

A STUDY ON CHARACTERISTICS THAT AFFECT
PURCHASE INTENTION IN E-COMMERCE
PLATFORMS AMONG GENERATION Z

CHEONG XIAO JUN

BACHELOR OF INTERNATIONAL BUSINESS
(HONOURS)

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

MAY 2022

CHEONG XIAO JUN

CONSUMER BEHAVIOUR

BIN (HONS)

MAY 2022

A STUDY ON CHARACTERISTICS THAT
AFFECT PURCHASE INTENTION IN E-COMMERCE
PLATFORMS AMONG GENERATION Z

BY

CHEONG XIAO JUN

A final year project submitted in partial fulfilment of the
requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

MAY 2022

Copyright @ 2022

ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.

DECLARATION

We hereby declare that:

- (1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the FYP.
- (4) The word count of this research report is 13503 words.

Name of student	Student ID	Signature
CHEONG XIAO JUN	19UKB01920	<i>Cheong Xiao Jun</i>

Date: 22 April 2022

ACKNOWLEDGEMENT

First of all, I would like to express my gratitude to the Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman for having this final year project as part to accomplish this Bachelor of International Business (HONS) course. It has been a pleasant and remarkable experience in my life.

My deepest appreciation goes to my supervisor, Dr. Yeong Wai Mun on her unlimited guidance, encouragement, and support in steering me through this research. Without her valuable advice and assistance, I may not materialize and complete this research timely. Secondly, I would like to thank Dr. Yeong Wai Mun for providing me feedback for my research project which allowed me to figure out the mistakes I made. Also, I would like to extend my sincere appreciation to my course mates for their constructive comments and criticisms, which helped me get to where I am.

Besides, I would like to express gratitude to all the respondents who have been giving their sincere feedback in answering the survey. Also, thanks to my fellow course mates and friends who have given their support and encouragement throughout the study. Finally, I would like to thank my parents and family members for giving their support and love throughout the project. Their unconditional love, patience and encouragement have made this research and my Bachelor of International Business course possible.

DEDICATION

This research project is mainly dedicated to:

Dr. Yeong Wai Mun, my beloved supervisor.

She guided me with patient and shared with me her valuable knowledge towards completing this research. She has been a very generous and experienced supervisor who supervising me from the beginning towards the end and providing feedbacks with allow me to make enhancement in my research

and,

family, friends and respondents for their supports throughout the research. It would be impossible for me to complete this project successfully without their support.

TABLE OF CONTENTS

	Page
Copyright Page.....	ii
Declaration.....	iii
Acknowledgement	iv
Dedication.....	v
Table of contents.....	xi
List of Tables	xi
List of Figures	xii
List of Abbreviations	xiv
List of Appendices	xv
Preface.....	xv
Abstract.....	xvi
CHAPTER 1: RESEARCH OVERVIEW	1
1.0 Introduction.....	1
1.1 Research Background	1
1.2 Research Problem	3
1.3 Research Objectives	5
1.3.1 General Objective	5
1.3.2 Specific Objectives	5
1.4 Research Questions	5
1.5 Research Significant	6
1.6 Conclusion	7
CHAPTER 2: LITERATURE REVIEW	8
2.0 Introduction.....	8
2.1 Underlying Theories	8
2.1.1 Extended Technology Acceptance Model (TAM2).....	8

2.2 Review of Variable	10
2.2.1 Purchase Intention.....	10
2.2.2 Trust	10
2.2.3 Subjective norms.....	11
2.2.4 Perceived Ease of Use.....	12
2.2.5 Perceived Usefulness	12
2.2.6 Perceived Enjoyment	13
2.3 Conceptual Framework	14
2.4 Hypothesis Development	15
2.4.1 Relationship Between Trust and Purchase Intention	15
2.4.2 Relationship Between Subjective Norms and Purchase Intention	15
2.4.3 Relationship Between Perceived Ease of Use and Purchase Intention	16
2.4.4 Relationship Between Perceived Usefulness and Purchase Intention	17
2.4.5 Relationship Between Perceived Enjoyment and Purchase Intention	17
2.5 Conclusion	18
CHAPTER 3: METHODOLOGY	19
3.0 Introduction.....	19
3.1 Research Design.....	19
3.1.1 Quantitative Research	19
3.1.2 Descriptive Research	20
3.2 Sampling Design	21
3.2.1 Target Population.....	21
3.2.2 Sampling Location	22
3.2.3 Sampling Elements	22

