

How Online Shopping on Shopee Platform Affects The Consumer Behavior in Malaysia: An Exploratory Survey

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ABSTRACT

Online shopping has gradually become a new normal for Malaysians since Malaysia entered the transition to the endemic phase of the Covid-19 pandemic on April 1, 2020. Despite no lockdown in Malaysia, going to crowded markets still makes people feel anxious and time-consuming. Shopee is one of the platforms that Malaysians use for online shopping. This survey will examine the customers' current and future plans to use online shopping services. Furthermore, this paper will investigate whether perceived usefulness, social influence, convenience, information security and privacy, enjoyment, and attitude influence customer behavioral intention toward online shopping services, and whether attitude mediates this relationship. In order to conduct the investigation, 150 respondents participated in the online survey via a Google form, and SPSS will be used to assess the hypothesis. The findings show that attitude is mediated by perceived usefulness, social influence, convenience, information security and privacy, enjoyment, and customer behavioral intention. Thus, the recommendations and consequences were presented in this paper.

Keywords: Behavioral Intention, Information Security and Privacy, Perceived Usefulness, Social Influence

INTRODUCTION

Covid-19 has altered corporate practices and had a big influence on consumer behavior. To combat the Covid 19 epidemic, Malaysia has adopted a movement control order to stop the spread of the epidemic, which has caused the country's economic decline. For example, the economic activities of SMEs in Malaysia are most affected by movement control orders (Tong & Gong, 2020). This is crucial since a significant portion of Malaysia's economy depends on SME activities that employ a sizable workforce. The prime minister of Malaysia believes that more than 35% of the gross domestic product is produced by the SME sector, which employs close to 70% of our workers (GDP) (Bernama, 2020). While the Covid-19 outbreak may have caused small and medium-sized businesses (SMEs) to experience a damaging wave of economic disruptions, it also may have paved the way for digital transformation as businesses adjusted their operations to deal with office closures, travel restrictions, and supply disruptions (The Edge Malaysia, 2020). According to The Malaysian Reserve website, Shopee is a cheaper e-commerce platform that also takes a cheaper capital than opening a local physical store in the real world. E-commerce is also one of the ways for SMEs to promote their products and increase their market choice. So, SMEs can use platforms such as Shopee to run their operation during the pandemic for them to survive in this struggling economic situation. According to an Ipsos survey, 82% of participants used Shopee in the previous six months, making it the top platform for Malaysians' online buying requirements (Loheswar, 2021).

Shopee is an e-commerce platform where customers can also become sellers and sellers can also become buyers, the headquartered of this company is in Singapore under Sea Group (Doan, 2019). The 244,000-square-foot building office has enough for up to 3,000 workers. Shopee was launched in 7 markets across the world, the market of Shopee expanded are Singapore, Malaysia, Indonesia, Thailand, Taiwan, Vietnam, and the Philippines. Shopee offers robust payment and fulfillment support to give customers the easiest and fastest shopping experience. For example, Shopee provides customers the "Shopee Guarantee" to protect buyers by holding the payment until the buyer confirms the receipt of the order (Shopee, n.d.). This function has been used to differentiate Shopee from other platforms such as Lazada. One of the study's most obvious conclusions, according to Shopee, is that despite the economy's reopening after the pandemic, 90% of Malaysian consumers still like to purchase online (Digital News Asia, 2022). Shopee is supposed to be the best platform for online shopping compared to Lazada, Facebook, Go Shop, Tabao, and Instagram in Malaysia (Tan, 2021).

The benefit of consumers using Shopee during the pandemic helped them be safe from Covid-19 and contactless. For example, Shopee has encouraged more companies to migrate their operations to a simpler platform because users can conduct touchless purchases and engage with customers. One benefit of shopping online using e-commerce is the cost savings. Instead of paying rental fees as they would if they were selling in physical locations, sellers who use e-commerce services do not have to (Santika, 2022). So this will make one of the main reasons why customers choose online shopping for buying their basic commodities because the price of selling in Shopee will be cheaper than the product selling in the physical shop.

