



**THE IMPACT OF FREE SHIPPING AMONG UTAR STUDENTS PURCHASING
BEHAVIOUR ON ONLINE SHOPPING APPLICATION**

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KWAN YIK KEI
LIM YI THING

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF COMMUNICATION (HONS) ADVERTISING
FACULTY OF ARTS & SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

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Approval Form

This research paper attached here to, entitled The Impact of Free Shipping among UTAR Students Purchasing Behaviour on Online Shopping Application Students prepared and submitted by Chong Lip Wei, Kwan Yik Kei and Lim Yi Thing in partial fulfilment of the requirements for the Bachelor of Communication (Hons) Advertising is hereby accepted..

Supervisor

Mr. Ninderpal Singh a/l Balwant Singh

Date: _____

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The Impact of Free Shipping among UTAR Students Purchasing Behaviour on Online Shopping Application

Abstract

Online shopping has now become a modern trend for shopping and becomes a main lifestyle features (Choudhury and Dey, 2014). In recent years, online shopping behaviour has growth because of the widespread Internet connectivity by citizens and e-commerce by traders. E-commerce is one of the key criteria for the Information Technology transition and interaction in the economy (Nanehkaran, 2013). Online shopping was used by 30 percent of Malaysia's internet users (Leong & Lee, 2009). The total numbers of 28.7 million Internet users were reported by the Malaysian Communication and Multimedia Commission (MCMC, 2018) Free shipping is a type of promotional tool refers to free of charge in shipping fees which allow customers to do purchase without paying shipping fees, this type of promotional tools had used frequently to attract consumers for purchasing (Alina, 2008). The study is to determine that the impact of free shipping towards the purchase behaviour of UTAR students. The aim for this study is to understand how free shipping will affect purchase behaviour among UTAR students on online shopping platform. Qualitative research method was used for this study. Focus group interview was selected for this study. Each group with 3 to 4 students who had experience in using online platform to buy free shipping item was chosen to run an interview. From this study can define what free shipping is and what progress will involve in the free shipping process. Besides, the result of this research will show that how free shipping affect students' purchasing intention and consumer satisfaction and how consumer satisfaction affect repurchase intention.

Keyword: Online Shopping, Free Shipping, Purchasing Behaviour, Repurchase Intention, Customer Satisfaction

Declaration

We declare that the material contained in this paper is the end result of our own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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CHAPTER 1

1.0 Introduction

1.1 Background of Study

The last decade has witnessed great advancement in logistics driven by the rise of e-commerce. E-commerce has become increasingly attractive today and is now being used widely (Hayel, Quadri, Jiménez & Brotcorne, 2016). From Google Play Store, there are more and more shopping application came out, and the most popular shopping android mobile apps in Google Play Store in Malaysia is Lazada, which has above 1 million users. Aldrin (2017) stated that e-commerce company grow over time because internet innovation is funded, which allows e-commerce widely known by the public. The use of smart devices and enhancements in information technologies where people can access e-commerce websites like Lazada, Shopee instantly affected the buying behaviour of online users and increased demands for delivery services (Carlson, 2011; Sengupta, Perlroth, & Wortham, 2012).

The shipping process plays a significant role in embracing and sustaining the online purchasing method and the logistics chain. The shipping process is important. Shipping refers to the final part of the delivery process of physical products requiring a range of activities from the last transit point to the last drop point of the delivery chain. According to Stitch Labs (2015), there found out that the merchants that provide free shipping will raise their sales directly by 10%. According to the UPS Pulse of the Online Shopper™ Study, the growing demand for free delivery, expedient returns and customer-centre return practices in a highly competitive shopping marketplace are increasing that demands for online shoppers (SME, 2018).

The customer satisfaction for the whole logistics system is influenced by the overall performance of the final delivery process (Esper et al., 2003; Boyer et al., 2009; Honeycomb,

2014). Purchasing online with free shipping will improve online shopping popularity and promote continued loyalty while improving efficiency and quality of the final delivery. Alternatively, the complete assessment of the customer's purchase behaviour and the satisfaction of e-shopping with free shipping have a positive impact. Studies then began to focus on studies related to the free shipping of distribution and buying behaviour between citizens. The last step of online shopping, delivery, plays a significant role in embracing and maintaining online shopping throughout the entire logistics and e-commerce chain. Free shipping is a key aspect.

In addition, customers perceive the conditions correlated with last-mile delivery after payment processing and are often listed as one of the after buy (Esper et al. 2003), and the efficiency of logistics is negatively connected to company performance in the technology and buyers retail industry (Joong-Kun Cho et al. 2008). To reach customer satisfaction, sellers can come out with some free shipping offer, or the online shopping application can come out with free shipping coupon. In short, by having free shipping, this plays a very important role to reach customer satisfaction and affect purchase behaviour.

1.2 Problem Statement

With the rise of e-commerce, consumer increase desire to the shipping service process will higher. The mobile subscriber in Malaysia has increased by 2.7% from the year 2018 to 2019 September, customer satisfaction should be a concern in the future development of ecommerce. The question is whether these shipping fee affect online shopping behaviours and what to extent.

The reach customer expectation and satisfaction, although it is not clear that free shipping offers help retain customers, many marketers believe that there is a relationship between customer retention (or customer loyalty) and offering free shipping (Roggio, 2019).

Free shipping attempting to help to remove further layer of friction in the customer purchasing decision. It would enhance the trend of online shopping and encourage continued loyalty while improving the reliability and consistency of final delivery. Based on Koukova et al, (2012), if the selling price is lower than the postage amount, the shipping based on criteria can have a negative effect which is lead to less desirable consumer behaviours.

The growth of SME online business will start benefiting the country. However, most of it didn't survive last that 3 years (Razali et al., 2018). The lack of using marketing strategy and promotion tools are the main problems that cause the decline of sales in the online business life cycle (Razali et al., 2018). We will investigate how the promotional tool of free shipping will impact and help in online business and increase sales.

1.3 Research Objectives

The research is study about the impact of free shipping among UTAR students purchasing behaviour on online shopping application. From the study, there are three main objectives:

1. To identify the relationship between free shipping and students' purchasing behaviour.
2. To identify the relationship between free shipping and consumer satisfaction.
3. To determine the relationship between consumer satisfaction and repurchase behaviour bases on free shipping.

1.4 Research Question

1. How free shipping affect students' purchasing behaviour?
2. How free shipping affect consumer satisfaction?
3. How free shipping affect consumer satisfaction and repurchase behaviour?

1.5 Definition of Terms/ Operational Definition

E-Commerce

Aldrin (2017) stated that e-commerce is an electronic Web-based business that has a high level of security consistently, due to the online transaction. It is the method of online purchases of goods and services (Laudon & Traver, 2016). Some perspectives say that e-commerce sells and purchases goods or services via the Web (Awais & Samin, 2000).

Online Shopping

Online shopping is a mechanism in which buyers purchase products or services directly from the retailer with an internet connection. Shoppers will access online stores from the ease of their homes and shops, much like sitting before the screen (Gnanadhas & Sunitha, 2014).

Shipping

Shipping is the delivery process which is prerequisite for the satisfaction of the consumer. It is also an interface in the supply chain, which affects and causes satisfaction for consumers (Vasić, Kilibarda, & Kaurin, 2017).

Free Shipping

Free shipping is commonly known to be the most effective e-tail marketing method (Yang, Essegaier & Bell, 2005). According to Raye (2019), nowadays, free shipping is a kind of online shopping requirement for many customers.

Purchase Behaviour

Purchasing behaviour can be define as the customer buying activity. Consumer purchase behaviour involves choosing, ordering and using the products and services in order to satisfy desires. (Ramya & Ali, 2016).

Customer Satisfaction

Customer satisfaction refers to the product of contrasting perceptions and aspirations. Satisfied customers will repurchase when the supplier has achieved their aspirations or surpassed them (Vasić, Kilibarda, & Kaurin, 2017).

1.6 Limitation of Study

This study mainly focuses on how free shipping influence purchasing behaviour among UTAR students on online shopping. From this study, the researchers have faced various limitations. One of the limitations for researchers in this study is only limited towards qualitative methods. This type of research method was least to use by researchers. Because it is hard to observe cause and effect and it is much more focused on judgment and evaluation than on results.

Focus group interview was used for this study. The group size for focus group is usually from four to six participants. There are some other problems researchers have face during the focus group interview session. Certain people who are selected for the interview were not readily available, they are not willing to share about their information with researchers and this may cause the study lack of information. Due to the affect of COVID-19 and Movement Control Order (MCO), the interview can only conduct online thru Microsoft Team.

1.7 Significance of Study

The finding of this study is to determine how free shipping impact UTAR students' purchasing behaviour on online shopping application. By having a good last-mile delivery system, like having free shipping, can be one of the key elements to encourage and promote consumers to repurchase the products (Boyer et al., 2005). The study will come out with the results about how free shipping influence purchasing behaviour among UTAR students on

online shopping. The study will also ask are those participants satisfied with the free shipping and will they repurchase for the products. In addition, from the study, the researchers can also gain knowledge from the participants on how important free shipping as a promotional tool on online shopping application.

1.7.1 Theoretical Contributions

The theoretical contribution of this study is to rediscover the framework done by (Nguyen, 2018) about how last-mile delivery correlated with repurchases intention. Researchers hope that every item and finding that had discover from this study can produce a new theoretical perspective for the scholars and support their future study in last-mile delivery and repurchase intention. Researchers believed that the previous framework done by Nguyen (2018) is still valid and reliable, however for our research will be conduct in UTAR Kampar Campus, Malaysia. The result might be different due to the geographical and culture issue. Therefore, this research is important to provide an insight to support the local researcher in the field of social science, marketing, retail management and e-commerce business.

