

# FACTORS AFFECTING THE USE OF ONLINE SHOPPING AMONG UUM STUDENTS

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**Abstract:** Online shopping is a form of electronic commerce which allows customers to directly buy goods or services from a seller over the internet using a web browser. This research aims to identify how frequently UUM students are involved in online shopping, to identify the most common online purchasing products among UUM students and to identify the factor influencing UUM student online shopping behavior. Internet service quality, functionality, convenience, trust, firm reputation, and perceived value are the factors that affect using online shopping among UUM students. The quantitative study approached has been adopted in this study and questionnaires were distributed randomly in UUM but only a total of 200 respondents were selected. The findings indicate that about 96 % of UUM students are involved in online purchasing. The most common product purchased through online shopping is clothes which are 32.5%. The variable with the highest correlation is perceived value which has a value of 0.703, whereas the lowest correlated variable is the firm reputation which has a value of 0.527.

**Keywords:** Online shopping, trust, convenience, functionality, perceived value

## 1. INTRODUCTION

Anything that customers purchase impacts condition by strategies for movement, paying little mind to whether they have the thing dispatched at home or drive to a square and bond store (supermarket). In earlier days people used to go to different shops before purchasing as they didn't have a great deal of straightforward access to information on things. On account of the improvement of the World Wide Web it has now ended up being definitely not hard to get to the things available worldwide without sitting inactive, money and various resources isolated from helping condition (David et al., 2012). Online personalization offers retailers the chance to offer uniquely customized messages and execute systems dependent on clients' preferences, trying to persuade the last to choose a specific item or administration (Gong et al., 2013). The objective of this research is to identify how frequently UUM students are involved into the online shopping, to identify the most common online purchasing products among UUM students, to identify the factor influence UUM student online shopping behavior. To complete this research, quantitative methods were used where online questionnaires in the form of Google Form was distributed to the respondents. The questionnaire was distributed randomly in UUM but only a total of 200 respondents were. After collecting the data SPSS was used to analyze the data. The results of the research depict that the majority of the students use online shopping monthly. The results also display that most of the factors in the research affects the online shopping. The factor has affected online shopping because there is reliable. Finally, all the variables (trust, convenience, internet service quality, firm reputation, functionality, perceived value) are perfectly positively correlated which is 1 and all the independent variables are also significant ( $p < 0.01$ ). The variable with the highest correlation is perceived value which has a value of 0.703, whereas the lowest correlated variable is the firm reputation which has a value of 0.527.

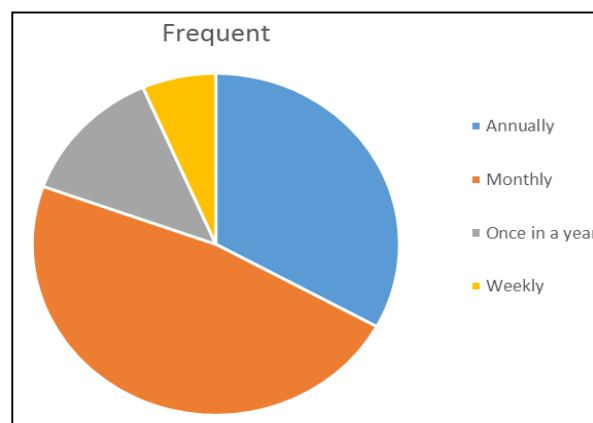
## 2. METHODOLOGY

The main method used in this research is a quantitative study. The quantitative study will be an effective method to collect the data on how frequently UUM students are involved in the online shopping, the most common online purchasing products among UUM students and factors that affect using online shopping among UUM students. The quantitative study uses questionnaires and online polls to collect data from the respondents. The questionnaire in this study consist of two parts. Part A is about the demographic profile of students which consisting gender, age, education, university and course besides demographic have you ever purchased a product online and what product category was your last online purchase was also asked to obtain information about respondent shopping habit.

