of this study shows that convenience, customers satisfaction and price level positively influence the online shopping behaviour among adults. In contrast, persived risk has a negative effect with regards to online shopping. Among the four variables, convenience, persived risk and price level were found to be significant while consumer satisfaction was not.

1. Introduction

The current trend of online shopping among internet users has increased in these two decades as online shopping is more convenience, beneficial and less burden to consumers compared to the physical contacts, which is the traditional method (Samsudin & Ahmad, 2013). Online shopping has been defined as the process of the customer purchase goods or service through internet at the web stores from homes by only using electronic devices such as computers and smart phones (Jusoh & Ling, 2012). Electronic commerce or e-commerce has grown broadly and turn into a common way for transaction of products, services and information (Liat & Wuan, 2014). Hence, the access to the internet is of importance for

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online customer so that they could surf their preferences in the web store and make payments to the producers or sellers.

Data shows that people who shop at online stores are basically younger than those of traditional stores. Young people dominate the online population despite the growing number of the older generations becoming more online literate than before. Young people, who mostly own smart phones, internet, and social media account such as Facebook, Instagram and Twitter, generally, are independent enough to make their own shopping decisions. Consequently regardless of their sources of incomes and allowances, they are inclined to buy items or search any products from online stores. Studies shows that purchasing through internet is preferable among the young generation such as students and professionals because of the convenience, saving time and money (Norzaidi and Mohamed, 2016). Factors such as products availability, low price, promotions, comparison, convenience and time consciousness also influence online shopping among students (Khanna and Jadhav, 2016).

The percentage of Malaysian internet users at national level increased from 76.9% in 2016 to 87.4% in 2018 (MCMC report). This directly demonstrates how the e-commerce landscape in Malaysia is turning out to be increasingly dynamic with more Malaysians starting to shop online. More than half (51%) of online shoppers in Malaysia are people between the ages of 25 and 34, with another quarter (24%) are people from 18 to 24 years old (ecinsider report). In total the young adults constitute 75% of the online shoppers. The younger generation not only is more familiar with e-commerce, but they also process website information five times quicker than the older generations (Kim & Ammeter, 2008).

Despite the high awareness of e-commerce, the e-Commerce Consumers Survey 2018 also found that more than half of online shoppers are concerned about security and privacy when shopping online. Concerns regarding security have emerged in terms of credit card fraud, fake online retailers, banking details theft, identity theft, and trust issues. Among these threats, fraudulent activities including credit and debit card fraud appear to be the highest concern according to 63.9% of online shoppers. In terms of privacy, 82.7% of shoppers indicated that they are very concerned about the exposure of their personal details while 70% are worried about their personal data being misused for marketing purposes.

Undoubtedly, online shopping has created challenges especially for producers as they have to progress in parallel with the latest demand and needs of online shoppers, especially the young ones as they constitute a larger portion of online shopping (Wen, Chen, and Hwang 2001). Online shopping obviously would create competitive war among companies. Hence identifying factors affecting online shopping among young adults and subsequently devising suitable business strategies at par with the rapid technological development are critical for the business survival of the companies.

This study then attempts to investigate factors that influence online shopping among young adults in Malaysia. The constructs investigated in this study were convenience, perceived risk, consumer satisfaction and price level. The organisation of the papers is as follows: Section 2 starts with a literature review consisting of online shopping behaviour, convenience, perceived risk and price level. Section 3 continues to describe the research methodology and Section 4 presents the finding and analysis of the study. Finally, the conclusion and implication of the findings is covered at the end of the paper.

2. Literature review

Online transactions or e-commerce is becoming a greater aspect of the economic landscape. There are many new platform, avenues and approaches to buying and selling being introduced at a rapid rate. In e-commerce, all of these roles come together at the user interface of websites and mobile device applications. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers.

According to the theory of planned behaviour (TPB), consumer behaviour has been defined as to identify the reason or the purpose of the consumer's behaviour (Ajzen, 2015). Based on an empirical study in Delhi, several factors have been identified to influence consumer behaviours towards online shopping. The findings revealed that perceived risk negatively impact consumers attitude towards online shopping while perceived usefulness, perceived ease of use and perceived enjoyment has no impact on consumers' attitude towards online shopping (Jain, Goswami, & Bhutani, 2014). Another research findings by James & Akhbar (2014) has shown that the results of three variables namely convenience, price, and brand have strong significant correlations to online shopping. Another empirical findings show that trust and perceived benefits also influenced the consumer attitudes toward online shopping (Al-debei, Akroush, & Ashouri, 2015). A study by Shanthi & Kannaiah (2015) revealed that most of the youngsters between the age of 20-25 preferred the online buying as opposed to elder people who do not use internet as shopping platform.