1.7.2 Practical Contribution

For practical contribution in this study, the finding and result will be contributed to the e-commerce marketing department and logistic department of every online shopping platform company as well as those who wish to start online business and entrepreneurship. The factors and items in this research will reflect the specific issues of online shopping company that failed to fulfill what the customer expect and also affect their intention in repurchasing. The research finding will benefit the local small and medium-sized enterprises as well as online marketer, which tell them what factor and issue should be concern while planning to do last-mile delivery. The researchers also believed that the logistic department the handle last-mile delivery should concern about the result in the finding, since its logistic

performance is also the essential element to ensure customers repurchase intention (Minsung, 2008).

1.8 Framework

By examining relevant literature, mainly from the fields of marketing and operations, Nguyen (2018) present and detail an integrative framework encompassing order fulfilment aspects and consumer behaviour in online retailing, as visualized in Figure 1. This integrative framework provides an overview of the key element of order fulfilment, as well as links between shipping and handling charges (has free shipping) and repurchasing behaviour. It provides insight into the potential interactions between marketing and operations in order to provide opportunities to devise instruments that will influence consumer behaviour.

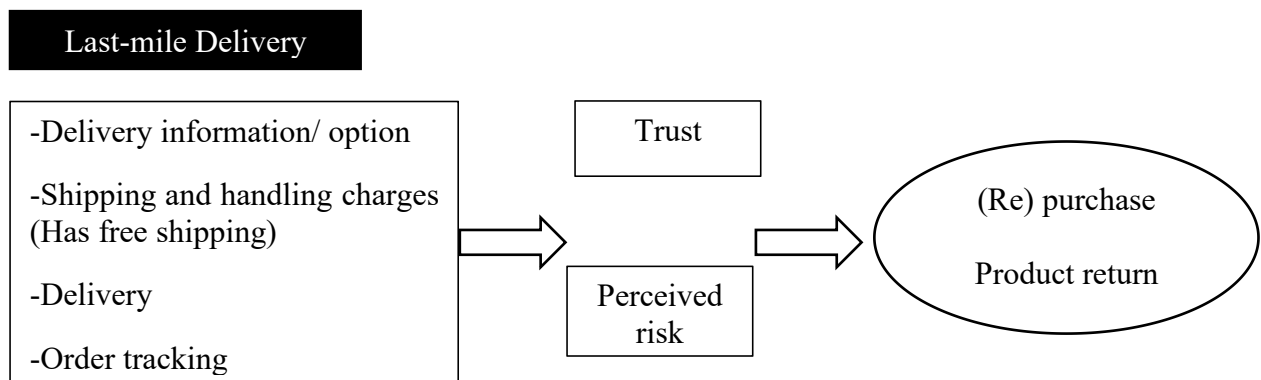


Figure 1: *Integrated framework of order fulfilment and consumer behaviour in online retailing*

Framework shown in Figure 1 has included one of the main operational processes of order fulfilment: shipping and handling charges which has free shipping. This framework will be great support models for this research in investigate the how free shipping influence universities student purchasing behaviour. Furthermore, to obtain certain purchasing behaviour will need to undergo some order-fulfilment to promote the chances and rate of purchasing intention.

In this research, researchers will use this framework as the guideline to conduct this study. The primary theme of the framework is Shipping and handling charges which has free shipping. The guided framework will help to guide how free shipping affect the final outcome of the study which is the customers satisfaction and repurchase behaviour. However, researchers will investigate how the primary items directly affect the final outcome of this study, so that researchers will not focus on the items like trust and perceived risk in this framework. It is because this framework just a reference framework for this study but not the aim of this study.

1.9 Summary

The research is mainly focus on how free shipping influence consumer purchasing behaviour on online shopping among UTAR students. The qualitative research method was used for this study. The study is to find out that how free shipping influence students' purchasing behaviour, how free shipping affects consumer satisfaction and why repurchase behaviour affected by consumer satisfaction based on free shipping. The study has to show that how important free shipping is.

Chapter 2

2.0 Literature Review

2.1 Introduction

Over the years, online shopping has reshaped traditional shopping. Online shopping is characterized as the internet system for the purchase and sale of products and services (Julietneddon, 2004). Everybody could get everything they want by the click of the mouse. According to Leong and Lee (2009), online shopping was used by 30 percent of Malaysia's internet users. Moreover, in 2018, the Malaysian Communication and Multimedia Commission (MCMC) reported the total number of Internet users in Malaysia, which was approximately 28.7 million. At the same time, the report also highlighted the percentage of online shoppers among Internet users increased, from 48.8% in 2016 to 53.3% in 2018. Yogesh and Yesha (2014) found that social media is most commonly used in the perceived ease, quality and perceived integrity of information sources. The Internet has revolutionized the way businesses operate and the way people buy products and services. Global e-commerce pervasiveness trends have made some online shopping outlets became popular. Owing to the comfort and availability of cheaper deals online, Malaysian are online shopping much more now.

E-commerce market

The e-commerce market in Malaysia is showing a positive trend, with e-commerce gross value added contributed 6.3% to nation's gross domestic product (GDP) in 2017, a steady growth from 4.6% in 2010, said International Trade and Industry Deputy Minister Datuk Ahmad Maslan. Furthermore, value added for e-commerce increased to RM85.8 billion in 2017, from RM75.0 billion in 2016. The rising number of Internet users and trust towards online banking are catalyst in developing wider digital ecosystem including e-

commerce, Fintech and various digital services. The rise in GDP provides an insight into the development of e-commerce in Malaysia, specifically the online shopping behaviour among the younger generations (MCMC, 2018). online shopping platform will be overwrite the traditional physic store in the future, this study must be completed to find out the factor, solution and effect of online shopping as well as future online business.

Online Shopping platforms Malaysia

There are many online shopping platforms in Malaysia. The most popular shopping android mobile apps in Google Play Store in Malaysia based on Google Play app ranking is Lazada. It was the most-downloaded Google Play online shopping applications in Malaysia. It has more than 1 million downloads (Narayana,2018). According to Wong (2019), The top 10 online shopping apps in malaysia retrieved from both apple store and google play store with highest download rate is Lazada followed by Lazada, Mudah, 11street, Shopee and Zalora (which only show the first five best apps). Lazada is one of the popular online shopping platforms in Malaysia (YungWei, 2018). Lazada has a complex marketplace system that can accommodate retailers from third parties. The Lazada mobile application has been established to increase customers' mobile shopping experience. The Lazada mobile application is prominent because of its 271,789 user profile and 4.6star rating in 2018 on Google Play Store. The average monthly visits of Lazada on September to November (2018) is 26.1 million. In short, Lazada is the number one best online shopping apps for Malaysian. Lazada makes online shopping a breeze in Malaysia with more than 12 categories from which to choose. From tablets, cameras, household appliances, health & beauty goods, sports, books to baby items, there is something for everyone. Lazada provide great customer service with various methods of payment, such as cash-on-delivery. Lazada also provide extensive customer service and trouble-free returns, backed by around 100 logistics partners, through

its own first and last mile delivery chain. Besides, customers will get their shipments even faster with the new Global Collection.

2.2 Shipping/Courier services

During developing online retail industry, all products must be included with extra fees and charges such as shipping costs to compensate for the added service which is shipment to the buyer's address. The parcel shipping and delivery services industry growth rapidly as the global economy improves and they continue develop to fulfil the market and customers' demands (William, 2017). Parcel delivery is the delivery of shipping parcels, product packages or mass valuable mail as a one-way shipment. The service is provided by most postal systems, express mail, and private courier companies (Böröcz et al., 2017).

When purchasing online, consumers are giving to choose either home delivery or self-pick up in Malaysia (YungWei, 2018). Shippers always seek ways to speed up the process of shipping. Home delivery service has become a prominent business-to-consumer-commerce distribution channel because of its versatility for consumers. Valaei (2016) proposed that courier service industry is moving toward a competitive market in Malaysia and rivalry among all express mail service providers in the country is intense.

Shipping and courier services are important and crucial for the customers and buyers to make repurchasing within the platform (Garver, 2016). However, there are problems faced by the shipping process which included delays, damaged items, delivery driver incompetence, and packages left in insecure locations (Bhattacharjya et al., 2018). Hong (2019) proposed that logistics services should include an efficient delivery and storage under proper conditions to secure the purchasing rate and customer satisfaction.

On the contrary, when the purchase price is less than the free postage amount, the shipping based on criteria can lead to less favourable consumer behaviours (Koukovaet al.,

2012). Free delivery is one of many businesses' prevailing deals. Most of the data analysis has shown that appearance and beyond consumer desires relies on pricing data framing (Janiszewski and Cunha, 2004; Hamilton and Srivastava, 2008).

For the majority, cost was seen as the most interesting and impacting variable during online shopping. Price as a part of the marketing mix is a factor used to attract and attract the customer, bargain and become a powerful armed force. Consumers can use cost to evaluate goods, assess money's relative value and judge product quality. Throughout online shopping, this variable is projected to have a significant influence on customers (Nazir, Tayyab, Sajid, Rashid & Javed, 2012). Consumers are always shown costs in a "both-inclusive" measured way (bundled pricing) or individual costs of different components (divided pricing) are listed.