Kotler and Keller (2011) state that Consumer behavior describes how humans choose and use their products to satisfy their needs and desires. This paper will examine the customers' current and future use of online shopping services. Besides that, we also investigate whether perceived usefulness, enjoyment, security, privacy, social influence, and attitude influence customer behavioral intention toward online shopping services and whether attitude mediates this relationship. Hence, we can use this survey to understand consumers' needs and satisfaction with online shopping platforms.

LITERATURE REVIEW

Perceived Usefulness

Perceived usefulness is about his or her purchasing performance being improved by the system provided (Liat & Wuan, 2014). It is related to online shopping services, including time-saving orientation and efficient purchasing decisions. From the view of time-saving orientation, Shopee allows users to shop from the comfort of their own homes at any time of day or night which is very convenient and timesaving. Besides that, effective purchasing decision refers to online shopping services that allow shoppers to have a wide selection and informative product information when purchasing goods. Consumers benefit from the fact that they can shop more efficiently because they are not limited by distance or time, that they can adjust their needs when making purchases or transactions to make them more practical, that users can make purchases easier and faster, and that they do not have to come directly to the store (Nofiyanti & Wiwoho, 2020). In short, a significant relationship exists between perceived usefulness, attitude, and customers' behavioral intention toward using online shopping services on the Shopee platform (Ching, Hasan, & Hasan, 2021).

Therefore, we hypothesize:

H1: Perceived usefulness is positively associated with behavioral intention.

H6: Perceived usefulness is positively associated with attitude.

Social Influence

Social influence is one of the external factors that can affect purchasing decisions, such as users choosing online shopping services based on the advice of others. Social influence is information that influences a person's behavior through implicit or explicit pressure from individuals, groups, and mass media (Hoyer & MacInnis, 2018:292). Hence, social influence refers to the factors that affect customers' willingness to use Shopee's online platform to buy goods, such as the rate review, amounts of sales, and comment reviews. It will positively impact customer behavior and intention to purchase when shopping online using Shopee (Hidayah & Putri, 2021).

Hence, we hypothesize:

H2: Social influence is positively associated with behavioral intention.

H7: Social influence is positively associated with attitude.

Convenience

Three factors are search convenience, convenience to access many online stores, and post-purchase convenience estimate convenience by a structure. It can effectively motivate customers to purchase online. Therefore, it can be said that convenience is one of the factors that can affect consumer decisions to choose online stores rather than physical stores (Delafronz, Paim, Haron, Sidin, & Khatibi, 2009). In short, there is a significant between convenience, behavioral intention, and attitude toward using online shopping services on the Shopee platform (Chiang & Dholakia, 2003).

Hence, we hypothesize:

H3: Convenience is positively associated with behavioral intention.

H8: Convenience is positively associated with attitude.

Information Security & Privacy

Information security & privacy is an important factor to increase consumer confidence in the intention of shopping online. It can be influenced by the factors of safe online transactions and protecting private information. The availability of good security will cause customer attention towards Shopee online platform. Hence, it can be said that the factor of information security & privacy will positively impact customer behavior intention to purchase when shopping online using Shopee (Arief, 2021).

Hence, we hypothesize:

H4: Information security & privacy is positively associated with behavioral intention.

H9: Information security & privacy is positively associated with attitude.

Enjoyment

Customers can be motivated by a factor which is enjoyment. Customers will tend to try and purchase the goods from the latest technology. Additionally, a customer's experiences—both good and bad—will influence their behavior and create a causal relationship between that behavior and their intention and attitude (Jun, Yoon, Lee, & Lee, 2022). A high level of user satisfaction would result in a user's strong desire to use or invest more time in the application (Park, Jun, & Park, 2017). Lastly, high levels of user interaction with specific mobile apps are more likely to result in positive consumer perceptions, encouraging continued use of mobile apps (Fang, Yu-Hui, 2017). Thus, it can be said that the factor of enjoyment will positively impact customer behavior intention to purchase when shopping online using Shopee.

Hence, we postulate:

H5: Enjoyment is positively associated with behavioral intention.

H10: Enjoyment is positively associated with attitude.