Clearly there are many benefits that consumers could enjoy when they purchase items through online shopping, such as consumers do not have to leave their home and travel to get goods they wanted in physical store instead by browsing, consumers could get goods they need and at the same time, they could avoid crowd, traffic and buy products that are not easy to get in nearby stores. Time saving and convenience motivates consumer to shop online (Kanupriya, 2016). Findings revealed that convenience risk and perceived risk are significantly and negatively associated with online shopping. While attitude, apart from being significant, is also positively associated with online shopping. In contrast, product risk is insignificant (Bhatti, Saad & Gbadebo, 2018). There has been a study that ranked convenience to be the first factor that affect online shopping (Jayasubramanian et al., 2015) and has been previously discovered by Kansra & Rajiva (2005). However in the case of college students, convenience was found to be the fifth factors that influence their online shopping (Khanna & Jadhav, 2016).

Risks or perceived risk is the hesitation a consumer has when buying items, mostly those that are expensive. Perceived risk has been defined as a degree of possible or expected disappointment with a buying decision, based on the buying intention of the consumers. Perceived risks have been divided into five types of risks which are physical risk, performance risk, psychological risk, financial risk and information security. Research by Majid & Firend Al. R.,(2017) have shown that risk perceived by the users of internet is not a key factor that effect buying purpose, despite facing bad experience from the previous online seller and being supported by Jusoh & Ling (2012) who concluded there is no significant relationship between consumer risk and attitude towards online shopping. However, other findings show that there is a significant relationship between perceived risk and consumer attitude towards online shopping (Jain et al., 2014). In addition to that, low trustworthiness and item quality have been perceived as the main factors that will influence the household decision in online purchasing.

Consumer satisfaction level may be measured in many ways. For instance, the satisfaction of choices of availability of products in the market, details information of the product as well as the quality of product that has been stated by the seller and service provider. There is a significant relationship between customer service and attitude towards online shopping (Jusoh & Ling, 2012). Study on customer satisfaction towards online shopping shown majority (76%) of the respondents has strongly agreed with the choice of products available in online shopping (Jayasubramanian et al., 2015). Customer services also has been one of the factors that influence college students to purchase online (Khanna & Jadhav, 2016). The consumers feel satisfied with the service provided as well as the reliability in delivery and shipping time. Web site quality is also another essential factor that influence shopping online (Osman et al., 2010). There is a positive and significant relationship between customer service from the web store and online shopping (Alam et al., 2008).

There are studies on the relationship between product quality, brand, shopping experience and customer satisfaction. It was found that both quality of the item as well as brand significantly affect customer satisfaction among university students (Musa et al., 2015). Shopping experience has also contributed towards the buyer satisfaction on online purchasing (Musa et al., 2015). A study by Momtaz et al., 2011 confirmed that advertisements, product quality, brand names, and prior shopping experiences

do play a significant role in customer satisfaction among online shoppers in Malaysia. Additionally, another journal discovered that there is a significant relationship between customer service and the shopper satisfaction at online store (Teing, 2014).

Lastly, price level which has always been regarded as a major determinant of buyer choice as customers will usually seek for lower price products or services. Lin & Sun (2009) and Rihn, Khachatryan, & Wei (2018) concluded that price has a great influence on customers' buying decisions. Price level placed at second in factors that control college students to use e-retailing (Khanna & Jadhav, 2016) as students, always choose for the lower price when it comes to shop and cheaper products always caught their attention. Low pricing observed in online stores acts as an influencer to shop from the web store (Kansra & Rajiva, 2005). Both Shanthi & Kannaiah, (2015) and Choudhury & Dey (2014) came to the same conclusion that price of the products was the most impelling factor on buying of products online. Result of the regression analysis also showed that price has a positive statistical significant impact to receptivity on online shopping (James & Akhbar, 2014).

3. Research methodology

In this paper, based on the covered literature, convenience (CON), perceived risk (R), customers satisfaction (CS) and price level (P) are the four proposed factors that influence the online shopping behaviour (CB) of young adults in Malaysia. Hence consumer behaviour towards online shopping was regressed against the mentioned independent variables namely, convenience, perceived risk, consumer satisfaction and price level, while the dependent variables is consumer behaviour towards online shopping. Therefore, the proposed economic model for the study: $CB = f(CON, R, CS, P)$.