2.3 Free Shipping

To ensure the sustainability of e-commerce, online sellers have to consider consumer desires in terms of shipping services, in order to provide them with the maximum value to fulfil their demands and satisfy their needs. (Ricker and Kalakota, 1999). Shipping fee is affecting consumer buying decisions. Shampanier, Mazar, and Ariely (2007) developed several studies to examine the effect of free (zero price) promotions and discovered that the free offerings are assessed more favourably than other promotions when preserving the cost difference between the products. Consumers are much more sensitive to the total cost elements that provide relatively low consumer benefits like shipping fees and less sensitive to the total cost elements that provide relatively high consumer benefits such as cost of the product (Hamilton, Srivastava, 2008). In addition, Lewis (2006) provides proof that free shipping, the total price that contains both the delivery costs and the overall price of the

product, could alter the purchasing habits of consumers, so that customers order more often, but purchase less each time.

Yang, Essegai, and Bell (2005) examine how a retail price and a free shipping threshold interactively influence an online buyer's buying behaviour, which frequently buys a non-durable retail. Customers prefer to behave as though a product's zero pricing not only reduces its price but also contributes to its benefits; the authors' theory is that people instinctively fear losses. An article released in the 2014 Future of Retail Report by Walker Sands reported that 80 per cent of respondents might be more willing to buy goods online if free shipping was provided. Free shipping is a successful way of creating a positive contribution on online buying.

2.4 Order tracking/Order Visibility

Order visibility or order tracking is the system that enable the buyer to track their ordered items are on the logistic route and it is an essential element in the whole supply chain management (Chopra, 2003). Up-to-date and real time information about the goods is required to make shipment reallocations.

Order tracking is an important strategy to improving the operational performance (Wahab et al., 2019). Once the order has arrived, the customer must be informed and must be easily identified. Order tracking is difficult to implement, but it is also part of after sale service's important elements. On the other hand, order tracking is the top priority for the courier service company to concern. It is very essential so that the customer able to trace and track the parcels certainly (Heaney, 2013). Bhattacharjya (2018) proposed that there are still a lot of problems faced during the inaccurate tracking system which delay some up-to-date data, customers complained about lost packages, packages delivered to wrong addresses, packages

left without knocking and stolen packages are the example of failed tracking system. Offering consumers with this visibility level of order has shown advantages for the online retailers.

With the growth of Internet technology, traditional business transactions and interaction have already been slowly replaced by Internet platforms and various types of service tracking systems that have gone digitally (Trappey et al., 2004).

2.5 Consumers' satisfaction

According to Kim's (2012), satisfaction is considered as a customer's mind-set that after purchasing from a transaction. Then they will have a psychological comparison of quality and customer service that resulting from what they expect to receive. In the information systems studies, the phrase "experience-based" has been most widely used and applies to a direct experience with a software, platform or new technology instrument. Nonetheless, it is also possible to estimate satisfaction on the basis of an actual experience. Comparing the experience of a consumer with his or her perception of a service interaction is considered a fulfillment reaction.

Previous studies have shown that service quality's relationship will affect consumer satisfaction (Liang and Zhang, 2009). Consumers' satisfaction about what they buy can lead to their positive emotional desires of repurchase (Qin and Prybutok, 2009). According to Senic aarinkovi c (2014), satisfied customers that feel satisfy are much more willing to be loyal consumer that will repurchase or suggesting the product they buy to others. A research which conducted by Maria, Kindangen and Rumokoy (2016) is to find out that the effect of Electronic Word of Mouth (E-WOM) on consumer buying decisions, which using buying experience, perceived reputation and interpersonal customer awareness.

Research shows that this interaction is the only factor that has major impact on the purchase decision of customers. An institution's satisfaction level would have a significant

impact on how probable the product will be purchased by consumers (Jones and Suh, 2000). There is a direct connection between dissatisfaction and changing behaviour, and satisfaction was a strong precedent for repurchase (Ganesh et al., 2000). This study suggests that the e-companies must introduce users to the review section.

2.6 Repurchase

Consumers' satisfaction and loyalty are two prominent concepts which researchers have examined extensively in the field of online consumers' buying behaviour for their influence on the intention to repurchase (Chiu et al., 2013; Kim, 2012). Consumers will consider their participating in post-purchase factors such as repurchase or behavioral retention, brand loyalty, word-of-mouth and future purchase desire while making a decision to purchase (Leenheeret al., 2007; Namet al., 2011; Romaniuk and Nenycz-Thiel, 2011; Parket al., 2012; Puligaddaet al., 2012).

Online serviceability and availability, popularity, cyber security and consumer trust vulnerability will all have an impact on the development of preliminary customer satisfaction on the website, which will directly affect their online purchasing encouragement (Yaobin and Tao, 2005). There is a positive relationship between quality of service, customer satisfaction and the willingness to buy back Australian sport and recreation centre customers (Murray and Howat, 2002).

Satisfaction and evaluation of prices also affected the repurchase intention (Jiang and Rosenbloom, 2005). There is a significant positive influence of market expectations on repeat purchase, since the lower the cost, the further probable it was for consumers to repurchase. Grace and O'Cass (2005) established that brand would have a major effect on the goals of repurchase.

2.7 Summary

Due to the growth of online shopping over the past few years, all the online retailers and shipping companies have already been encouraged to find new ways to satisfy their consumers' needs. As the e-commerce sector expands, much attention is being paid to free shipping structures (Cox 2002; Miller and Franco 2002). Unlike conventional online retail where consumers bear certain manufacturing and shipping costs, when purchases take place at a distance between consumers and goods, the business cover the cost of assembling and distributing orders (Rosen and Howard, 2000). So, how to charge for the shipping services is a crucial marketing strategy for all online sellers. Free shipping is commonly seen as the most successful promotional tool. For virtual and retail sellers, shipping fees are an essential but under investigated part of the marketing mix. Bayles (2001) studied the purchasing behaviours of customers towards free shipping promotions and concluded that this approach would be effective in motivating shoppers to repurchase. Consumers satisfaction is the level the expectations of a consumer to which a company's products or services. The consumers' satisfaction will impact the repurchase intention.

CHAPTER 3.0 Methodology

3.1 Introduction

Methodology is a series of procedure that shows how the researchers collect and analyse the data to produce an accurate and precise research finding. In this chapter, researchers will delineate the process of our qualitative research study. By using phenomenology strategy to explain the impact of free shipping influences purchasing behaviour on online shopping platform among UTAR students. It describes the research design utilized in this study. This chapter will also provide explanation on the research design, research procedure, instrumentation and data analysis. The objective for this research is to determine relationship between free shipping and students' purchasing behaviour, and how it related to consumer satisfaction and repurchase behaviour.

3.1 Qualitative research approach

In this study, we applied a qualitative research method with phenomenology approach. Phenomenology approach focused on the understanding of the conscious experience of an individual that interact with their daily life and social action (Merriam, 2009). The research design process which include the relationship of the research questions as well as the procedures and the development and implementation of data will refer to the paradigm of phenomenology qualitative research method. Meaning (versus measurement) oriented methodologies, such as interviewing or participant observation are used in qualitative research method to better understand the phenomenon and the thoughts and experiences of the informant (Silverman, 2011). In this chapter, the process of the qualitative research study will be described and explained. Because Van Manen (1990 as cited by Merriam, 2009) stated that phenomenology is a qualitative research which focus on person's live experience and things that related directly to themselves. At the same time, we aim to investigate how the last-mile delivery influences purchasing behaviour on Lazada among UTAR students.

3.2 Research design

In this study, researchers applied a qualitative research method with phenomenology approach. Phenomenology approach focused on the understanding of the conscious experience of an individual that interact with their daily life and social action (Merriam, 2009). The research design process which includes the relationship of the research questions as well as the procedures and the development and implementation of data will refer to the paradigm of phenomenology qualitative research method. Meaning (versus measurement) oriented methodologies, such as interviewing or participant observation are used in qualitative research method to better understand the phenomenon and the thoughts and experiences of the informant (Silverman, 2011).

In this chapter, the process of the qualitative research study will be described and explained. According to Van Manen (1990 as cited by Merriam, 2009) stated that phenomenology is qualitative research which focuses on person's live experience and things that related directly to them. At the same time, researchers aim to investigate how the last-mile delivery influences purchasing intention on Lazada among UTAR students. Prior to conducting the interview sessions for this research, the ethical committee of the university had provided approval.

The selection of participants for this study, conducting focus group interview sessions and further interpreting the verbatim are described in this section.

3.2.1 Participants

In this study, researchers selected UTAR Kampar Campus students as the research respondents. The interview session will be held on 7th of July until 8th of August 2020 which is proximately between 8.00 pm to 10.00 pm for 3 different focus group. Due to the Covid-19 pandemic, researchers decided to arrange the focus group interview in social distance

consideration by conducted it online through Microsoft teams software. Microsoft Teams is a global communication and conference platform that made up from persistent company group text, video conferences, online data storage, and multiple application access (Warren, 2016).

During the online group interview, the participants are allowed to ask questions from each other and sharing their thoughts, experiences, and ideas with others. There is no boundary in discussing and interaction as long as the discussion topic is within the particular topic area. The group interaction is the key element in discovering the data, idea, and results. Every participants are encouraged to do that in order to propose some new thinking about the topic and answering every interview questions precise and concise. The interview sessions are recorded in Microsoft teams software with for post-interpretation and also later convert into a transcript by playing back the meeting record (verbatim).