3.2.4 Sampling Technique	23
3.2.5 Sample Size.....	23
3.3 Data Collection Method	24
3.3.1 Primary Data	24
3.3.2 Secondary Data	24
3.4 Research Instrument.....	25
3.4.1 Questionnaire Design.....	25
3.4.2 Operational Definition	26
3.5 Construct Measurement	28
3.5.1 Nominal Scale	28
3.5.2 Ordinal Scale.....	29
3.5.3 Likert Scale	30
3.6 Pilot Test	30
3.7 Data Collection Procedures.....	31
3.8 Data Processing.....	31
3.8.1 Questionnaire Checking.....	32
3.8.2 Data Editing	32
3.8.3 Data Coding	32
3.8.4 Data Transcribing.....	33
3.8.5 Data Cleaning.....	33
3.9 Analysis Method	34
3.9.1 Descriptive Analysis	34
3.9.2 Scale Measurement	35
3.9.3 Inferential statistic.....	36
3.10 Conclusion	37
CHAPTER 4: DATA ANALYSIS	38
4.0 Introduction.....	38

4.1 Data Collection Process and Respond Rates.....	38
4.2 Data Processing.....	39
4.2.1 Data Cleaning.....	39
4.3 Descriptive Analysis	39
4.3.1 Respondent’s Demographic	39
4.3.1.1 Gender.....	40
4.3.1.2 Age.....	41
4.3.1.3 Education	42
4.3.1.4 Race.....	43
4.3.1.5 Employment Status	44
4.3.1.6 Monthly Income / Allowance	45
4.3.1.7 Identification of online buyers and non-online buyers	46
4.3.1.8 Duration of time that consumers have been making online purchases.....	47
4.3.1.9 Frequency of online purchases in the last year	48
4.3.2 Central Tendencies of Measurement	49
4.3.2.1 Mean and Standard Deviation of Trust.....	49
4.3.2.2 Mean and Standard Deviation of Subjective Norms.....	49
4.3.2.3 Mean and Standard Deviation of Perceived Ease of Use	50
4.3.2.4 Mean and Standard Deviation of Perceived Usefulness ..	51
4.3.2.5 Mean and Standard Deviation of Perceived Enjoyment ..	52
4.3.2.6 Mean and Standard Deviation of Purchase Intention	52
4.4 Reliability Test.....	53
4.5 Inferential Analysis	54
4.5.1 Multiple Linear Regression Analysis.....	54
4.5.2 Test of Significant.....	56
4.5.3 Multicollinearity	58

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS	59
5.0 Introduction	59
5.1 Discussion of Findings.....	59
5.1.1 Relationship between Trust and Purchase Intention.....	60
5.1.2 Relationship between Subjective Norms and Purchase Intention	61
5.1.3 Relationship between Perceived Ease of Use and Purchase Intention	62
5.1.4 Relationship between Perceived Usefulness and Purchase Intention	63
5.1.5 Relationship between Perceived Enjoyment and Purchase Intention	63
5.2 Implications of Findings	64
5.2.1 Theoretical Implications	64
5.2.2 Practical Implications.....	65
5.3 Limitation of Study	66
5.3.1 No Target Group Can Be Compared	67
5.3.2 Insufficient Sample Size	67
5.3.3 Geographical Bias	67
5.3.4 Non-specific E-commerce Platform	67
5.4 Suggestion and Recommendation for Future Studies	68
5.4.1 Create Cross-Generational Study.....	68
5.4.2 Increase Amount of Sample Size	68
5.4.3 Narrow Down the E-commerce Platform	69
5.5 Conclusion	69
REFERENCES	70
APPENDICES	79