While part B consists of six major variables which are trust contain 5 items, convenience contains 5 items, internet service quality contains 5 items, firm reputation contains 5 items, functionality contains 5 items and perceives value contains 5 items. 200 respondents were picked and the Google Form was distributed online. The data would be inserted into SPSS to be analyzed. In this study, descriptive statistics will be used to explain the result. The results will then be presented in the form of statistics and charts which include the mean and standard deviation. Another descriptive analysis such as frequency, mean and standard deviation will be conducted to illustrate the data from the research.

## 3. RESULTS AND DISCUSSIONS

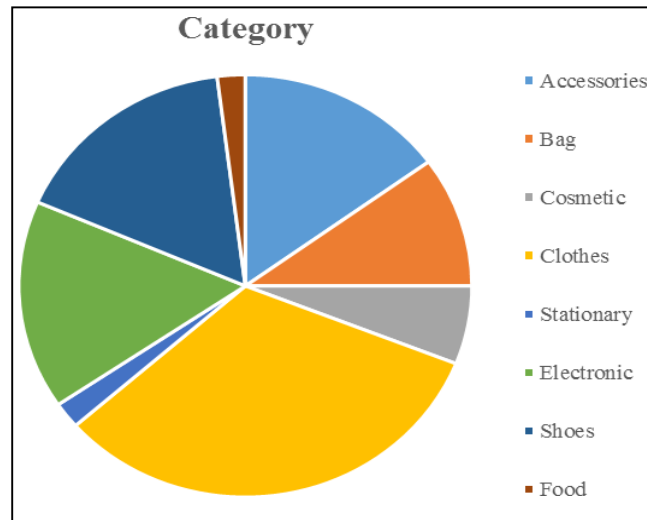
1<sup>st</sup> Hypothetical question: How frequently UUM students are involved in online shopping? Based on Figure 1 it is identified that most of the UUM students use online shopping monthly which accounts for 47.5 percent of the total respondents. The least number of students' who use online shopping weekly which is 6.5 percent of the total respondents.



**Figure 1**  
Frequency of student's online shopping

2<sup>nd</sup> Hypothetical question: What are the most common online purchasing products among UUM students?

Based on Figure 2 it is identified that most of the UUM students purchase clothes through online shopping which accounts for almost 32.5%. The least number of students purchased through online shopping is food and stationery which accounts for 2.0%.



**Figure 2**  
Percentage of students purchased item

3rd Hypothetical question: What are the factors influence UUM student online shopping behavior?

**Table 1**  
Cronbach Alpha reliability test

Variables	Number of items	Cronbach's Alpha
Trust	5	0.555
Convenience	5	0.639
Internet service quality	5	0.750
Firm reputation	5	0.826
Functionality	5	0.656
Perceive value	5	0.733

The result indicates that the Cronbach's alpha value for each variable ranged from 0.555 to 0.826. So, the Cronbach's alpha for all variables is acceptable. Cronbach's Alpha Score for the variable (n=200).

**Table 2**  
Correlations between variables

	Trust	Sig. 2-tailed
Convenience	0.563	0.000
Internet service quality	0.529	0.000
Firm reputation	0.527	0.000
Functionality	0.569	0.000
Perceive value	0.536	0.000

Table 2 shows that students trust has a significant relationship with convenience ( $p < 0.01$ ) has a positive correlation ( $r(200) = 0.563$ ). Then, student trust has a significant relationship with internet service quality ( $p < 0.01$ ) has positive correlation ( $r(200) = 0.529$ ), firm reputation has positive correlation ( $r(200) = 0.527$ ), functionality has positive correlation ( $r(200) = 0.569$ ) similar to perceive value has positive correlation ( $r(200) = 0.536$ ). All the independent variable are perfectly positive correlated which is 1 and all the variables are also significant ( $p < 0.01$ ). The variable with highest correlation is perceive value which has value of 0.703, whereas the lowest correlated variable is firm reputation which has value of 0.527.

#### **4. CONCLUSION**

The research study has set goals that are linked with the research question and each question is answered using quantitative study. This data can be used online companies such as Lazada, Shoppe, and Amazon.com to improve their service. It is identified as the dimension in this research that affects online shopping among UUM students. All the objectives of this research can be achieved.

#### **5. REFERENCES**

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