3.2.2 Data Collection Methods

Has part of the interview session the participants were encouraged to provide their views, opinion, feeling and perspectives during the group online video call via Microsoft Teams as part of data collection purpose. During the group online video call there was no time limit set for respondents to provide their thoughts and opinions. During the group interview, the participants are allowed to ask questions with each other and share their thoughts, experiences, and ideas with others. There is no boundary in discussing and interaction as long as the discussion topic is within the particular topic area. The group interaction is the key element in discovering the data, idea, and results. Every participant are encouraged to do that in order to propose some new thinking about the topic and answering every interview questions precise and concise. At the end of every group online video call transcribing will

immediately begin to transform the recording into text based. The verbatim produced was never filtered and every narration was supported with the recorded group online video call.

3.3 Focus Group

Focus groups are commonly used across a broad range of higher education study, which include the area of health sciences, marketing, communications, and nearly every field of behavioral and social sciences (Guest et al., 2016). By considering about the techniques used for interview, researchers decided to use focus group interview to collect the data from respondents instead of one-to-one interview. Ryan (2009) also discovered that some potential problems associated with face-to-face interviewing, such as interviewee self-consciousness and perceived status differences between the interviewer and interviewee. It may cause some loses of actual data and affect the reliability of the data during one-to-one interview. Rabiee (2004) proposed that focus groups could provide information about a range of ideas and feelings that individuals have about certain problems and issues, as well as highlighting the differences in perspective between groups of individuals.

Other than that, by conducting focus group, it can approach a broader sample of respondents at a same time which is great to minimize the time for data collecting (Flynn et al., 2018). The benefit of focus group method is alternative way together information which is very flexible to researcher and participants (DeVault, 2012).

3.3.1 Field Notes

Field notes is consider as a supporting information source for this investigation. Field notes were composed during each meeting and later examined and contrasted with the meeting records (Maxwell, 2005). Bogdan & Biklen (1982) has proposed that field notes were organized to utilizing proposals. On the principal page of each arrangement of notes, the

researcher will recorded the date, time and a working title that showed the substance of the notes. Themes tended to in the field notes included specific occasions that members reviewed, the researcher's hypotheses about developing topics, purposes of explanation, and any associations that the researcher recognized between or among members' discernments (Bogdan and Biklin, 1982). Different subjects remembered for the field notes included fine perceptions and observation about the member's mentality, emotion and direct statements that grabbed the attention of the analyst.

3.4 Sampling size

Sampling size is the number of respondents or observations that include in a research study. The sampling size may influence by few factors, including the purpose of the study, population size and the risk of selecting an error sample (Israel, 1992). According to Stewart (2007), he proposed a suggestion for focus group size is common and seldom are set at a minimum of 4 and a maximum of 12 participants per group to obtain standard data result. Therefore, the number of research participants in one group is between 4 to 12 peoples and will be selected will certain criteria. The specific requirement to participate for this group interview is the participants must obtain past experiences in online purchasing at Lazada. Stewart (2007) also proposed that to obtain saturation data of focus group, approximately 3 focus group is the optimum size which reach the confidence level of qualitative interview. By the second group there were no immerging details and just to make sure there is no new emerging details and point of saturation has been archived, a final group (Group number 3) was conducted to ensure there are no new immerging details.

3.5 Sampling technique

Purposive sampling is a selection implement widely used in qualitative research method to obtain participants and informants (Tongco,2007). Etikan (2016) have conduct an experiment to compare the convenience sampling and purposive sampling and discovered

that the primary idea of purposive sampling methods is to reinforce on saturation of the data, which means the informants should have certain ability, features, criteria, and behaviour to fulfil the saturation of the data. Etikan (2016) also believed that purposive sampling is challenging and sometime the subjects are rare to find due to the research topic. But to maintain the depth and saturation of the data, researchers must put a lot of effort in searching the right informant. However, to take part in our research interview required specific criteria which only allow participants with past experiences in online shopping at any of the online shopping platform. Purposive sampling had selected as the sampling technique in this study. Since ours target group is UTAR students with online shopping experiences, researchers manage to obtain participants from UTAR.

3.6 Data analysis

In associated with the sampling method, Thematic analysis is applied in this study to obtain the data more accurate and precise. Connelly (1990) proposed that thematic analysis is used in field of texts, such as stories, conversations, interviews, and experience, as the items of analysis to discover and explain the way people generate pattern of meaning and perspective to gain similar topics and themes for coding. The data collected from the interview session is formulated into two forms which is verbal form and text form coded accordingly. To understand the meaning behind of the experiences and problems faced by the informants, researchers analyse the entire interview session with a thematic inquiry. Since the research criteria included past-experience on online shopping, researchers will focus on the experience of the informants to gain the data and result researchers want during the interview session. This kind of life experience is the key to discover the attitude and behaviour of the informants in current or future online shopping.

3.7 Issue of rigor

Furthermore, the issue of rigor is crucial to determine the validity and reliability of a qualitative study (Davies & Dodd, 2002). One method to overcome the issue of rigor is the use of member checking (Smith & McGannon, 2017) which is the process of presenting researchers' transcribed interview as well as the identified themes to the participants to ensure its accuracy. Every participants will received a piece of agreement form, also known as the consent form. They required to fill up the form before proceeding the focus group interview. After the interview session, the meeting record will be transcript into text form and email to the participants for them to recheck and confirm every statement. After they have confirmed the verbatim, the researcher will proceed to the coding process.

3.8 Pilot test

To produce reliable result and findings for our completed result, researchers conducted a pilot test focus group interview which is focus group A and focus group B. This is to identify potential problems which can be amended before actual interview.

The questions prepared for the pilot test is in line with the aim of our study. Both pilot test interviews were conducted successfully. Prior to the pilot study, our interview questions were vetted by 2 academics to ensure our questions were professional free of grammatical error. After completing the pilot test there were some amendments made to the interview question in order to increase the quality of questions.

Chapter 4: Findings and Analysis

4.1 Introduction

In this chapter, the researchers will utilize topical examination technique to investigate the gathered information. Thematic analysis is used in this research to extract the common and actual meaning from the participants. Nowell, Norris, White and Moules (2017) have proposed that thematic analysis is oftentimes utilized in subjective examination. The creators said that thematic analysis can be utilized in the majority of the examination inquiries as it tends to be utilized in different techniques, for example, narrative, grounded theory and contextual analysis.

In addition, a decent thematic analysis can create a tenable and rich data finding as we can find a similitude point from various interviewees. According to Persson, Tornbom, Sunnerhagen, Tornbom (2017's) announcement, there are six stages in thematic analysis, which are acquaintance with the information, age of introductory codes, looking for subjects, evaluating topics, characterizing and naming themes and creating the report.

4.2 Coding of themes

Researcher will be numbered each 'turn unit' of the deciphered respondent stories and experiences, that is, each difference in account between the researcher and the respondent. This empowered more precise presentation of information when the topics were portrayed and upheld by citations in the last composed postulation. Researcher at that point followed the subject investigation measure as portrayed by Neuman (2000, in Nwanna, 2006) and Henning et al. (2004, in Nwanna, 2006).

4.3 Generating Initial Codes

This are beginning with initial codes coding, which entailed reading and rereading the data in order to have an idea of how patterns could be clustered and coded. In that case, the researchers will manage to code the collected data and discover. Mortensen (2020) proposed that coding is a step that starts to describe the important data into a few categories, groups or themes. When the researchers discover an interesting topic from the data, coding process will be carried on to the sentence or phrases that the respondents mentioned. Obviously, codes that are used by in the research must be relevant to the objective of the research. According to Sutton and Austin (2015), coding is defined as how researchers identify and explain the topics, issues, similarities and differences which is founded from the interviewees. Additionally, they likewise expressed that coding probably won't be dependable as here and there it probably won't speak to the portrayal of the interviewees or the researchers will erroneously clarify the information. Accordingly, they propose the specialists require different individuals from the examination to code the record and talk about the closeness and contrast between the two-coding results. This will assist the specialists with ensuring and improve the reliability of the discoveries.

4.3.1 Selective coding

Selective coding was the final procedure when all the themes are discovered and extracted from the data collection of the combined participant's themes, were categorized into a selected number of themes that correlated and comprised the final report. The coded themes categories and subcategories have been discovered during the open coding process. This involved “winnowing the data, and reducing it to a small, manageable set of themes to write into the final narrative” (de Vos, 2005:338).

4.4 Themes

In the third stage, the researchers will gather the codes into several themes. Sutton and Austin (2015) said that creating a theme is a procedure that pulls out the similar codes and elaborates the themes become meaningful. Maguire and Delahunt (2017), theme is explained as a form that extracts the most significant data which are coherent and relevant with the research question. Once the researchers have completed categorize the codes into themes, the themes should be important to the whole research and able to explain, elaborating, evaluating the research questions to produce an accurate research outcome. If the research is only able to collect a little amount of data (especially like focus groups), sometime different codes will have a larger possibility to use in more than one themes.

4.5 Reviewing Themes

Through this step, the researchers will analyse the topics in the third step to ensure that the codes help their subjects. According to Mortensen (2020), theme codes will have valid and explicitly defined links to other codes. Besides, Mortensen (2020) also indicates that the researchers could differentiate the issue more explicitly if the topic is too wide. The researchers should continue to analyse the topics until the topic become coherent and distinctive. There are six considerations to improve the coherent and distinctive topic (Maguire & Delahunt, 2017).

1. Does the topic make sense?
2. Does the topic support by the data?
3. Is there too much data and information filled up by the topic?
4. Is there different topic in the data collected?
5. Can the theme be separated into two topics or subtopics?
6. Is there suitable if the code is used in more than one topic?