LIST OF TABLES

	Page
Table 3.1: Operational Construct.....	26
Table 3.2: Likert Scale Measurement.....	30
Table 3.3: Pilot Test Reliability Study.....	31
Table 3.4: Cronbach' Alpha Rule of Thumb.....	35
Table 4.1: Mean and Standard Deviation of Trust.....	49
Table 4.2: Mean and Standard Deviation of Subjective Norms.....	50
Table 4.3: Mean and Standard Deviation of Perceived Ease of Use.....	50
Table 4.4: Mean and Standard Deviation of Perceived Usefulness.....	51
Table 4.5: Mean and Standard Deviation of Perceived Enjoyment.....	52
Table 4.6: Mean and Standard Deviation of Purchase Intention.....	52
Table 4.7: Internal Reliability Test.....	53
Table 4.8: Model Summary.....	54
Table 4.9: ANOVA.....	54
Table 4.10: Regression Analysis for Predicting towards Purchase Intention.....	55
Table 4.11: Collinearity Statistics of Construct.....	58
Table 5.1: Hypothesis Testing Summary.....	59

LIST OF FIGURES

	Page
Figure 1.1: Retail E-commerce Sales Worldwide from 2014 to 2024.....	2
Figure 1.2: Top 10 e-commerce sites in Malaysia as of 2nd quarter 2021	3
Figure 2.1: Extension of Technology Acceptance Model (TAM2).....	9
Figure 2.2: Conceptual framework proposed for this research.....	14
Figure 3.1: Example of Nominal Scale in Questionnaire	29
Figure 3.2: Example of Ordinal Scale in Questionnaire	29
Figure 4.1: Gender	40
Figure 4.2: Age	41
Figure 4.3: Education.....	42
Figure 4.4: Race	43
Figure 4.5: Employment Status	44
Figure 4.6: Monthly Income / Allowance.....	45
Figure 4.7: Identification of online buyers and non-online buyers.....	46
Figure 4.8: Duration of time that consumers have been making online purchase.....	47
Figure 4.9: Frequency of online purchase in the last year	48
Figure 5.1: Structural Equation Model Results.....	60

LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
Adj R^2	Adjusted R-squared
β	Beta
Df	Degree of Freedom
F	F ratio
H1	Hypothesis 1
H2	Hypothesis 2
H3	Hypothesis 3
H4	Hypothesis 4
H5	Hypothesis 5
N	Sample Population
P	P-value
PEOU	Perceived Ease of Use
PE	Perceived Enjoyment
PI	Purchase Intention
PU	Perceived Usefulness
R^2	R-squared
SE	Standard Error
Sig.	Significance
SN	Subjective Norms
Std. Error / SE	Standard Error
SPSS	Statistical Package for Social Sciences
TR	Trust
TAM	Technology Acceptance Model
TAM 2	Extended Technology Acceptance Model
TRA	Theory of Reasoned Action
UTAR	Universiti Tunku Abdul Rahman
VIF	Variance of Factor

LIST OF APPENDICES

	Page
APPENDICES	79
Appendix 3.1: Table for Determining Sample Sizes	79
Appendix 3.2: Questionnaire	80

PREFACE

In the last few decades, e-commerce has become an essential component of the global retail structure over the last few years. There are 4 traditional types of e-commerce business model commonly applied by the company, which is Business-to-business (B2B), Business-to-Consumer (B2C), Consumer-to-Consumer (C2C) and Consumer-to-Business (C2B), while B2B and B2C model are most prominent e-commerce model. Due to the growing digitization of modern life, customers in almost every country today benefit from the advantages of online purchases. The number of digital purchasers keeps growing year by year as the internet availability and usage increase at a rapid pace throughout the world. Due to the acceleration of the industry, it is a challenge to gain competitive advantages among several outstanding e-commerce platforms and the competition among the market. However, the significant growth of internet usage and electronic devices, it gives a different tale about the increase in purchase intention in e-commerce platforms. There is much is yet to be understood about the factor drive Generation Z's intention on purchasing among several e-commerce platforms.

Besides, the purpose of this research is to provide industrial practitioners on the benefits in practical guidance based on detailed analysis of specific factors that affect consumers' purchase intentions, which may improve their marketing activities. This research enables several industries to have an in-depth understanding about the consumers' preferred features provided by the e-commerce platforms. Also, for policy maker, it enables them to have a better understanding of consumer behaviour when shopping in the e-commerce platform that can promote Malaysia's national economic growth as well as introduce effective regulations and policies.