The data has been collected through questionnaire. The questionnaires was adapted from Jayasubramanian et al., (2015) and Kansra & Rajiva (2005), and in google form. The questionnaire was designed to collect the respondents' demographic information such as gender, age, education level, occupation, monthly income, source of income, living area as well as favorite web store and online shopping behavior. Altogether there are 25 statements, which were caterigorised into four independent variables and one dependent variable. A four-point Likert-scale was used where respondents were asked to rank accordingly each statements of each independent variables as strongly disagree/very poor = 1, disagree/poor = 2, agree/good = 3, or strongly agree/very good = 4. It was distributed through WhatsApp application and the responses regarding consumer behaviour towards online shopping were gathered within one month. The collected date of 106 respondents, consisted of young adults who are in between eighteen to thirty-five years old, around Selangor and Kuala Lumpur, were analysed using Statistical Package of Social Science (SPSS) version 20.0.

Multiple regression analysis was performed to detemine to what degree of extent the online shopping behaviour is explained by the four proposed independent variables and also to identify the significant of each independent variables. Prior to the multiple regression analysis, preliminary assessment was conducted to ensure no violation of the assumptions of normality, linearity, multicollinearity, and homoscedasticity.

4. Finding and Analysis

4.1 Demographic profile of the respondents.

Referring to Table 1 below, it shows that majority of the respondents are female (51.9%) with the total number of 55 and male (48.1%) with the total number of 51. There are three categories of respondents age: 18 to 23 years old (75.5%) followed by 24-19 years old (17%) and 30-35 years old (7.5%). As for education level, there are 5 (4.7%) with SPM qualification, 26 respondents (24.5%) with Diploma Certificate, 71(67%) respondents with Bachelor Degree, followed by 4 (3.8%) with Master level.

There are four categories for occupations which are students (76.9%), employed (29.2%), self employed (0.9%) and unemployed (1.9%). Regarding monthly income or allowance, there are five categories: RM500 and below (50.9%), RM501-1000(14.2%), RM1001-3000 (19.8%), RM3001-5000 (9.4%) and finally RM5000 and above (5.7%). With respect to income, it was found that, 44 (41.5%)of respondents received allowance or income from parents, 31 (29.2%) from employment, 30(28.3%) from scholarship or loans and only 1 (0.9%) from profits of own business.

Table 1. Demographic profile (N= 106)

		Frequency	Percent (%)
Gender	Male	51	48.1
	Female	55	51.9
Age	18-23	80	75.5
	24-29	18	17.0
	30-35	8	7.5
Education	SPM	5	4.7
	STPM	0	0.0
	Diploma	26	24.5
	Degree	71	67.0
	Master	4	3.8
	PhD	0	0.0
Occupation	Students	72	67.9
	Employed	31	29.2
	Self-employed	1	0.9
	Unemployed	2	1.9
Monthly income/allowance	RM500 and below	54	50.9
	RM501-1000	15	14.2
	RM1001-3000	21	19.8
	RM3001-5000	10	9.4
	RM5000 and above	6	5.7
Source of income	Parents	44	41.5
	Employer	31	29.2
	Scholarship/PTPTN/Other loan	30	28.3
	Profits from own business	1	0.9
	Living area	Urban	72
	Suburban	23	21.7
	Rural	11	10.4
Favourite Web Store	Shopee	42	39.6
	Lazada	33	31.1
	Zalora	11	10.4
	FashionValet	4	3.8
	Mudah.com	2	1.9
	Instagram	9	8.5
	Others	5	4.7

Most of respondents reside in urban area (67.9%) with a total number of 72, 23 (21.7%) respondents live in suburban area, while only 11 (10.4%) live in rural area. The most favourable web store is Shopee, with the highest no of respondents of 42 (39.6%) followed by Lazada with a total number of 33 respondents (31.1%) , Zalora with 11 (10.4%), FashionValet 4 (3.8%) Mudah.com. with 2 respondents (1.9%) , instagram with 9 (8.5%) respondents and 5 (4.7%) for others.

4.2 Reliability analysis

Reliability analysis was carried out in order to evaluate the consistent reliability of variables involved. Table 2 shows Cronbach's alpha for all independent variables are in the range between 0.683 and 0.876, which exceeds 0.6 indicating good reliability (Sekaran & Bougie, 2013). Nunnally & Bernstein, 1994

stated that in more advanced stages of research, values between 0.70 and 0.90 can be regarded as satisfactory. Thus, it can be concluded that all the variables are reliable in this study.