4.6 Defining and Naming Themes

In the fifth stage, researchers will manage to obtain the themes and defining the themes from the research findings. Mortensen (2020) proposed that the name of the themes should be relevant to the data collected and coherent with the answer and respond from the findings outcome. The theme should be able to explain the content precisely. The themes in this research is categorized into 5 main themes which are,

1. Acknowledge of free shipping and purchase behaviour
2. Acceptance towards free shipping item.
3. Satisfaction of purchasing free shipping item.
4. Effectiveness of free shipping in repurchase behaviour.
5. Suggestion for promoting repurchase behaviour.

4.7 Data analysis

The researchers have decided to use Thematic Analysis. Persson, Tornbom, Sunnerhagen, Tornbom (2017) said that in the first stage of Thematic Analysis, researchers must consist a vision of understanding the collected data from the interview, such as reading the data a several times and noted down every detail. Thus, after the researchers have collected the data from the respondent, the researchers start to read through the collected feedback a couple times. The objective of analyse through the feedback is to ensure the meaning, expression that the respondents are trying to show and make certain of the feedback is appropriate and useful to be utilized in this research.

After the researchers have completely perceived the gathered information (feedback), two of the researchers are accountable for the coding cycle. As per Sutton and Austin (2015), if the coding measure is finished by an individual, the result of the coding probably won't be

dependable. Therefore, by relegating two specialists to in control the coding cycle can improve the reliability of the discoveries. The researchers have featured the significant and comparative parts between each criticism. After the specialists affirmed the significant and comparative parts, the scientists start to examine reasonable and huge subjects for the codes.

4.8 Validity and Reliability

The researchers need to cautious about the validity and reliability when choosing methods to conduct a study to achieve compliance and norm (Cypress, 2017). Leung (2015) characterized legitimacy as proper for choosing strategies, instrumentation, methods and it is satisfactory to illuminate the exploration question of the investigation. Therefore, reliability determines the quality of measurements by specified methodologies and technologies that determine results and findings accuracy (Cypress, 2017). Such two components can indicate the confidentiality and accuracy of all the study. Regarding the reliability angle, the researchers utilized online interviews and one-to-one communication to guarantee the participants' privacy when responding to the questions provided. Additionally, the researchers also will periodically exchange emails with the respondents in order to have their confirmations in the step of data collection and data analysis to ensure the validity of the measurement of the interview. This procedure is referred as member checking which increases the accuracy of the study and avoids discrimination in data analysis by researchers (Birt, Scott, Cavers, Campbell & Walter, 2016). In terms of accuracy, online interviews can perform research with much more relevant collection of data as results from online interviews have been shown to be more concise and straightforward (Hawkins, 2018). The results of text-based online interviews are usually more lightweight and reliable than verbal interviews and can provide a more concise and precise report (Hawkins 2018). The tool used by the researchers, which is an online interview, will therefore improve this research 's validity.

4.9 Findings

The researcher is the instrument for interpretation while performing data collection, making decisions about coding, theming, and contextualization of the data. The researchers decided to use thematic analysis and the trust indicators that developed by Lincoln and Guba (1985). Thematic analysis is a tool used to identify, evaluate, and analyse trends within data. The thematic analysis that rarely regarded in the same way as theoretical framework, ethnographic research or phenomenology was commonly used in qualitative research (Braun & Clarke, 2006). The researchers conducted the interviews by Microsoft Team and recorded it using screen recording.

Charmaz (2006) explains coding as the crucial connection between data gathering and describing the validity of the results. In response not just to anticipated trends, but also to what you consider interesting, shocking, exceptional or conceptually captivating (Creswell 2007). According to Saldana (2009), in qualitative analysis, a code is a term that ritually allocates an evaluative, important, reality-capturing and/or evocative characteristic to a part of linguistic or visual data. The researchers crafted the concise structure code to convey the primary content or meaning of the data. Coding is a conceptual process and therefore the researchers can assign the same data to two different codes. Several codes can occur repeatedly during the coding process, and that could be an obvious sign of patterns emerging. The researchers undertake to ensure the accuracy of the qualitative analytical analysis to determine the validity of the study. The researchers use member checking to ensure that they truly portray what the participants discussed. The researchers asked the participants after the coding process to check the validity of the information as well as the findings of the coding process.

Once the data was gathered, the transcription process begins. While collecting the qualitative data from interview transcripts, the researchers read through the reviews gathered a few times to ensure the reviews to be used in this research is sufficient. After recording the data, researchers started coding which is marking and arranging the qualitative data to define the different themes and their relationships. While coding the reviews, researchers applied tags to keywords in each feedback that reflect significant themes. The researcher used Line-by-line Coding to highlight the important parts between each review and ensured the data gets more intense as the codes get more accurate.

The researchers then classified the data according to common themes and made the findings deductions. This section concentrates on broader themes and includes figuring the various codes into potential themes. Researchers studied the themes grouped in the report to ensure the codes follow their themes. Researchers also defining and naming the themes.

Acknowledge of the relationship between free shipping and purchase behaviour.

Most of the respondents purchase free shipping items in the past and acknowledge the existence of free shipping is quite beneficial sometime. But most of the respondents have stated that they will not affected or attracted by free shipping to make purchase decision and behaviour. The little amount of shipping fees will not make big different in purchasing. They also proposed that the necessity of the particular item is more important than free shipping. However, there are still a few respondents believed that free shipping will directly or indirectly affect their purchase decision and behaviour.

“Free shipping would not change my mind. I really need that item I wouldn’t bother about the free shipping.”

Instead of considering the free shipping the necessity is one of the issues which is greater than free shipping whenever a consumer making a decision in buying something. In generally, free shipping doesn't have a strong bond with the purchase behaviour among the UTAR students.

Acceptance towards free shipping item. Most of the respondents accept that free shipping items is quite in good condition and arrived punctually. They accept free shipping items and also believed that free shipping item is worthy because of the reduction of the overall cost of purchase. In that case, free shipping advantage is helping students them to reduce cost in online purchasing, if the fees of the shipping are extremely high will definitely change their mind in purchasing. Some of them will also select free shipping item when it comes to deciding which products to buy, and they believed that free shipping is able to reduce the overall price.

“I feel quite happy. I feel less and really worth like paying a cost lower than the normal days and get the same or maybe better quality of products.”

“Definitely if the product with free shipping is cheaper than the cheap product without free shipping, of course I will buy the product with free shipping.”

However, there are few respondent comments that free shipping is not acceptable because sometimes it might have low quality due to the seller cutting down to get more profit. The only reason why respondents unable to accept free shipping item is also because of the company manage to cut down the cost of the product by packing low quality or used product.

“When come to free shipping item, the quality maybe, maybe, maybe, will be a little bit lower because like the sellers go for the profit. Cut down like get more profit and then maybe some of it will be low quality.”

Satisfaction of purchasing free shipping item. Most of the respondents stated that consumer satisfaction is based on the product quality and time of delivery. During the focus group interview session, the respondents give several answers that reinforced the research like the consideration of product quality and delivery time is also an issue which needs to be consider. Because most of time, even though the product is free shipping, but it is broken and unable to arrive punctually, the respondent will still feel upset and disappointed. However, there are few respondents told that they are quite satisfied with free shipping promotion because it helps them to save money.

“I don’t think free shipping will really affect the consumer satisfaction. Because consumer normally depends on the product have faster delivery and better product quality. Free shipping, I don’t think really bother.”

“If some of the free shipping might delay like one month only arrive, then it could affect the satisfaction level.”

In that case, the research had discovered new consideration about free shipping affecting customer satisfaction. Before entering free shipping investigation, researchers must gather the information of certain product’s review on quality and time of delivery which will make the outcome more reliable and precise.

Suggestion for promoting repurchase behaviour. Most of the respondents stated that price promotion has an impact on the motivation for repurchases. Promotion is an essential element and a valuable tool for marketers. Promotions affect the repurchasing behaviour of customers and reduce the time taken to make decisions.

“I agree with participant A, if it is not necessary, I will wait for the free shipping promotion then I only purchase.”

“I think free shipping item will have good quality because sometimes the sellers will use free shipping promotion to attract customers.”

In that case, the price promotion will have slightly correlated in repurchase behaviour.

Product quality has a positive and significant effect in customer repurchase behaviour. Consumers today demand high quality products. Better or poor perception of the quality of the product will also lead the consumer to either to repurchase or not to repurchase. Repurchase intention increases and decreases after product use because the direct relationships are influencing each other. This suggests that if consumers recognize higher product quality, it will bring to a bigger intention to purchase again.

“I will repurchase the same item base on the product quality. Although the seller offers me free shipping, I also will make a consideration.”

“It based on the product quality. I’ll only repurchase a particular item with good quality.”

“If the product quality is good and deliver fast then I will feel more satisfied with it.”

In that case, the repurchase behaviour will have correlated with product quality.

The first finding in this study is relationship between free shipping and students' purchasing behaviour. The impact of free shipping on students' purchasing behaviour is different for each of participant. The responses of participants to shipping fee are different because consumers' purchasing behaviour are diverse. With the findings retrieved from Rq2 and Rq3, product quality can affect consumer satisfaction but not shipping fee. Product quality is what satisfies consumers' desires. When consumers are not satisfied of a certain product quality, they will not doing repurchase even though with free shipping promotion.

This research suggest that product quality is an important contributor in customer satisfaction while purchasing online and they are willing to pay the shipping fee to repurchase.

Chapter 5: Discussion and Conclusion

5.1 Limitation and Recommendation

The major limitation of the research is the population sample, as the researchers only focused participants in UTAR where data production and results will only be applicable to certain field as described above. If generalised on a user samples, this will affect biases on the outcomes.