ABSTRACT

Digital platforms have become the most popular option to congested malls and in-person shopping as millions of people stayed at home in early 2020 to prevent and control the spread of the virus. In this context, the main objective of this study is to determine the factor affect the purchase intention in e-commerce platforms among Generation Z. With this aim, empirical data were collected with self-administrated questionnaires from 270 convenience sample of consumers who reside in Malaysia and had previously experienced on online shopping. Proposed hypotheses were tested with Statistics Package for Social Sciences (SPSS).

In this respect, the Extended Technology Acceptance Model (TAM2) is employed as the theoretical bases to investigate the role trust, subjective norms, perceived ease of use, perceived usefulness, perceived enjoyment affect purchase intention in e-commerce platforms among Generation Z.

The findings of this research reported that trust has a positive impact on purchase intention in e-commerce platforms among Generation Z. It was also revealed that subjective norms have a significant relationship between purchase intention in e-commerce platforms among Generation Z. In addition, perceived usefulness was found to have a positive relationship between purchase intention in e-commerce platforms among Generation Z. Moreover, the empirical findings also supported that the impact of trust, subjective norms, and perceived usefulness purchase intention in e-commerce platforms among Generation Z.

At the end of this study, theoretical contributions, managerial implications, limitations, and suggestions for future research are discussed.

CHAPTER 1: RESEARCH OVERVIEW

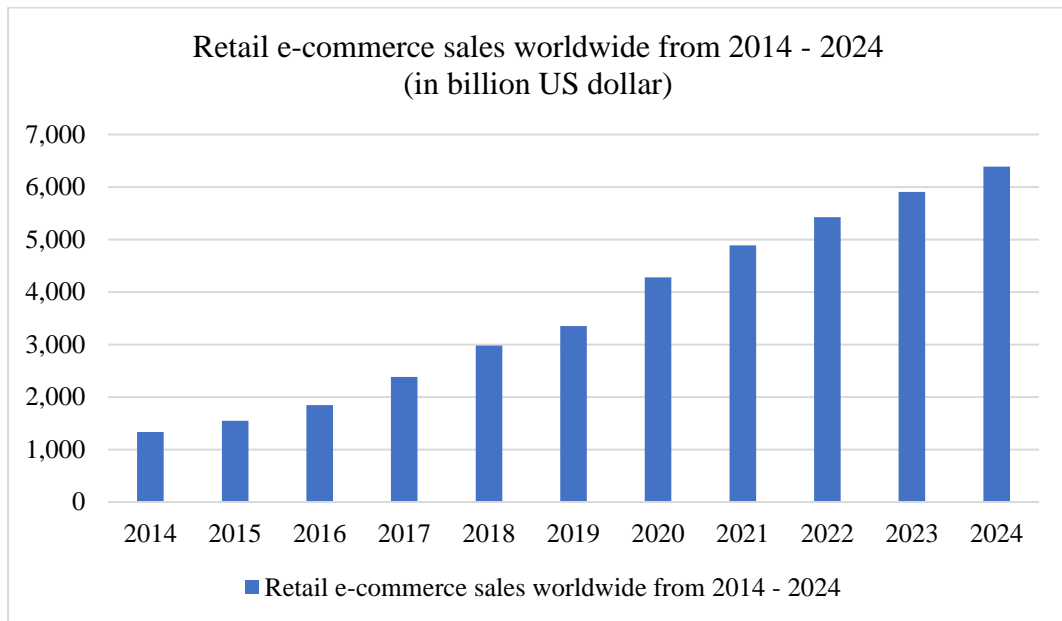
1.0 Introduction

This study proposed to identify in-depth what characteristics that affect Generation Z's purchase intention in e-commerce platforms. Additionally, this research also examines the research framework model about the purchase intention in e-commerce platforms as a reference to be developed in further research.

1.1 Research Background

E-commerce is the activity of purchasing or selling things electronically using online services or the Internet. Today, almost all industries including education, customer service, finance, retail, food and beverage, entertainment, and healthcare industry, have undergone a significant alteration in the business environment as a result of the development of the internet ("24 Industries & Technologies," 2021). According to Daniela (2021), the statistic of e-commerce sales was climbing continuously, especially in 2020, the sales have increased by around 78.36%, which is above average compared to the previous years. Daniela (2021) prediction shown that the following year after 2021, worldwide e-commerce sales will continue climbing. It indicated that e-commerce would become the omnichannel shopping trend and it will become more prevalent in the future.