Table 2. Cronbach's Alpha

Variables	Cronbach's Alpha	N of items	Remarks
Convenience	.876	7	Very Good
Risks	.683	7	Moderate
Customer satisfaction	.766	4	Good
Price	.772	3	Good

4.3 Convenience

Table 3 shows the majority of the respondents strongly agree that both shopping on internet saves time (60.4%) and the advantage to be able to shop at any time of the day (64.2%) and 48.1% of the respondents agree with online shopping is easy. Moreover, most of the young adults strongly agree that online shopping required less energy (60.4%), could save travel cost (68.9%), they don't have to face the crowds at the physical store (72.6%) and online shopping allows them to get items that they could not find from the nearby physical store (60.4%). In fact the issue of meeting the crowd at the physical store is not much of a problem as it has the least mean score of 1.28. Overall the most noticeable element of convenience that make young adults to engage in online shopping is shopping on internet is easy as it has the highest mean score of 1.58.

Table 3. Descriptive statistics for Convenience

Questions	Mean	Strongly disagree (%)	Disagree (%)	Agree (%)	Strongly agree (%)
Shopping on internet saves time.	1.42	0	2.8	36.8	60.4
It is great advantage to be able to shop at any time of the day.	1.37	0	.9	34.9	64.2
Shopping on internet is easy.	1.58	0	4.7	48.1	47.2
Online shopping required less energy.	1.40	0	0	39.6	60.4
Online shopping could save travel cost.	1.34	0	2.8	28.3	68.9
You don't have to face the crowds at the physical store.	1.28	0	.9	26.4	72.6
Online shopping allows you to find many products that you wouldn't be able to find from the nearby physical store.	1.47	.9	5.7	33.0	60.4
Mean score for all 7 items	1.41				

4.4 Perceived risks

Table 4 shows the results of the respondents' perceived riskiness with regard to the online shopping of which 55.7% disagree that it is risky. Additionally, 52.8% of the respondents disagree that the seller at online store can be fully trusted, and 67.9% of the respondents agree that the seller could be a scammer. Furthermore, majority of the respondents agree with the risks of the possibility of product may not arrive at all (77.4%), poor quality of the product (71.7%), possibility of getting the wrong product (74.5%) and product may arrive in damage condition (75.5%). The highest mean goes to the statement that the seller at online shopping can be fully trusted (2.95), followed by the possibility of product may not arrive at all (1.9), while the mean score for both the possibility of getting the wrong product from what being ordered

and product may arrive in a damage condition equal to 1.84 each. The respondents regard shopping online as not that much risky for its mean score = 1.64 is the lowest, while the trustworthiness of the online seller is an importance criteria as its has the highest mean score of 2.95.

Table 4. Descriptive statistics for Risks

Questions	Mean	Strongly disagree (%)	Disagree (%)	Agree (%)	Strongly agree (%)
Online shopping is risky	1.64	55.7	24.5	19.8	0
The seller at online shopping can be fully trusted.	2.95	21.7	52.8	24.5	0.9
The seller could be a scammer.	1.74	0	2.8	67.9	29.2
The possibility of product may not arrive at all.	1.90	0.9	4.7	77.4	17.0
The item purchased might not have a good quality as what has been told in the web store.	1.77	1.9	0	71.7	26.4
The possibility of getting the wrong product from what you have ordered.	1.84	0	4.7	74.5	20.8
Product may arrive in damage condition.	1.84	0.9	2.8	75.5	20.8
Mean score for all 7 items	1.95				

4.5 Customers satisfaction

Table 5 shows the results for statements regarding customer satisfaction based on their last experience shopping from the online store. Majority of respondents agree that the service provided by the seller is

Table 5. Descriptive statistics for Customer satisfaction

Questions	Mean	Very poor (%)	Poor (%)	Good (%)	Very good (%)
The service provided by the seller.	1.77	2.8	0	71.7	25.5
What do you think of website layout from the web stores?	1.78	.9	4.7	66.0	28.3
Quality of the product.	1.87	0	8.5	69.8	21.7
Quality of information provided in the web store.	1.92	0	11.3	69.8	18.9
Mean score for all 4 items	1.84				

good (71.7%) and about 66% agree that the website layout from the web stores is also good. As for the quality of the product, 69.8% of the respondents categorise it as good while regarding the information quality provided in the web stores also good (69.8%). According to the mean values, the most noticeable factor that affect customer satisfaction is the quality information provided in the web store with the highest mean score of 1.92.