The second limitation is about the ethnic of participants. Different of ethnics' background has different concept in terms of consumer dynamics, demographics and behaviour. But the research does not address these different contextual complexities. A comparison between the ethnics will be a new study field for researchers, and an incentive for marketers to attract consumer to repurchase. Future studies also may utilize group analysis to analyse how individual are different in various ethnic backgrounds. Researchers may utilize the variables mentioned in this research to operate on the type of ethnic and make the comparison between ethnics.

The results of this research also showed that the limitations lack of clickstream data which can provide more visibility into how shipping fee impact users repurchase behaviour. Future studies can address the limitations of this study by means of a stronger research design and various viewpoints for review.

5.2 Conclusion

This study mainly focuses on three research objectives, which are the relationship between free shipping and students' purchasing behaviour, the relationship between free shipping and consumer satisfaction, and the relationship between consumer satisfaction and repurchasing behaviour bases on free shipping. According to Leong and Lee (2009), online shopping was used by 30 percent of Malaysia's internet users. Based on the data collected

from respondents, the result shows that there are different responses for RQ1. The influence of free shipping on students' purchasing behaviour is very different. Based on RQ2 and RQ3, the data collected shows that students are more satisfied with free shipping items. Furthermore, the researchers also found out that most of the students more emphasize the product quality rather than free shipping. Free shipping can used as one of the promotion tools to attract consumer, but it is not the factor which can affect consumer to repurchase. When consumers are not satisfied of a certain product quality, they will not repurchase even though it is free shipping. In short, every consumer has their own purchasing behaviour, and the product quality has more affect consumer satisfaction rather than free shipping.

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Appendices

Interview question:

The relationship between free shipping and students' purchasing behaviour. RQ1	
Attitude	As a student, do you think free shipping will change your purchase behaviour?
Subjective norms	Will you help your friends or family to purchase free shipping item?
Emotion towards advertisement	How do you feel when you saw the product you demand for which is not free shipping?
Perceived value	As a student, will you buy a product which is free shipping but costly instead of cheap product without free shipping?
Perceived behavioural control	Will the cost of shipping affect your purchase behaviour?
The relationship between free shipping and consumer satisfaction. RQ2	
Attitude	Do you think free shipping will affect consumer satisfaction?
Subjective norms	How many stars would you rate for the free shipping items?
Emotion towards advertisement	How do you feel when purchasing a particular product which is free shipping?
Perceived value	Do you think that free shipping item will have lower quality? Do you think that free shipping item will deliver punctually?
Perceived behavioural control	How would you feel if the products received is broken even though it is free shipping?
The relationship between consumer satisfaction and repurchase behaviour bases on free shipping. RQ3	

Attitude	What make you repurchase a particular item? Does free shipping really matter?
Subjective norms	Will the cost of shipping affect yours repurchase attitude?
Emotion towards advertisement	How do you feel when repurchasing the same item which is free shipping?
Perceived value	Do you think that repurchasing the same product is because of satisfaction instead of free shipping?
Perceived behavioural control	Will you repurchase for the products if the last products cannot reach punctually even though it is free shipping?

Coding 1

RQ1 Question: As a student, do you think free shipping will change your purchase behaviour?

Participant A: **Yes**, for me, the tag free shipping does change my purchasing behaviour.

Participant B: For my opinion, I don't think so, I not that like online shopping, so it **does not affect me**.

Participant C: For me, I will see the product valid or not, if not, I think free shipping will not change my purchase behaviour.

Participant D: **Yes**, I think so. I think free shipping will change my mind on purchase any products.

Question: Will you help your friends or family to purchase free shipping item?

Participant A: **Yes**. Although it wasn't my money, but I do so just because of satisfaction. Pay less than normal price that include shipping fees really does **satisfied me**.

Participant B: For me, I also think that I will help my family member to buy free shipping item because some of the items that we do not need to getting out to purchase because now the Covid-19 is serious now, that's why I can **eliminate time to contact with others at outside**, we can use free shipping.

Participant C: For me, I will also help my friend or family purchase free shipping item because it will easily **solve a lot of problem** like help my family to fill address or other problems need to solve.

Participant D: I will help them to purchase. Because it can help them to save more.

Question: How do you feel when you saw the product you demand for which is not free shipping?

Participant A: About this, it will come to **depends on the product** is it important for me. If it is important, I will just go for it, if it wasn't, I just leave it at the shopping truck and wait for the free shipping.

Participant B: I agree with participant A, if it is not necessary, I will wait for the free shipping promotion then I only purchase.

Participant C: in my way, free shipping will not affect me to purchase or demand for the product, so I will also buy the product if there are no free shipping.

Participant D: for me, I will just for buy some **useful products** either it is cheap or not.

Question: As a student, will you buy a product which is free shipping but costly instead of cheap product without free shipping?

Participant A: When you come to the price of the product, I will **go for the cheap one** because I'm still using my parent's money so it's not right for me to go through valuable products or somethings. I might be chosen expensive products once for that once I'll like I'm start working or something.

Participant B: for me, I'll do a comparison on it cause some of product that is cheap but is not without free shipping, but its **quality** is not that good as the products that expensive, but it is free shipping. I would do the comparison based on the **products quality**.

Participant C: In my way, I will say I agree to their part also because see how the product I needed so, if cheap product without free shipping or the costly of the free shipping. I think I also can accept.

Participant D: for me, I will also make a comparison of the two types of product, definitely if the product with free shipping is cheaper than the cheap product without free shipping, of course I will buy the product with free shipping

Question: Will the cost of shipping affect your purchase behaviour?

Participant A: For this, **not so much for me**, and it's like the shipping fees **depends on the place the production** from, so I choose the product. Where is it from, so I have to pay for it so it doesn't affect me that much

Participant B: Uh, for me, I think that it would affect me because some of the product that is made might be cheap on the online apps like Shopee. But if we bought from the physical store available and the **price** is not that expensive then I will be purchase in the physical store but not on the online store, if the shipping fees quite expensive for me to afford it.

Participant C: In my opinion, the cost of shipping may affect my purchase behaviour because like when I want to buy a product from Taobao, the **cost of shipping** will higher so I will next month or next year to buy the product so will delay buying the product.

Participant D: Yes, it does affect my purchasing behaviour because the **cost of shipping** is higher, definitely I won't choose the product.

Question: Do you think free shipping will affect consumer satisfaction?

Participant A: Most of time, like most of us, like as a consumer, is that satisfied.

Participant B: Yeah, it's **quite satisfied**. Satisfied for us if there any free shipping, because we can purchase any item online, but this depends on the company. If some of the free shipping might **delay** like one month only arrive, then it could affect the satisfaction level.

Participant C: Yeah, in my opinion, free shipping will affect consumer satisfaction because if the product has **free shipping**, the customer like us will more **prefer to buy**.

Participant D: Yes, for example, let say I buy a product and the seller **discount** me the free shipping so of course the seller can be like by the customer.

Question: How many stars would you rate for the free shipping items? Why?

Participant A: When come to rating, I'm more depends on the product quality, mostly I'll give high rating. But when come to low rating just because like the item reach my hand like **broken** or **doesn't really seem like** what the seller tells us before, so I'll just wait on the product instead of free shipping. Mostly, I rate for 4 stars.

Participant B: For me, I will rate depends on the **time consuming** for the item to my hand. Some of the shipping companies might delay for one to two months or some might very fast around one weeks that can arrive if the item can arrive. If the item that arrived my hand quickly, I think I would rate on 3-4 stars.

Participant C: in my way I will give 3 stars, and other two star I'll see the **product quality** and is that product broken or not like that.

Participant D: For me, I'll plot 4-5 stars. And of course, it also depends on the **packaging of the item**.

Question: How do you feel when purchasing a particular product which is free shipping?

Participant A: Actually, I **feel quite happy**. I feel less and really worth like paying a **cost lower** than the normal days and get the same or maybe better **quality of products**.

Participant B: Yeah, I agree with that, because some of the product might be cheaper but there is no free shipping on it and it's just cost much more. If there is any free shipping, I think is quite better for us.

Participant C: In my way, free shipping will be more attractive for us for buying a product.

Participant D: Yes, as a consumer I will **feel happy**. As I say, if I buy a few amounts of item and get free shipping, definitely I'll feel happy.

Question: Do you think that free shipping item will have lower quality? Do you think that free shipping item will deliver punctually?

Participant A: When come to free shipping item, **the quality** maybe, maybe, maybe, will be a little bit lower because like the sellers go for the profit. Cut down like get more profit and then maybe some of it will be low quality. While come to the delivery punctually, I think free shipping doesn't like any connection with deliver punctually.

Participant B: For me, I think that free shipping will not have lower quality, because it depends on the products itself. And is made because it's had free shipping might be the Shopee, Lazada, they have doing some events or promotion on it. The free shipping item deliver punctually is **depends on the shipping company** and its affect on it.

Participant C: Yes, I agree their opinion, and I think the free shipping will **not affect the product quality** if some product also lower quality but without free shipping, so I think free shipping will not affect the product quality. Next, free shipping will deliver punctually I think it's not the product problem and not the free shipping problem.

Participant D: Yes, I agree with Participant C with the first question. I think the quality of the product is not just because of the problem of free shipping, and for the second question, sometimes the punctuality of the item delivery is also **depends on logistic company**.

Question: How would you feel if the products received is broken even though it is free shipping?

Participant A: Definitely **disappointed**, because like I spend my time and a lot of expectation on the product that I purchase, and you know, when you received it and it is broken, is it feel like 'oh, why I spend a lot of time searching for you and waiting for you' and last when reach my hand it's broken, not really happy with that.