Figure 1.1: Retail E-commerce Sales Worldwide from 2014 to 2024.

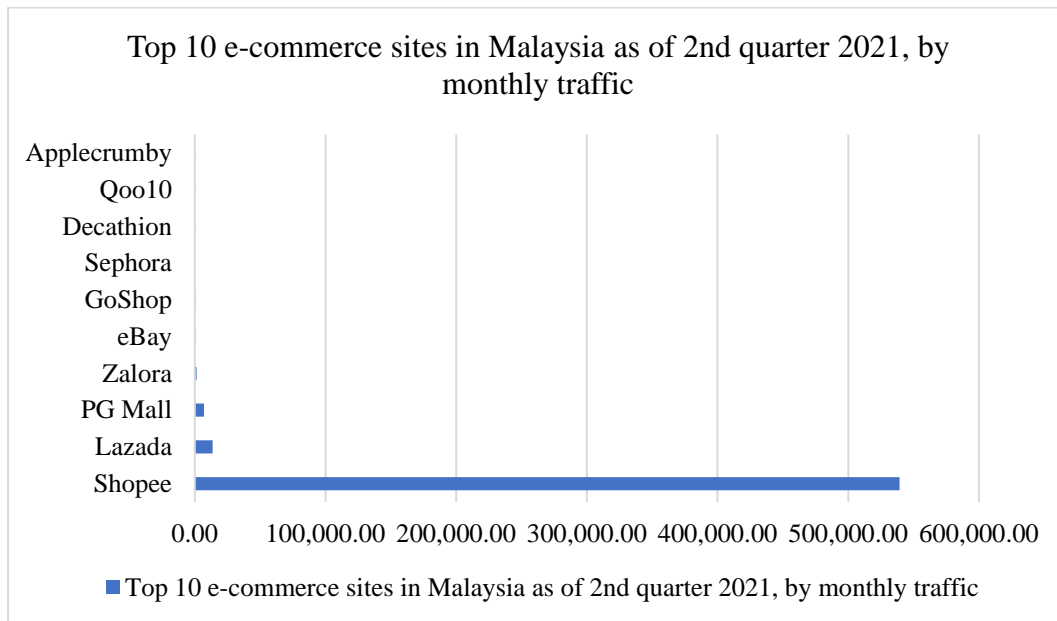


Source: Daniela (2021)

In addition to the above, e-commerce traffic is boosting due to the growth of mobile. Even though conversion rates for desktop and tablet visits were higher in 2020, smartphones accounted for more than 70% of all retail website visitors in 2021 (Daniela, 2021). Mobile connectivity will continue to define the future shopping experience as the penetration of mobile devices accelerates, especially in areas where other digital infrastructure is lacking. Besides the spread of mobile usage, the Covid-19 pandemic is another significant factor pushing e-commerce to the top.

With the development of e-commerce, online shoppers can enjoy a wide range of services provided by various e-commerce platforms, which allow them to explore, compare, and purchase the items or services they require. The global leader in worldwide e-commerce platforms is Amazon, followed by Alibaba, Walmart, Home Depot and Prosus (“World Top eCommerce,” 2021). Narrow down to Malaysia, with about 54 million clicks, Shopee was Malaysia's leading e-commerce site, followed by Lazada, PG Mall, Zalora and Ebay (Joschka, 2021).

Figure 1.2: Top 10 e-commerce sites in Malaysia as of 2nd quarter 2021



Source: Joschka (2021)

According to Department of Statistics Malaysia (2021) shown that in the second quarter of 2021, revenue from e-commerce transactions increased by 23.3% to RM 267.6 million, mostly pushed by the manufacturing and service sectors. It indicates that Malaysia’s economy and competitiveness is mainly boosted by the e-commerce especially during this pandemic period (Department of Statistics Malaysia, 2021). Above data indicates that the purchasing behaviour is changing due to electronic devices accelerates, the development of e-commerce especially Covid-19 pandemic occurred. The future progress of Covid-19 will have a significant impact on how online activity, shopping behaviours, and the general future of e-commerce and the global retail business will seem in 2022 and beyond.