4.6 Price level

Table 6 shows the responses for statements regarding price level charged by the online stores. The result shows 56.6% of the respondents agree that product on internet is cheaper than those of the physical store while 59.4% agree that product on internet is affordable and 57.5% agree that there is a constant

promotion in online store. The highest mean = 1.98 which is for the statement that product on internet is cheaper than the physical store followed by product on internet is affordable with mean score =1.90. In addition, the mean score for constantly have a promotion in online store is the lowest.

Table 6. Descriptive statistics for price

Questions	Mean	Strongly disagree (%)	Disagree (%)	Agree (%)	Strongly agree (%)
Product on internet is cheaper than the physical store.	1.98	0	20.8	56.6	22.6
Product on internet is affordable.	1.90	0	15.1	59.4	25.5
Constantly have a promotion in online store.	1.63	0	2.8	57.5	39.6
Mean score for all 3 items	1.84				

4.7 Consumer behaviour

Table 7 below shows the result from consumer behaviour questions. 47.2% of the respondents agree that they prefer to shop from internet because it is convenient and easier for them, 68.9% of them also agree that they still prefer to shop from the internet even though they know the risks of online purchasing, 66% of the respondents agree that they feel very satisfied from the service and information given as well as the product quality from the online store.

Table 7. Descriptive statistics for consumer behavior

Questions	Mean	Strongly disagree (%)	Disagree (%)	Agree (%)	Strongly agree (%)
I prefer to shop from internet because it is convenient and easier for me.	1.66	0	9.4	47.2	43.4
I still prefer to shop from the internet even though I know the risks of online purchasing.	1.92	1.9	8.5	68.9	20.8
I feel very satisfied from the service and information given as well as the product quality from the online store.	1.91	0	12.3	66.0	21.7
The price of the product from the internet is more affordable.	1.84	0	10.4	63.2	26.4
Mean score for all 4 items	1.83				

Additionally, 63.2% of the respondents agree that the price of the product from the internet is more affordable. The highest mean of 1.92 goes to the statement “I still prefer to shop from the internet even though I know the risks of online purchasing”. On the other hand, the statement “I prefer to shop from internet because it is convenient and easier for me” has the lowest mean score = 1.66.

4.8 Pearson correlation analysis

Table 8 shows the Pearson Correlation analysis between dependent variable of consumer behaviour and independent variables, which are convenience, perceived risks, customer satisfaction and price level. The result shows that both convenience and price level have r-value of 0.410 and 0.457 respectively, thus indicating a positively moderate relationship between them and consumer behaviour as specified by

Guilford Rule of Thumb table (1973). Next, r-value for perceived risks is -0.287 and it indicates that there is a negatively low relationship between consumer behaviour and perceived risks. Moving on to r-value of customer satisfaction which is 0.288, therefore, it can be concluded that there is a positively low relationship between consumer behaviour and consumer satisfaction.

Table 8. Correlations among variables

	Convenient	Risks	Customer Satisfaction	Price	Consumer behaviour
Convenient	1				
Risks	-.093	1			
Customer Satisfaction	.271**	-.261*	1		
Price	.304**	.306	.217*	1	
Consumer behaviour	.410**	-.287**	.288**	.457**	1

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

*Correlation is significant at the 0.05 level (2-tailed)

4.9 Multiple regression analysis

Apart from the mean score analysis, the multiple regression analysis, was also carried out to determine the significance of each chosen variable. Results of the multiple regression are presented below. Table 9 shows the result of R-squared is 0.369 which means 36.9% of the variation in consumer behaviour is explained by the changes in all independent variables which are convenience, perceived risks, consumer satisfaction and price level.

Table 9. Results for factors influencing online shopping consumer among young adults

	Unstandardized Coefficients Beta	Standard Error	Standardized Coefficients Beta	T statistics	Significance
(Constant)	1.325	0.321		4.127	0.000
Convenient	0.280	0.094	0.254	2.978	0.004
Risks	-0.342	0.109	-0.259	-3.140	0.002
Consumer satisfaction	0.079	0.095	0.071	0.824	0.412
Price level	0.346	0.078	0.374	4.432	0.000
R-squared	0.369				
Adjusted R-squared	0.345				
Std. Error of Estimate	0.3680				
F statistics	14.76				0.000

The remaining 63.1% of the variance in dependent variable was not explained by the independent variables in this study. Adjusted R-squared is 0.345 which indicates 34.5% of the variation in consumer behaviour is explained by the changes in all independent variables which are convenient, perceived risks, consumer satisfaction and price level after adjusted the degree of freedom.