Participant B: For me, if there are free shipping and although it's free shipping, the company should take care on the products. Customer service must have take care of the customer products and if it is broken, I think I will **make some report** on the shopping apps, let the company to know about the problem and get some way to settle on it.

Participant C: For me I will also **disappointed** because I pay the money to buy the product but when received the products it's broken even though it is free shipping or not, I'll **report to the customer service.**

Participant D: Yes, firstly, I'll feel very **disappointed** because the item that I brought is already broken but I think sometimes it's not just because the free shipping problem, the **logistic department also have the responsive on it.**

Question: What make you repurchase a particular item? Does free shipping really matter?

Participant A: When come to repurchase item, the free shipping really doesn't matter for me at all. For example, I buy a product is because it really useful for me and then I really like it so I will repurchase. If **the product really useful** for me and it's free shipping, it's very matter for me, I will just go and buy, and the products doesn't need for me and it's free shipping, so **it doesn't matter.**

Participant B: I agree with Participant A, because if we purchase item due to free shipping, that doesn't matter for me because the item that I want to buy is **due to the quality**. Or maybe it is a thing that I really need, so I will make a repurchasing on it.

Participant C: Yes, I agree with their part because I repurchase an item so means that either I lost the item or the item is broken so I will repurchase, so the free shipping will not affect me on buying.

Participant D: I will repurchase the item if the item can access my expectation. And for the free shipping matter, if I want to buy a product, I saw two sellers are selling the same product, one with free shipping and another one without free shipping, of course I'll choose for the first seller.

Question: Will the cost of shipping affect your repurchase attitude?

Participant A: When come to the repurchase attitude, the cost of shipping doesn't affect me that much is like come back to the **useful of the product**, if it is useful for me, I'll repurchase. If no, I won't.

Participant B: Yes, I agree on it. Because the cost of the shipping fees doesn't affect much, it depends on the product that is **necessary or not**.

Participant C: I also same with them, the cost of shipping doesn't affect me to repurchase, because I already want to purchase the same item. So, I think the cost doesn't affect me to buy.

Participant D: I think it does affect my repurchase attitude because of the **cost of shipping quite high**.

Question: How do you feel when repurchasing the same item which is free shipping?

Participant A: Of course, **happy**, because it feels like spend less than before.

Participant B: Yes, I'm also **very happy** on it because the product I need to repurchase is under free shipping. I think that would affect the consideration of me on purchase of the product.

Question: So, if the product you don't need it would you buy it also?

*Participant B: **Yes, I will.***

Participant C: In my way, I will feel worth because last time buy without free shipping, but this time free shipping so will feel pay lesser, so I'll acceptable.

Participant D: Yes, I'll feel happy too. As I say, if the item that I expect is very good and the item is existing my expectation, so I feel happy, so it doesn't matter. The item is free shipping or not I will also make repurchase.

Question: So, if the item needs shipping fees you will also repurchase it?

*Participant D: **Yes.***

Question: Do you think that repurchasing the same product is because of satisfaction instead of free shipping?

Participant A: Yeah, of course. Repurchasing the products is **because of the satisfaction** with the product instead of the free shipping.

Participant B: **Yes, because of the satisfaction** of the product. But the free shipping will slightly affect, maybe little bit under consideration on it.

Question: For Participant A, last time when purchasing the product without shipping fees, but this time the seller required to pay, will you pay for it?

Participant A: Yes, because I need the product,

Participant C: For me, I will satisfaction with the free shipping for the repurchase product. I will repurchase the product based on free shipping.

Participant D: I will repurchase the same item **base on the product quality**. Although the seller offers me free shipping, I also will make a consideration.

Question: Will you repurchase for the products if the last products cannot reach punctually even though it is free shipping?

Participant A: No, once I paid for it, I will wait for it or else for me, I think is a **waste of money** and at the same time, like considering spending more and really out of my financial planning.

Participant B: For me, I think for the repurchase product which does not reach punctually is **depend on courier company**. Maybe it has delay sometimes, but it's some announcement on it, I'll satisfied on it. But if there's no announcement, it still delays and can't reach punctually, I cannot accept it.

Participant C: The product delay will not affect me; I can wait all the time so there is not about the free shipping or not.

Participant D: I will not repurchase again since the product that I buy cannot reach punctually so I'll consider to buy again although it is free shipping

Coding 2

Question: As a student, do you think free shipping will change your purchase behaviour?

Participant A: For me, it **depends on the item** I want to buy. If I not really need it, I will prefer free shipping.

Participant B: For me, I also will **depend on the thing** I need.

Participant C: I agree the point of B.

Participant D: I also agree with them because free shipping will attract me for online buying.

Question: Will you help your friends or family to purchase free shipping item?

Participant A: **Yes**. I'll help my friends or family to purchase.

Participant B: If my friends or family request me to do that, I'll help them.

Participant C: **Yes**. If they ask for help, I'll help them.

Participant D: I'll help them to purchase free shipping item because can **save cost**.

Question: How do you feel when you saw the product you demand for which is not free shipping?

Participant A: I'll think first because **the cost of the item is more important than shipping fee**.

Participant B: If I really need the product, I'll not thinking about the shipping cost.

Participant C: I'll buy the product **without thinking about the shipping cost** if I need it.

Participant D: I'll consider first because the total price of the product will increase while including shipping fee.

Question: As a student, will you buy a product which is free shipping but costly instead of cheap product without free shipping?

Participant A: I think **yes**.

Participant B: I'll buy cheap product without shipping fee.

Participant C: I'll buy cheap product if the shipping fee is **reasonable**.

Participant D: For me, I'll buy cheap product if the shipping fee is **acceptable**.

Question: Will the cost of shipping affect your purchase behaviour?

Participant A: Yes, it'll affect my purchase behaviour if the shipping fee is **not reasonable**.

Participant B: I agree with A.

Participant C: Maybe. It depends on the thing I want to buy.

Participant D: Yes, because the shipping fee is also one of the cost I'll consider when I doing purchasing.

Question: Do you think free shipping will affect consumer satisfaction?

Participant A: I think it'll be a little bit affect for me.

Participant B: If the shipping fee is higher than the price of the product, it'll affect consumer satisfaction.

Participant C: Yes, I think free shipping will affect consumer satisfaction because people will more prefer free shipping.

Participant D: Yes. Free shipping will affect consumer satisfaction because people will feel happy when they having free shipping that help to save money.

Question: How many stars would you rate for the free shipping items?

Participant A: If the item is in the good condition, I'll rate higher star.

Participant B: Normally, I'll rate a product depends on its quality not shipping fee.

Participant C: I'll give a higher rate to product without shipping fee.

Participant D: For me. I'll rate on the product quality.

Question: How do you feel when purchasing a particular product which is free shipping?

Participant A: I'll feel a bit worry with the product with cheaper price and free shipping.

Participant B: I'll feel happy if the product is free shipping.

Participant C: I'll also feel happy.

Participant D: I feel happy if the product is free shipping.

Question: Do you think that free shipping item will have lower quality?

Participant A: I think not all item will be having this problem.

Participant B: No. I'll not simply judge the product quality by its shipping fee.

Participant C: No. I think free shipping item will have good quality because sometimes the sellers will use free shipping promotion to attract customers.

Participant D: No. Because sometimes the expensive product with bad quality also need shipping fee.

Question: Do you think that free shipping item will deliver punctually?

Participant A: No. I think this is depending on the seller.

Participant B: I agree with A.

Participant C: I think the delivery time is depending on the courier team such as pos laju.

Participant D: No. The delivery time depends on the courier team not because of the shipping fee.

Question: How would you feel if the products received is broken even though it is free shipping?

Participant A: Disappointed and I'll not buy it again.

Participant B: For me, if the product was broken, I'll request the seller to send me again the product.

Participant C: I'll rate only one star and then ask for the feedback from seller.

Participant D: I'll also feel disappointed and I'll ask the seller send again the product.

Question: What make you repurchase a particular item? Does free shipping really matter?

Participant A: It based on the product quality. I'll only repurchase a particular item with good quality.

Participant B: No. I'll only repurchase the item I need.

Participant C: It's not really matter. I'll repurchase the product when I need it.

Participant D: Yes. I will consider the shipping fee first and then repurchase the product that usable.

Question: Will the cost of shipping affect yours repurchase attitude?

Participant A: Yes. If the shipping cost is reasonable, I'll repurchase it.

Participant B: Yes. I'll repurchase the product with free shipping.

Participant C: No. It depends on the product quality.

Participant D: Yes, the cost of shipping will affect my repurchase attitude.

Question: How do you feel when repurchasing the same item which is free shipping?

Participant A: I'll feel happy.

Participant B: It depends on my demand. If I need the product, I'll still buy it although it need shipping fee.

Participant C: I'll also feel happy.

Participant D: Happy. I'll do repurchase when I need the product.

Question: Do you think that repurchasing the same product is because of satisfaction instead of free shipping?

Participant A: Yes. I'll repurchase an item when I feel satisfy.

Participant B: Yes. I'll depend on the product quality that will affect my satisfaction.

Participant C: Yes. My satisfaction is depending on product quality not shipping fee.

Participant D: My opinions are same with them. Quality come first then is free shipping.

Question: Will you repurchase for the products if the last products cannot reach punctually even though it is free shipping?

Participant A: I'll repurchase if the seller gives me an acceptable reason.

Participant B: I'll repurchase when I need it. If I need the product in hurry but the products cannot reach punctually, I'll not consider this seller anymore.

Participant C: I'll repurchase depends on the product quality. I not really care about the punctuality.

