

Factors Influencing Online Purchasing Intention among Private Sector Workers in Malaysia

Nini Hartini Asnawi¹, Nur Atiqah Zakiyyah Ramlee², Lina Nadia Abd Rahim³, Nor Fazalina Salleh⁴, Norfazlina Bt Ghazali⁵ & Mohamad Nazim Bin Mohd Yussof⁶

¹ Department of Entrepreneurship and Marketing Studies, Faculty of Business and Management, Universiti Teknologi MARA, Kampus Puncak Alam, 42300 Kuala Selangor, Selangor
niniha3000@uitm.edu.my

² Department of Entrepreneurship and Marketing Studies, Faculty of Business and Management, Universiti Teknologi MARA, Kampus Puncak Alam, 42300 Kuala Selangor, Selangor
nurat3842@uitm.edu.my

³ Department of Entrepreneurship and Marketing Studies, Faculty of Business and Management, Universiti Teknologi MARA, Kampus Puncak Alam, 42300 Kuala Selangor, Selangor
linanadia@uitm.edu.my

⁴ Department of Entrepreneurship and Marketing Studies, Faculty of Business and Management, Universiti Teknologi MARA, Kampus Puncak Alam, 42300 Kuala Selangor, Selangor
nor_fazalina@uitm.edu.my

⁵ Department of Entrepreneurship and Marketing Studies, Faculty of Business and Management, Universiti Teknologi MARA, Kampus Puncak Alam, 42300 Kuala Selangor, Selangor
norfazlina4843@uitm.edu.my

⁶ Department of Technology and Supply Chain Management Studies, Faculty of Business and Management, Universiti Teknologi MARA, Kampus Puncak Alam, 42300 Kuala Selangor, Selangor
nazemohd@gmail.com

Received: 12 September 2020

Revised from: 25 September

Accepted: 25 October 2020

Published: 31 October 2020

Abstract

The propose of this research study is to identify for the relationship social media usage and the effectiveness to encourage people to do online purchasing and also their intention to buy. This study focuses on workers from private sector. The literature reviews on the main issues about the power of social media in influencing people with online purchase. Correlation Research is suitable for this research study to find the solution for the problem stated. Therefore, in order to get the significant results and findings, survey research method is applied by distributing a set of questionnaires to the target respondents among private sector workers. There are three research objectives for this research study. The first one is to determine the relationship of ease of use towards intention to buy. Secondly is to examine the influence of usefulness towards intention to buy. Lastly is to analyze the influence of easiness towards intention to buy. 50 set of questionnaires have been distributed to five different departments in the company conducted using descriptive approach and the instrument used is survey questionnaires for data collection purpose. The sampling technique that has been chosen for this research is Simple Random Sampling. Hence, this research study is also explained and reviewed specifically by the researcher based on the data findings at the end of this research. The results of analyses show ease of use and usefulness does influence online purchase intention.

Keywords: Online Purchase Intention, Social Media Usage, Ease of Use, Usefulness, Intention to Purchase

1. Introduction

The fourth of Industrial Revolution (I.R 4.0) has taken its place and consumer of social media usage and online buying in the business have been only marginally explored in the literature,

therefore, leaving room for possible investigations aimed at clarifying these topics. A recent literature review on consumer behaviour (Lockshin & Corsi, 2012) shows that the influence of the internet and social media on consumer behaviour represents a research area that needs further investigation. A recent international comparative analysis between Australia and New Zealand by Szolnoki et al. (2018) claims that the level of social media adoption by wineries is around 65 percent across both countries, with Facebook and Twitter being the most adopted social networks. In addition, Szolnoki et al. (2018) point out that social media adoption differs between Old World and New World countries, although Facebook remains the most used platform. Social media technologies have been swiftly adopted by both companies and individuals, and have changed the nature of interactions, enabling businesses to communicate with consumers and create intense, active loyalty relationships, as well as enhance brand equity (Keller, 2009; Nair, 2011; Melanthiou et al., 2015). In these systems, consumers are influenced by 12 online marketing strategies and at the same time are able to influence the conduct of other individuals (Kozinets et al., 2010; Kietzmann et al., 2011). This interaction allows companies to create value by increasing the popularity of brands, enhancing positive word of mouth, boosting sales, generating engagement (Hajli, 2014) and even influencing end-user entrepreneurship (Cuomo et al., 2017). Social media influence the consumer path to purchase and specifically impact the online decision buying process: they represent a quick manner for gathering and processing information (Fiore et al., 2016; Heinonen, 2011), and “enable consumers to incorporate the dimension of peer-to-peer information sharing into the information search process” (Jiang & Rosenbloom, 2014). The research shows that social media represent a supporting channel where businesses build awareness, consideration, and intent earlier in the purchasing funnel. Most online shoppers in fact use social media to search for product and brand-related information, and social media usage affects consumer buying intention (Chung & Muk, 2017).