Attitude

An attitude is a confirmation of how one feels about something, in this case, the services and goods (Sin, Goh, Goh, & Goh, 2022). However, it depicts the consumers' opinion towards the goods sold by using Shopee platform. A consumer's attitude significantly impacts his behavioral intention to choose, use, and support the service (Gupta & Duggal, 2020). A favorable attitude can lead to successful online shopping system usage, but an unfavorable attitude will have an impact on the system's underutilization or abandonment of online shopping (Fenech, 2000). The informational system of the human body and the specialized cognitive centers of awareness, which enable fine-tuning cognitive functions and features, were considered when describing the attitude as a mental quality (Gaiseanu, 2021).

Hence, we postulate:

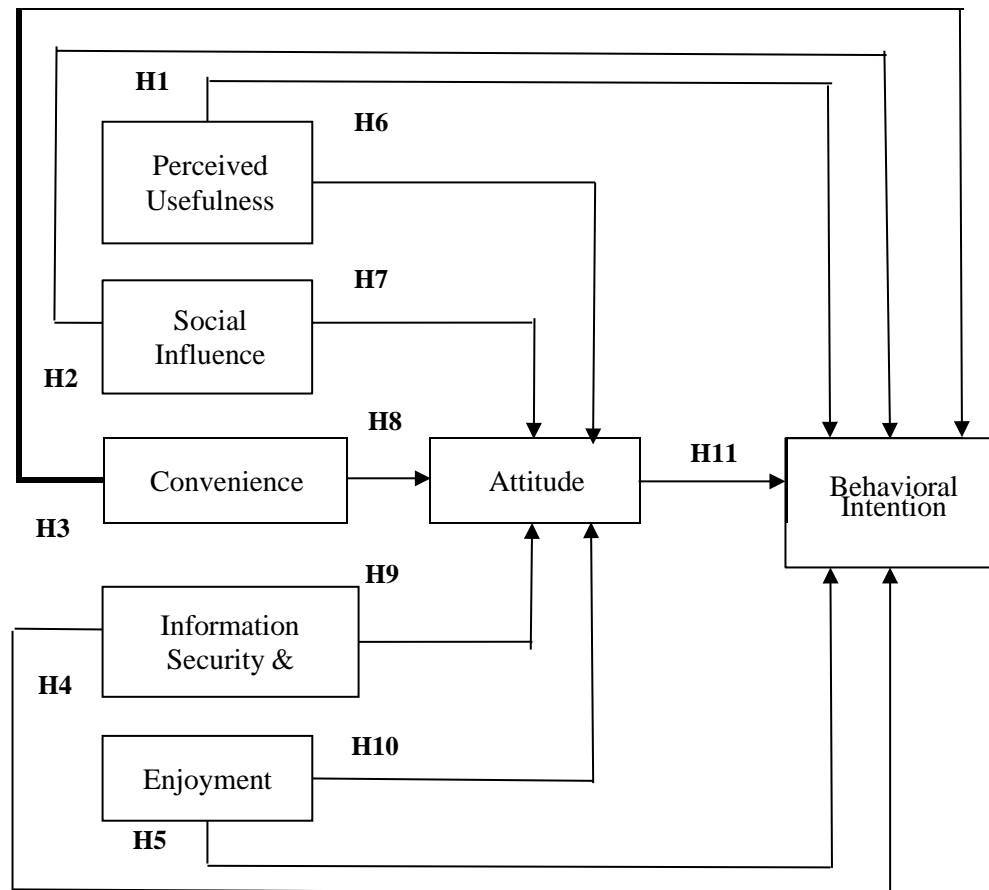
11: Attitude is positively associated with behavioral intention.

Behavioral intention

Consumer behavior is the study of how consumers satisfy their needs and desires by choosing the goods and services they use. Moreover, it refers to the level of willingness of consumer intend to buy the goods (Sam & Tahir, 2009). Numerous studies have demonstrated a strong correlation between attitude and preference for a good, allowing one to predict future consumer behavior based on attitude and measure their purchase intentions. In short, behavioral intention is theorized that the percentage of consumers willing to buy goods online is vital to a company's profitability. This study examines the link between influencing variables: perceived usefulness, social influence, convenience, information security & privacy, enjoyment, and attitude to customers' behavioral intention to utilize online shopping services. Therefore, this article aims to investigate whether perceived usefulness, social influence, convenience, information security & privacy, and enjoyment might impact customers' behavioral intentions via attitude.

