

EXPLAINING PURCHASE INTENTIONS AND ONLINE SHOPPING BEHAVIOUR AMONG YOUNG MALAYSIAN MUSLIM CONSUMERS

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Abstract: *The commercialisation of the Internet in 1991 ushered in the era of e-commerce, in which online shopping plays an increasingly important role. Despite this, Malaysian online shopping has grown slowly, with the COVID-19 pandemic being the catalyst. Since then, Malaysians have become increasingly reliant on the internet and the proliferation of smarter, more powerful devices to shop for goods and services. As online shopping becomes more popular and has become the norm, the question arises as to what factors influence Malaysians' online shopping intentions and behaviour. The objective of the proposed study is to investigate the online shopping intentions and behaviour of young Muslim consumers in Malaysia. By using the Theory of Reasoned Action (TRA) as the underlying theory, this study will extend the variables to include new variables such as trustworthiness, security and safety, loyalty, and marketing information that influence online shopping intentions. In addition, consumer intentions that influence behaviour will also be investigated. This study is expected to contribute to theory while highlighting practical implications for academics and practitioners in the fields of marketing, consumer behaviour, and online shopping.*

Keywords: Intention, behaviour, online shopping, Malaysia, Muslim.

1. Introduction

Online shopping, a form of electronic commerce or e-commerce, allows consumers to buy goods or services directly from sellers via web browsers or mobile applications. Despite its early popularity, growth has been slow, especially in developing countries such as Malaysia. According to Joo and Teng (2022), prior to the COVID-19 pandemic, only 30 per cent of Malaysians preferred online purchases compared to 70 per cent in physical stores. However, the pandemic has compelled people to shop online, making it the new norm, and thus increasing online shopping exponentially.

Online shopping in Malaysia has experienced significant growth since the pandemic and has increased even more after the pandemic. With 33.03 million internet users and 44.05 million mobile connections, the country's revenue from e-commerce transactions exceeds RM1 trillion in 2021, representing a growth rate of 21.8 per cent (Mentek, 2022). E-commerce

revenue is expected to reach RM1.6 trillion by 2025, supported by the National E-commerce Strategic Roadmap (NESR) and the growing number of Malaysians shopping online (Azmi et al., 2022). The trend towards cashless payments and micro-businesses pushing for cashless payments further boosts online shopping. Nonetheless, research on online shopping in developing countries such as Malaysia is still in its early stages, necessitating further investigation.

As online shopping has become increasingly popular, a number of studies have been conducted to examine the impact of intentions on consumer behaviour. While intention has been found to influence consumer behaviour (Rattanaburi & Vongurai, 2021), researchers should avoid drawing sweeping conclusions as intention does not always lead to action (Kim, 2009; Kim & Jones, 2009). As a result, more future research on online shopping behaviour (Chung & Al-Khaled, 2021), specifically with a focus on intention and behaviour, is suggested (Jamil & Mat, 2011).

In addition, there is still limited research on online shopping intentions and behaviour especially among young people (Aris et al., 2021). Young people now make up the largest generation in the world (Boynton & Vasileva-Blazev, 2023) and the majority of internet users (International Telecommunication Union - ITU, 2023). In Malaysia, the young population aged 18-34 also dominates the online population (Ipsos Malaysia, 2022) with a 75 per cent share (Milo, 2019). This study thus will focus on young consumers in relation to online shopping but is limited to young Muslims only. Muslims are the largest religious group in the country, accounting for 57.8 per cent of the total population (DOSM, 2023). As young Muslim consumers are the largest age and religious group, this segment is particularly interesting to study due to its size and purchasing power.

The aim of this study is to better understand the factors that influence the online shopping intentions and behaviour of young Muslim consumers in particular. This study will examine the intention and behaviour of young Muslims in Malaysia when shopping online, looking at factors such as attitude, trustworthiness, security and safety, loyalty, and marketing information. This study replicates Chew and Kim's (2021) study but expands the variables to include actual behaviour and tests with new samples. The findings will be useful to academics and practitioners alike, contributing to research in marketing, consumer behaviour, and online shopping, as well as revenue for the country's economy.

2. Methods

This study will be quantitative and will employ an online questionnaire survey. The sample will involve young Malaysian Muslims who have experience with online shopping. The samples will be selected using convenience sampling method and the data will be collected using an online questionnaire.

The questionnaire will be distributed online through Google Forms on various social media platforms such as WhatsApp and Facebook. The online questionnaire method will be chosen as it allows the researchers to collect a large amount of data from a large number of people quickly, conveniently, and efficiently, and it is also cost-effective. In addition, the online survey has useful validation features to ensure that the respondent answers all questions completely.

The questionnaire will be divided into two sections, Section A and Section B. Section A will include demographic factors. Section B on the other hand, will consist of independent

and dependent variables that will be measured on a five-point Likert scale, with 1 being 'strongly disagree' and 5 being 'strongly agree'. All items for attitude, trust, safety and security, loyalty, and marketing information will be adapted from Chew and Kim (2021), while items for intention and behavior will be adapted from Ajzen (1991) and Davis (1989).

The data will be analyzed using descriptive analysis and regression analysis to estimate the relationships between a dependent variable and one or more independent variables.

3. Conclusions

This study will investigate the effects of attitude, trust, security, loyalty, and marketing information on purchase intention. In addition, this study also will examine the impact of intention on behavior. It is expected that the result of this study will show a significant impact of attitude, trust, security, loyalty, and marketing information on intention as predicted. And intention will have a significant influence on behavior.

This research aims to shed light on both theory and practice. Theoretically, this study will contribute to the existing literature by examining the determinants that explain young Muslims' online shopping intention and the relationship between online shopping intention and actual shopping behavior. Practically, this study will provide policy makers, service providers, and industry players with a better understanding of Malaysians' online shopping orientations. This is critical especially as the country aims for e-commerce to be the engine of catalytic economic growth in the country from 2021 to 2025.

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