1.1 Research Objectives

- i. To examine the relationship of ease of use towards intention to buy.
- ii. To examine the relationship of usefulness towards intention to buy.

2. Literature Reviews

2.1 Social Media Usage

Social media takes us back to the beginning when people lived in groups and clans and took decisions together by being affected with each other. By simple definition, the social media refers to activities, practices, and behavior among communities of people who gather online to share information, knowledge, and opinions using conversational media (Web based applications), (Jashari, 2018).

2.2 Ease of Use

Ease of use is the degree to which a person could use a particular system free of effort. (Johan Aberg, 2009). Ease of use is a straightforward concept; it is a measurement of how easy the finished product is to use by its intended users. Design is often a battle between trying to deliver functionality and trying to deliver ease of use. The ease of use describes the extent to which users believe a technical system to be free from effort and easy to handle (Martina Ziefle, 2008).

2.3 Usefulness

Usefulness is the degree to which a person believes that using a particular system would enhance his or her task performance. (Aberg, 2009). Usefulness is defined as “the degree to which a person believes that using a particular system would enhance his or her job performance”, and it is related to the expectations that a person hopes to get in the end (McKnight & Kacmar, 2007).

2.4 Intention to buy

Purchase intention is evolving from the term intention. Intention comes from behavioral science. The subjective probability that a person performs a particular action is intention (Fishbein & Ajzen ,1977). Huang and Su (2011) further explain that purchase intention is also regarded as a subject that the consumer’s cognitive behavior revealing the way an individual intends to purchase a specific brand. In addition, to predict what products or brands consumers will buy next time purchase intention can be used when they do shopping (Fandos & Flavian 2006).

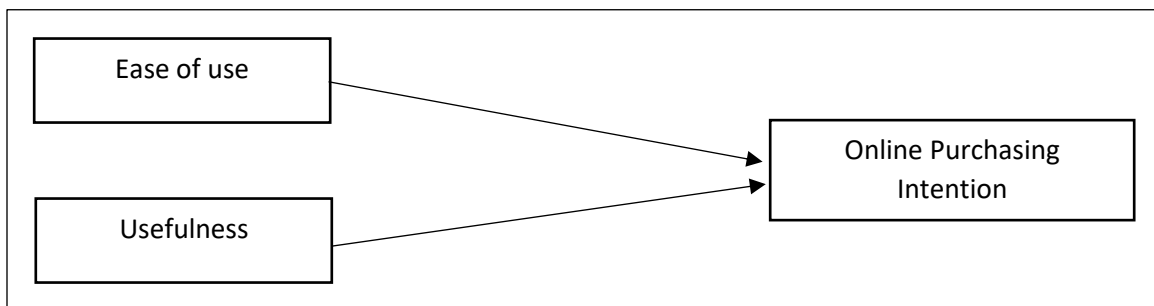


Fig. 1 Conceptual framework depict the relationship between ease of use and usefulness towards online purchasing intention.

3. Methodology

A structured questionnaire was completed by a sample of 50 workers from five different departments in the company. A multinomial logistic model was used to assess how the investigated variables influenced online purchasing behavior. The study was developed to collect data related to the issue discussed and analyzed to find a solution to a related issue. The study was conducted using descriptive approach that allows each issue to be described based on the individual view of the selected respondents. This study used survey questionnaires as an instrument for data collection purpose. The sampling technique that has been chosen for this research is Simple Random Sampling, and the questionnaire was distributed among workers from private sector. The rule of thumb by Roscoe (1975) proposed sample size minimum is 30, however samples that are to be broken into subsample a minimum sample size of 30 is necessary.

4. Results and Discussion

The researcher distributed 50 questionnaires and return was 50 questionnaires giving 100% return rate. The frequency for male respondents is 32 which is equal to 64.0 percent and followed by female respondents which are 18 which equals 36.0 percent. From this data, we can conclude

male as a majority respondent. The highest percentage of the respondent age for this study is 24-26 years old which is 36.0 percent. Respondents with a range of age 27-29 years old represent the second highest number of respondents which is 28.0 percent. The third highest range of age respondents is 21-23 years old which is 14.0 percent and for the range of age 31-33 years old and 34 years above is 12.0 percent and 10.0 percent. The data of level education show that majority of them 27 respondents that are 54.0 percent have Degree follow by Diploma/STPM holder that is 18 respondents 36.0 percent. Respondents that have Master is only 5 respondents that is 10.0 percent.