The theoretical framework guides the researchers to connect the correspondence of marketing strategy and customer behavior that needs to be considered. Researchers have developed a framework linking perceived usefulness, social influence, convenience, information security, privacy, enjoyment, and attitude to customer behavior. Therefore, a Google form survey has been distributed to 250 Shopee shoppers to corroborate the model.

Figure 1. Shows our research model. A total of 11 hypotheses were formulated.



RESEARCH METHOD

Sample and Procedure

Every researcher has a different method to gather the data for research. They can choose whether to use primary data, secondary data, or both at the same time. In this study, we used both primary and secondary data methods to collect the data. We conducted an online survey method through Google Forms to determine how online shopping on the Shoppe platform would affect consumers' behavioral among the consumers in Malaysia. The online survey form was presented by using a five-point Likert scale (1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree) to examine the responder choice.

Along with this survey, 250 respondents were collected. Our google form was distributed to our target respondents via Telegram's social media platform. Appendix 1 includes all the measures we used in the survey. Using SPSS Statistic software, the acquired data will be evaluated to determine the significance and dependence of each variable. Moreover, the article, journal and the internet resources are the secondary data we used to conducted this research.

Measure

The Google Form questionnaire was divided into eight sections: demographic respondents, perceived usefulness, social influence, convenience, information security and privacy, enjoyment, attitude, and behavioral intention.

Demographic respondents contained single statement questions and used to understand the respondents' background like gender, ethnicity, age, monthly income, online shopping frequency, and frequency of using Shoppe services.

Besides, the dependent variable is behavioral intention. Three questions of five-point Likert scale have been evaluated in this section to investigate how much the respondents agree with each item. For example, "I am confident that I will continue to purchase online via Shopee platform" is included in the question of behavioral intention.

After that, the independent variables include perceived usefulness, social influence, convenience, information security, and privacy, enjoyment, and attitude. We modified a 19-item questionnaire. "I am satisfied and will recommend Shopee platform to others" was one of the items to investigate consumers' enjoyment of Shopee platform.

RESULTS

Table 1. Summary of Respondents' Demographic Characteristic (N=250)

Response	Frequency	Percentage (%)
Gender		
Male	99	39.6
Female	151	60.4
Age		
Generation Z (Age between 10 -25)	216	86.4
Millennials (Age between 26 – 41)	32	12.8
Generation X (Age between 42 – 57)	2	0.8
Boomers (Age between 58 – 76)	0	0.0
Ethnicity		
Malay	126	50.4
Chinese	106	42.4
Indian	15	6.0
Others	3	1.2
Monthly Household Income		
RM 4,850 and below	213	85.2
RM 4,851 to RM 10,970	32	12.8
RM 10,970 and above	5	2.0
Frequency of Using Online Shopping Service		
Everyday	12	4.8
Often (2-3 times per week)	86	34.4
Once a month	35	14.0
Once a week	32	12.8
Rarely (2-3 times per month)	85	34.0
Frequency of Using Shopee Services		
Everyday	20	8.0
Often (2-3 times per week)	87	34.8
Once a month	30	12.0
Once a week	29	11.6
Rarely (2-3 times per month)	84	33.6

Table 1 shows the summary of the respondents' demographic in this research. A total of 250 respondents were recorded in this study. It recorded 151 female respondents (60.4%) and 99 male respondents (39.6%) consisted in the study. 86.4% of respondents were from Generation Z, which includes those aged 10 to 25. While 12.8% of respondents were millennials, who include people aged 26 to 41, and 0.8% of respondents were Generation X, which includes those aged between 42-57. There are no respondents from generation boomers (0%). Besides, most of them are Malay races (50.4%), followed by Chinese (42.4%), whereas 6.0% of them identified as Indian, and

1.2% of them are from other races. Next, most respondents have an income of RM4850 and below (85.2%), and 12.8% have a monthly income between RM4851 to RM10970. There are only 2.0% have an income of RM10970 and above. The results also showed the frequency of using online shopping services. Most of them often use online shopping services (34.4%). In contrast, few respondents used online shopping services every day (4.8%). Moreover, 34.8% of respondents often use Shoppe service, 33.6% of respondents rarely use Shoppe service, 12.0% of respondents recorded once a month, and 11.6% only use Shoppe service once a week. There are only 8% of them everyday use the Shoppe service.