Based on F statistic = 14.76, the significant column shows that the significant value is less than 0.05. The result indicates that all independent variables significantly explained dependent variable. Signs of the corresponding coefficients show that convenience, consumer satisfaction and price level positively affect the consumer behaviour unlike perceived risks which negatively affect online shopping behaviour of young adults. According to the t-value, convenience, perceived risks and price level are all significant variables with the exception of consumer satisfaction. But of the three significant variables, price level is

the most significant variable that influence online shopping behaviour with a t-value of 4.432. Overall, based on the multiple regression results as presented in Table 9 above, it can be summarised that H1, H2 and H3 are accepted while H4 is rejected, as given by Table 10.

Table 10: Summary of hypotheses results

	Hypothesis	Results
H1	There is a significant relationship between convenience and online shopping behavior of young adults.	Supported
H2	There is a significant relationship between perceived risks and online shopping behavior of young adults.	Supported
H3	There is a significant relationship between price level and online shopping behavior of young adults.	Supported
H4	There is a significant relationship between consumer satisfaction and online shopping behavior of young adults.	Not supported

5. Discussion and conclusion

In conclusion, the findings obtained have indicated that three variables namely convenience, perceived risks and price level, have significant impact on online shopping behaviour among young adults in Malaysia. But of all three, price level has the most impact. With regards to the relationship between the independent and dependent variables, it was found that both convenience and price level are positively related to the young adults online shopping behaviour while perceived risks has a negative relationship. Other than that, it is noted that there is a positive but not significant relationship between customer satisfaction and online shopping behaviour of young adults. Additionally, based on the descriptive analysis, most female prefer to engage in online shopping as compared to male counterpart. Majority of the respondents are educated and residing in urban areas. Shopee has been chosen as the most popular and preferred web store among young adults.

Overall the most noticeable element of convenience that make young adults to engage in online shopping is shopping on internet is easy and it allows them to find many products that they would not be able to find from the nearby physical store. It has also been discovered that convenience has significantly influence online shopping engagement among young adults. Similar results were found by previous researchers that convenience is one most significant influencing factor, acquiring the highest percentage among online shopping motivating factors (Bashir, Mehboob, & Bhatti, 2015; Jayasubramanian et al., 2015; Kanupriya, 2016). Thus, the government should provide affordable and high speed internet access to the people especially to the young adults as they prefer to purchase online due to their pack schedules and hectic lifestyles.

Another important findings shows that despite perceived risks is a significant factor when engaging in online shopping (Jain et al., 2014), the respondents in this study regard it as not that much of an issue, unlike trustworthiness of the online seller as it is regarded as an importance criteria (Majid & Firend Al. R., 2017). Consequently as trust has proven to be an important criteria for perceived risks, the seller should be truthful in selling their products in order to erase fear and thus gain trust of the customers to ensure the culture of online shopping to continually flourish. Apart from that, the government also should devise respective measures to continually ensure the shoppers' welfare in order to encourage and thus expand online shopping engagement as this will lead to the higher economic growth.

It is also discovered that generally customer satisfaction is not a significant factor for the online shopping engagement among the young adults. However, according to the analysis of mean scores, respondents agree that all elements covered in the construct are important. The elements covered service provided by the seller, website layout from the web stores, quality of the product and quality of

information provided in the web store. Among all these elements, the most noticeable factor that affect customer satisfaction is the quality information provided in the web store.

Price level has the most impact on the online shopping behavior of the young adults as it is found to be the most significant factor of all the four independent variables. Generally the respondent agree that product on internet is cheaper than the physical store, thus affordable as online store constantly have a promotion. This is consistent with the previous discovery that price of the products have the most impelling factor on the buying of products online (Shanthi&Kannaiah, 2015; Choudhury &Dey, 2014; James &Akhbar, 2014).

Overall, the information on the online shopping behaviour among young adults would be of assistance to the relevant parties especially the online stores or marketers to formulate and implement effective online marketing strategies in promoting their products and services. Apart from that, the government would also be informed about the issues pertaining to the online shopping behaviour among young adults and thus able to devise the respective policies with regards to the online shopping activities.

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