Table 1: Normality test

	<i>Ease of Use</i>	<i>Usefulness</i>	<i>Intention to Buy</i>
Skewness	1.334	.835	1.645
Std. Error of Skewness	.337	.337	.337
Kurtosis	2.043	1.199	4.280

For the result in the table above, the value of skewness is between 1.645 to 1.855 and the value of kurtosis is between 1.199 to 4.786, this showed the data for each variable is normal. Histogram, QQ plots also showed the result of the data is acceptable.

Table 2: Reliability test

<i>Variable</i>	<i>Cronbach Alpha</i>	<i>N of Items</i>	<i>Strength</i>
Usefulness	.590	5	Poor
Ease of Use	.641	5	Questionable

Reliability is the extent result in the same outcomes. Reliable data is dependable, trustworthy, authentic, genuine, and reputable. Consistency is the main measure of reliability. Therefore, reliability analysis is the analysis of the data to identify the level of reliability for the variables.

Table 3: Mean Analysis

	<i>Mean</i>	<i>Std Deviation</i>
Usefulness of Media Usage	3.2720	.47253
Ease of Use Media Usage	3.3360	.45971
Intention to Buy	3.3320	.45465

Mean score for Usefulness of Media Usage 3. 2720 (SD=.47253), Ease of Use Media Usage 3. 3360 (SD=.45971). The mean score for Intention to Buy is 3.3320 (SD=.45465).

H1: There is positive relationship between ease of use and intention to purchase.

Table 4: Correlation coefficient between usefulness and intention to buy

	<i>Usefulness</i>	<i>Intention to Buy</i>
Usefulness	1	.567**
Intention to Buy	.567**	1

Pearson correlation coefficient has been used to examine the relationship of variables in this study. To interpret the correlation coefficient, the researcher has used guidelines from Salkind (2014) which provides relationship strengths. Based on the result, there is a positive significant relationship between usefulness and intention to buy ($r=.567^{**}$, $p<0.00$). The strength of relationship for both variables is moderate relationship. Therefore, hypothesis H1 is accepted.

This hypothesis is accepted because of past research according to Monsuwe, Dellaert, and Ruyter (2004) which found that online shopping, usefulness is perceived by responded as a platform that can help to boost up their productivity and enhancing their shopping experience. It is possible that minority of the respondents not familiar to access the existed application such as Shopee, Zalora and Lazada to fulfill their needs in online purchase. Meanwhile, internet interruption also could be one of the main factors and the device itself might not supporting such applications due to the capacity of the device unless if they are using smartphones with the new or advance technology.

H2: There is positive relationship between usefulness and intention to purchase.

Table 5: Correlation coefficient between ease of use and intention to buy

	<i>Ease of use</i>	<i>Intention to Buy</i>
Ease of use	1	.615**
Intention to Buy	.615**	1

For ease of use, there is positive significant relationship between ease of use and intention to buy ($r=.615^{**}$, $p>0.00$). The strength of relationship for both variables is strong relationship. Therefore, hypothesis H2 is accepted.

Referring to a study done by Okamoto, Yatsuhashi, and Mizutani, (2017), shopping applications play an important role in the process of online purchasing. The facility which consists on the new technology including the network coverage prepared is very wide. At the same time, it could help the individual to fulfill their intention to buy something from the Internet whenever they want to.

Taken together, based on the result it shows that the independent variables namely ease of use and usefulness does influence online purchase intention among private sector workers. It shows hypotheses 1 and hypotheses 2 were accepted and have strong relationship, hence ease of use and usefulness are very important in order to promote online business.

5. Conclusion

Based on finding, the researcher found that the majority of respondent who have been contributed to answer the questionnaire prepared is male which is (64.0%). Besides that, the highest respondents who answered the questionnaires came from the age of 24 - 26 years' old that is (36.0%). In terms of race, most of them are Malay that consists of (94.0%) from the respondents. For education background, the highest is (54.0%) which is from degree holders and the second highest is from diploma holder which is (36.0%). Besides the marital status, 78.0%

(36 respondents) came from a single status that has been participated in completing the questionnaire given to them. Meanwhile, for the length of service, the highest came from the group that has been working for 1 year and above which is 50.0% (25 respondents) and for the highest amount of position in the company that they work with that has been contributed in answering the questionnaire came from the designers which is 48.0% (24 respondents). Apart from that, the highest respondents that contributed to this research are from the group that earned income from RM2000-2500 a month which is 52.0% (26 respondents). Subsequently, the highest frequency of online shopping mostly occurred below once in a month which is 28.0% (14 respondents). Finally, for the estimated money spent in a month is as much as RM100-RM250 that explained in the percentage of the respondents which is 48.0% (24 respondents).