Table 2. Descriptive Statistics, Cronbach's Coefficients Alpha, and Zero-order Correlations for All Study Variables

Variables	1	2	3	4	5	6	7
1.Perceived Usefulness	.759						
2.Social Influence	.924**	.705					
3.Convenience	.890**	.967**	.782				
4.Information Security & Privacy	.857**	.921**	.963**	.881			
5.Enjoyment	.848**	.908**	.958**	.994**	.842		
6.Attitude	.830**	.885**	.935**	.986**	.994**	.902	
7.Behavioral Intention	.812**	.861**	.910**	.975**	.984**	.995**	.843
Number of items	3	3	3	4	3	3	3
Mean	4.21	4.23	4.21	4.24	4.24	4.25	4.25
Standard Deviation	0.70	0.59	0.57	0.57	0.58	0.59	0.60

Note: N=250; *p<.05, **p<.01, ***p<.001. The diagonal entries represent Cronbach's coefficients alpha

Table 2 depicts the Descriptive Statistics, Cronbach's Coefficients Alpha, and Zero-order Correlations for all study variables. We applied seven variables with 22 items to predict the consumer's perceived usefulness, social influence, convenience, information security and privacy, enjoyment and attitude, and behavioral intention for shopping online on Shopee platforms. The correlation coefficient data is a measurement that provides important information on the closeness of the variables to investigate the relationship between independent and dependent variables (Senthilnathan, 2019). The descriptive statistics and correlation among the seven variables in this study were reported in Table 2. All variables tested depict strong reliability ranging from .70 to .90. As a result, there are four variables with good validity, ranging from 0.842 to 0.902, which are information security and privacy, enjoyment, attitude, and behavioral intention. Besides, the mean value among 7 variables is greater than 4.0. This is considered because most of the respondents agree to the questions in the survey form. At last, the standard deviation of the variables in this research were below 1.0, indicating the values are closely clustered to the average.

Table 3. Regression Analysis

Variables	Behavioral Intention	Attitude
1.Perceived Usefulness	.052	.004
2.Social Influence	-.065	-.021
3.Convenience	-.030	.033
4.Information Security & Privacy	.328***	.550***
5.Enjoyment	.152*	.357***
6.Attitude	.504***	
R ²	.810	.767
F-Value	173.155	160.954

Durbin-Watson Statistic	2.031	2.172
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Note: N=250; *p <.05, **p <.01, ***p <.001.