Participant D: I also do not care about the punctuality. I'll repurchase the item when I need it.

Coding 3

RQ 1: As a student, Do you think free shipping will change your purchase behaviour?

Participant A: No. The item that I don't need it, even if you free shipping I also don't want

If the product I chose I need it, even without free shipping I will also buy it.

Participant B: Free shipping would not change my purchase decision. Unless I really like that product. I think it will change my decision.

Participant C: Free shipping would not change my mind. I really need that item I wouldn't bother about the free shipping

Participant D: My viewpoint is mostly same with them. If the thing I really want it why should I care about the shipping fees

RQ 1: Will you help your friends or family to purchase free shipping item?

Participant A: I will not simply buy an item because of it is free shipping. Let say if my family want certain item, I will have a little encouraging to buy it.

Participant B: I will same with Alan, if the item is essential for my family, I will help them to buy. For my mother she doesnt know which day have free shipping promotion so I will help her in that case.

Participant C: I will buy for them, for example like daily essential I will directly purchase from physical shop

Participant D: For me, depends on the person I buy for, I will buy for family because Im closer with them. I will also help my friend to buy if my account have free shipping voucher.

RQ 1: Do u help your family and friends to purchase if the product that are not essential? Give some example.

Participant C: During mco, baking material like flour or butter. Without shipping fees will more encourage to purchase it.

RQ 1: How do you feel when you saw the product you demand for which is not free shipping?

Participant A: I think I will get used it. Majority of the product selling online is not free shipping. It really doesn't bother me unless the shipping fees is overprice like 10 times greater than the product.

Participant B: If I saw a product I really like, the shipping fees is too expensive I will not consider it

Participant C: Depends on the product, if the product I can get from the physical shop then I will not buy online. If it only available at online shop then I will not care the shipping fees

Extra for RQ1: The shipping fees is greater than the price of the product, will you buy it?

Participant A: Yes I will, **If I really need** it. And unless I cannot get it from anywhere else.

Participant B: **Depends on the amount of that certain item** I buy, if I **buy less I need to pay for shipping fees**.

RQ 1: As a student, will you buy a product which is free shipping but costly instead of cheap product without free shipping?

Participant A: First impression is I'm not doing the product survey; I think mostly I **will choose the product with lower price but without free shipping**. Compare to other product it is cheaper I will consider to buy it without caring the shipping fees

Participant B: I will **buy cheap product without free shipping**, like oversea shipping is extremely costly for local I will pay it.

Participant C: I will **prefer product with free shipping but costly**. Because product deliver from other state is quite expensive.

Participant D: To me I will **compare the price first**. If it **end up with the total cost is cheaper then I will buy** it

RQ1: Will the cost of shipping affect your purchase behaviour?

Participant A: **Slightly different in the cost of shipping** like 2 to 3 ringgit I would **not bother** it.

Participant B: If the cost like really expensive for example like amazon mostly will more than 60 ringgit shipping fees, it will make not interested or change platform.

Participant C: Would not affect my purchase behaviour. Because the item I buy online is surely I cannot get from the physical shop. Would not bother about the shipping cost.

Participant D: I think yes if I purchase something is very cheap. But the shipping fees is costly than the product. Then I wouldn't buy it, I will look for it at physical shop.

Extra for RQ 1: Will you select free shipping but long term delivery or pay for the shipping fees but faster delivery?

Participant A: If the different is too big like need to wait more than 1 month, then I will pay for it.

Participant B: Depends the item is essential, then I will pay for faster deliver.

Participant C: Free shipping if the item I'm not urgently need it. I can wait for it.

Participant D: I depend on the product. If I really urgent to need it I will pay for it. If the item is not urgent then I will wait for it

RQ 2: Do you think free shipping will affect consumer satisfaction?

Participant A: I don't think free shipping will really affect the consumer satisfaction. Because consumer normally depends on the product have faster delivery and better product quality. Free shipping, I don't think really bother.

Participant B: Depends on how I feel on that day, today I feel like need to buy something online, will **happier if the product has free shipping**. I not really onto it.

Participant C: **Depends on the item**, I really it and I wouldn't bother it.

Participant D: My answer is mostly the same with Alan. For example, my dad really cares about the shipping fee. He **buys things that always free shipping and mostly buy the item that have free shipping**

RQ 2: How many stars would you rate for the free shipping items?

Participant A: For me, I wouldn't give extra start rating just because of free shipping but I will give star to the delivery speed. I **will rate higher of delivery speed not free shipping**.

Participant B: I think I will have the same perspective with Alan. I will also **not like give** how many **stars for free shipping** items. It **depends on the speed and how well the packaging and how the logistic handle the parcel**.

Participant C: It **depends on the services of the purchase**. If it is free shipping but the parcel I get is damaged I wouldn't rate as high as possible.

Participant D: To me, **if the item is free shipping but the item is damaged, I will rate lower star**. Same as the item if need shipping fees.

RQ 2: How do you feel when purchasing a particular product which is free shipping?

Participant A: Depends on the product. I think it's not because of the shipping fees, as I say just now, the product I want it to come faster better packaging condition. **Free shipping is like make me to save some costs but nothing special about it**.

Participant B: For me, of course I will feel more satisfied if the particular product I want is free shipping, but if the delivery time is slow. Then I don't think I will happy even though it is free shipping.

Participant C: For me, depends on the product I buy, if I really want to buy it still some more free shipping. I will still feel happy.

Participant D: If the product quality is good and deliver fast then I will feel more satisfied with it.

RQ 2: Do you think that free shipping item will have lower quality? Do you think that free shipping item will deliver punctually?

Participant A: I don't think the shipping affect product quality. Normally the product is like what you choose before you know it. You buy it because of the product not the free shipping. I can choose the logistic courier like logistic partner is well known; I will not be worried about it but some courier which I don't know then maybe I will worry.

Participant B: I don't think free shipping will have lower quality product because it will destroy the brand image of the logistic company. So, I think it will deliver punctually.

Participant C: For me, it depends on the seller company and if that company have sent me item before then I will know it whether low quality is or not. Free shipping will not affect the deliver time.

Participant D: I don't think free shipping will have lower quality product. Product quality and shipping time is depends on the logistic company they choose.

RQ 2: How would you feel if the products received is broken even though it is free shipping?

Participant A: I will very disappointed with it whether it is free or not. I don't think that because of it is free shipping so it should be broken. The delivery partner or seller should responsible for it.

Participant B: I think I will not happy because even though it is free. If I'm able to pay the shipping fees I hope the product is not broken.

Participant C: For me I will feel disappointed if my product is broken even though it is free shipping

Participant D: If the product I received is broken it doesn't matter is free shipping or not, it will rate one star for the seller.

RQ 2: What make you repurchase a particular item? Does free shipping really matter?

Participant A: It depends on the item. I used to purchase online item like daily product. If it is free shipping and I need it of course I will do another purchase.

Participant B: Depends on what items. Like Alan said, the item need to replenish. Then I might choose the item again for free shipping because it can save my money.

Participant C: I willing to repurchase free shipping item especially daily essential item.

Participant D: For me, I will repurchase the item if it is free shipping and essential to me because I'm lazy to find another similar item for that and seller too.

RQ 2: Will the cost of shipping affect your repurchase attitude?

Participant A: I don't think so the shipping cost will affect me because my demand is already satisfied. So, it is not necessary item for me, I will not purchase it because of free shipping or lower shipping cost.

Participant B: If the price of the product does not rise and shipping cost, I will also repurchase the same thing. If the shipping cost rise again I will change my mind.

Participant C: Not really. I will buy it whenever I need it. Even though shipping fees is costly I still will repurchase.

Participant D: For me if the shipping cost is increased few ringgit then I will search for another seller to have a cheap shipping fee to buy.

RQ 3: How do you feel when repurchasing the same item which is free shipping?

Participant A: I will feel slightly happy because I feel like I get benefit and some advantage for buying this time. Like this product I would do second time purchase mostly because I need it.

Participant B: Of course, I will feel happier or more satisfied because of free shipping on this time. I will hope purchase will also have free shipping as well.

Participant C: I will feel happy and also buy more because the item is also I need it in future.

Participant D: For me, if the item is previously need shipping fees but now free shipping, the cost become more cheaper so I will repurchase it. I will feel that I save money and satisfied.

Do you think that repurchasing the same product is because of satisfaction instead of free shipping?

Participant A: well for me, I mostly think yes. Because of I satisfied with the product and I need it again, I will do a new purchase not because of free shipping. But because of degree of satisfaction of the product.

Participant B: I will repurchase the produce again. Because I like the product not because of the additional free shipping. But if it has free shipping within will be more satisfaction.

Participant C: For me, satisfaction is toward the product. If the product is nice to use, I will not bother about the shipping fees.

Participant D: If the item I bought previously is satisfied to me. Then I don't care about the shipping fee anymore.

Will you repurchase for the products if the last products cannot reach punctually even though it is free shipping?

Participant A: I think it depends. maybe it is the courier problems. I will not because of the delay problem for not buying. I will maybe change the seller or different delivery partner but not the product.

Participant B: I think I will repurchase again. Because it is a separate thing, free shipping is e-commerce issue and punctuality is delivery courier issue. I will repurchase the product because I need it not because of free shipping.

Participant C: For me, I will repurchase the product, it is not the fault of the product. It is because of the seller company and delivery company.

Participant D: depends on the situation, if the seller unable to send out the parcel not because the delay of courier. I will not repurchase from the same seller. I will repurchase for it unless the delivery courier made mistake on delay.