For future research, the researcher needs to focus on the environment and identify the exact factor that could affect their intention to buy within the age range. Be more specific for the target respondents and focusing on the certain group of age. For example, teenagers which a group of individuals who is fully aware with the new technology & those existed applications. As for that, it could help teenagers to polish or boost up their confidence, build up their identity and personality.

Acknowledgments

The authors gratefully acknowledge the Faculty of Business and Management, Universiti Teknologi MARA, Puncak Alam Campus, Selangor, Malaysia for the funding and dedicated support towards this research. Most profound gratefulness likewise to team members in providing constant commitment towards the accomplishment of this research project.

References

- Aberg, J. (2009). An evaluation of a meal planning system: Ease of use and perceived usefulness. *People and Computers XXIII Celebrating People and Technology*, 278-287.
- Chung, C., & Muk, A. (2017). Online shoppers' social media usage and shopping behavior. In *The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World* (pp. 133-133). Springer, Cham.
- Cuomo, M. T., Tortora, D., Festa, G., Giordano, A., & Metallo, G. (2017). Enablers for end-user entrepreneurship: An investigation on Italian food bloggers. *Psychology & Marketing*, 34(12), 1109-1118.
- Fandos, C., & Flavian, C. (2006). Intrinsic and extrinsic quality attributes, loyalty and buying intention: an analysis for a PDO product. *British food journal*.
- Fiore, M., Vrontis, D., Silvestri, R., & Contò, F. (2016). Social media and societal marketing: a path for a better wine?. *Journal of Promotion Management*, 22(2), 268-279.
- Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research.
- Huang, X. & Su, D., (2011). Research on online shopping intention of undergraduate consumer in China-based on the theory of planned behavior. *International Business Research*, 4(1), 86.
- Jashari, F. (2018). Impact of online reviews in online booking.
- Hajli, M. Nick. "A study of the impact of social media on consumers." *International Journal of Market Research* 56.3 (2014): 387-404.
- Heinonen, K. (2011). Consumer activity in social media: Managerial approaches to consumers' social media behavior. *Journal of Consumer Behaviour*, 10(6), 356-364.
- Jiang, P., & Rosenbloom, B. (2014). Consumer knowledge and external pre-purchase information search: A meta-analysis of the evidence. In *Consumer Culture Theory*. Emerald Group Publishing Limited.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business horizons*, 54(3), 241-251.
- Kozinets, R. V., De Valck, K., Wojnicki, A. C., & Wilner, S. J. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of marketing*, 74(2), 71-89.
- Keller, K. L. (2010). Brand equity management in a multichannel, multimedia retail environment. *Journal of Interactive Marketing*, 24(2), 58-70.

- Lockshin, L., & Corsi, A. M. (2012). Consumer behaviour for wine 2.0: A review since 2003 and future directions. *Wine Economics and Policy, 1*(1), 2-23.
- McKnight, D. H., & Kacmar, C. J. (2007, August). Factors and effects of information credibility. In *Proceedings of the ninth international conference on Electronic commerce* (pp. 423-432).
- Melanthiou, Y., Papolomou, I., & Komodromos, M. (2015). Social media uptake in Cyprus-or is it just a new fad?. *International Journal of Technology Marketing, 10*(3), 312-325.
- Monsuwé, T. P., Dellaert, B. G., & De Ruyter, K. (2004). What drives consumers to shop online? A literature review. *International journal of service industry management*.
- Nair, M. (2011), "Understanding and measuring the value of social media", *Journal of Corporate Accounting & Finance*, Vol. 22 No. 3, pp. 45-51.
- Okamoto, T., Yatsuhashi, J., & Mizutani, N. (2017, July). University Students' Priorities for Smartphone Applications in Online Purchasing. In *Proceedings of the 4th Multidisciplinary International Social Networks Conference* (pp. 1-6).
- Roscoe, J. T. (1975). *Fundamental research statistics for the behavioral sciences [by] John T. Roscoe*.
- Salkind, N. J. (2014). *100 questions (and answers) about statistics* (Vol. 3). SAGE Publications.
- Szolnoki, G., Dolan, R., Forbes, S., Thach, L., & Goodman, S. (2018). Using social media for consumer interaction: An international comparison of winery adoption and activity. *Wine Economics and Policy, 7*(2), 109-119.
- Ziefle, M. (2008, November). Instruction formats and navigation aids in mobile devices. In *Symposium of the Austrian HCI and Usability Engineering Group* (pp. 339-358). Springer, Berlin, Heidelberg.