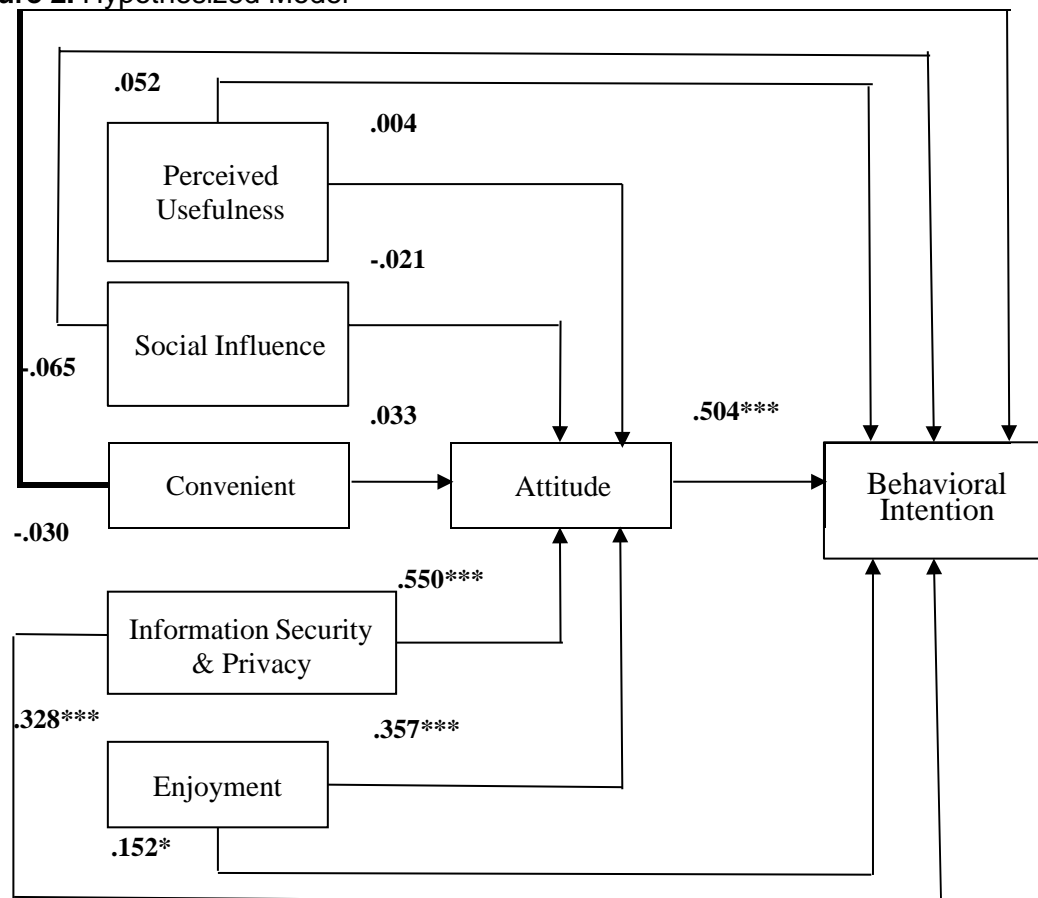
As presented in Table 3, perceived usefulness, social influence, convenience, information security, and privacy, enjoyment, and attitude will be the independent variables. However, behavioral intention is the dependent variable. The hypotheses created above were assessed using regression analysis. The output indicated that attitude, information security and privacy, and enjoyment were significantly and positively related to behavioral intention. Hence, H4, H5, and H6 are positively associated with behavioral intention. The R² value of the output is 0.810. It indicates that information security and privacy, enjoyment, and attitude affect the dependent variable changes which is behavioral intention by 81%.

On the other hand, attitude is the most influencing factor affecting the dependent variable because it has the highest beta value of 0.504. In contrast, the beta values of information security & privacy and enjoyment are 0.328 and 0.152 respectively. However, the result of perceived usefulness, social influence, and convenience are insignificant to the dependent variable. Thus, H1, H2, and H3 are not positively associated with behavioral intention.

Next, the result from Table 3 depicts that behavioral intention could be influenced by perceived usefulness, social influence, convenience, information security and privacy, and enjoyment through attitude. Attitude is the consumers' feelings towards the goods and services provided by Shopee's online shopping service platform. The output shows that information security, privacy, and enjoyment are significant and positively associated with attitude. The beta values of these two independent variables are 0.550 and 0.357 respectively. Information security and privacy is the most influencing factor affecting the dependent variable, attitude, because it has the highest beta value of 0.550.

On the contrary, perceived usefulness, social influence, and convenience are the factors that show insignificant effects on attitude. In short, H6, H7, and H8 are not supported. The summary of the output with the hypothesized model is shown below.

Figure 2. Hypothesized Model



DISCUSSION

This study investigates the variables affecting customers' behavioral intentions to continue using Shopee online shopping services in Malaysia's endemic phase of Covid-19. The research's results show that information security and privacy, enjoyment, and attitude significantly impact customers' behavioral intention to continue using the Shopee online shopping services. Hence, the variables are positively associated with behavioral intention. On the other hand, information security, privacy, and enjoyment also significantly impacted behavioral intention, where attitude came in and served as a mediating variable. Hence, it indicates that information security and privacy, enjoyment, and attitude influence customers' behavioral intention to use Shopee online shopping services directly. Hence, there are two out of five suggested variables (information security & privacy, enjoyment) significantly motivate customers' behavioral intention to continue using Shopee online shopping services.

Next, among the variables influencing behavioral intention, information security and privacy variables significantly influence the customers' behavioral intention or through attitude as an intermediary factor of shopping online on Shopee. The output obviously shows that Shopee is good in pointing out concern for the personal information of its users (Arief, 2021). The users are given the power to process or not to process his or her personal data for marketing purposes. For instance, the Shopee apps will send a notification and asking for the permission before collecting the user data. Furthermore, the consumer information was well maintained as well as highly protected by Shopee. The Shoppe is committed to properly managing, protecting, and processing the consumers' data. The privacy right was assigned to assist the users in understanding how they collected their personal data. They implemented a variety of physical, administrative, and the electronic security methods to ensure the reasonable security of

consumers' data. They retain the personal data of the users in accordance with the Privacy Laws. Thus, the significant influence of information security and privacy variables on customers' behavioral intention shows that the customers' experience would influence whether they will continue shopping online using Shopee online shopping services.

Lastly, the variable enjoyment, is also one of the variables that significantly influence the customers' behavioral intention or attitude as an intermediary factor of shopping online on Shopee. Enjoyment is crucial to ensure users' happiness when shopping online on the Shopee platform. Shopee is suggested to improve their website quality and make it more user-friendly and responsive. Shopee users desire a seamless experience and a clear understanding of using the app. Providing a great after-sales service is also critical to improve the enjoyment of the Shopee user and turn them into brand-loyal advocates. The good attitude is also important to maintain loyal consumers online in the Shopee platform. This outcome is similar to and connected to online watching movies during the Covid-19 pandemic era (Basuki et al., 2022). Hence, Shopee services should enhance the enjoyment of consumers regarding website functions, sellers' attitude, after sales service. These steps will further increase the number of users of Shopee online shopping services, even though the Covid-19 pandemic is very serious.

CONCLUSION

The study examined how online shopping on Shopee Platform affects consumer behavioral intention in Malaysia. The first implication of our findings is that Shopee platform must be aware and concentrated on the elements that positively impact the behavioral intention and attitude of the consumers. For example, the variables of attitude, information security and privacy, and enjoyment are significantly related to behavioral intention. Hence, the Shopee platform is encouraged to improve the privacy system and the efficiency of application functions. This will help the Shopee platform acquire more loyal customers to continue shopping on the platform.

Based on the findings, perceived usefulness, social influence, and convenience variables had insignificant effects on behavioral intention and attitude. Therefore, Shopee service platforms should give a better service and resource by transforming technology to improve their working efficiency in order to retain consumers' perceived usefulness and convenience when using Shopee platforms. Knowing the factors influencing consumers' online review-posting behavior is also key to business success and growth development (Li, 2018). By increasing the satisfaction of potential buyers, Shopee platforms should keep an eye on the ratings and reviews of existing customers who have similar preferences because social influence can influence consumer decisions. As an outcome, this study developed a complete model that investigated the factors of online shopping that influence Malaysian consumer behavior on Shopee platforms.

In conclusion, Shopee online shopping services are still popular in Malaysia during the endemic phase in Malaysia. Customers will still prefer using Shopee online shopping services over buying goods at physical stores, even if the factors that have been shown to affect customers' for buying goods at physical stores are satisfied. Hence, our findings show that information security, privacy, and enjoyment are the primary factors affecting Malaysian customers' behavioral intention toward Shopee online shopping services during the transition to the endemic phase. The online shopping services on Shopee platform should bolster up their customer's experience regarding website functions, sellers' attitudes, after-sales service, and privacy protection for Shopee users. Thus, Shopee will positively impact consumers' behavioral intention with the factors which are information privacy and security, enjoyment, and attitude to ensure consistent customers using Shopee online shopping services during the endemic period in Malaysia.

LIMITATION

The limitation of this study is that the questionnaire can be distributed using online platforms such as WhatsApp and Telegram. Hence, most respondents were Generation Z, as they have more access to social media platforms. This caused the other groups of citizens to be unable to answer the questionnaire, and in the end, generalizability was restricted. The respondents may not be considered a representative sample of consumers of the Shopee platform. Therefore, the questionnaire can also be distributed directly through the face-to-face method to be accessed by various respondents.

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DECLARATION OF CONFLICTING INTEREST

The authors declare that there is no conflict of interest.

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