1.2 Research Problem

As mentioned above, global e-commerce activity is growing readily year by year. One of the most significant reasons is the rise of technology. It provides customers with the benefits of mobile adaptability. By connecting with internet

networks, customers can obtain real-time updates on new product announcements, special discounts, and promotional programs. Particularly, the one-touch purchasing option has speeded up the growth of e-commerce.

Purchasing behaviour nowadays was shifting to online purchase due to modern digital technology and especially pandemic occurred. In this aspect, there are lots of people found that e-commerce is a golden opportunity to develop and invest, which results in there being too many e-commerce platforms in the world of internet. As a result, it is a challenge to gain competitive advantages among several outstanding e-commerce platforms and the market is highly competitive to get market share on the e-commerce platform. According to Martins, Costa, Oliveira, Goncalves and Branco, (2019) found that marketers are finding it challenging to adapt to the demands of Generation Z due to a lack of sufficient customer information. Therefore, it is vital to investigate the characteristics that consumers evaluate while making an online purchase.

In addition, the increase in the usage of electronic devices appears to be unstoppable and aggressive. According to Harizah (2020) shows that there is a higher demand for electronic devices such as laptop and mobile phones during movement control order (MCO). In Malaysia, mobile phones are used by approximately 99.2% of the population, followed by laptop or desktop computer users accounting for 75.8%, and tablet device users accounting for 32.3% (Joschka, 2021). In addition, most of the web traffic was generated by smartphones nowadays, which is around 54.8% (Clement, 2021). In 2021, about 88.56% of the Malaysian population were using the internet, the figure was increasing readily compared with previous years (Joschka, 2021). Based on the research shown above, there is a significant growth of internet usage and electronic devices in Malaysia. However, the significant growth of internet usage and electronic devices, it gives a different tale about the increase in purchase intention in e-commerce platforms. Because of this gap, it will become an issue that will be investigated through this study, which will identify the factors that influence customers' purchase intention which eventually affect their decision to purchase the desired product from e-commerce platforms.

1.3 Research Objectives

1.3.1 General Objective

To investigate the purchase intention in e-commerce platforms among Generation Z.

1.3.2 Specific Objectives

1. To investigate the relationship between trust and purchase intention in e-commerce platforms among Generation Z.
2. To investigate the relationship between subjective norms and purchase intention in e-commerce platforms among Generation Z.
3. To investigate the relationship between perceived ease of use and purchase intention in e-commerce platforms among Generation Z.
4. To investigate the relationship between perceived usefulness and purchase intention in e-commerce platforms among Generation Z.
5. To investigate the relationship between perceived enjoyment and purchase intention in e-commerce platforms among Generation Z.

1.4 Research Questions

1. Is there a relationship between trust and purchase intention in e-commerce platforms among Generation Z?
2. Is there a relationship between subjective norms and purchase intention in e-commerce platforms among Generation Z?
3. Is there a relationship between perceived ease of use and purchase intention in e-commerce platforms among Generation Z?
4. Is there a relationship between perceived usefulness and purchase intention in e-commerce platforms among Generation Z?

5. Is there a relationship between perceived enjoyment and purchase intention in e-commerce platforms among Generation Z?

1.5 Research Significant

This research report of factors that affect purchase intention among Generation Z will combine the hypothesis of trust, subjective norms, perceived ease of use, perceived usefulness, and perceived enjoyment to determine the effect of online purchase intention among Generation Z. In this report, there are several contributions provided after the completion of the research.

First, this research enables various industries to have an in-depth understanding about the consumers' preferred features provided by the e-commerce platforms, especially for the top 5 hottest industries involved in e-commerce, which are fashion and apparel industry, beauty and personal care industry, entertainment industry, household product industry and electronic industry (Abigail, 2021). After the completion of this research, it has greatly contributed to efficiencies and productivity among various industries.

Additionally, the research enables the management of an organization to identify which component is the most significant impact for the purchase intention among Generation Z when making an online purchase. By having a thorough understanding of the customer's decision-making process, the manager can implement the most suitable marketing strategy to meet the needs of customers, increase customers interest and purchase, create business awareness, and prepare for potential growth in the future.

Moreover, this research enables the policy maker in Malaysia to further understand the trend of e-commerce nowadays and the elements that affect the purchase intention the most to adopt differing degrees of intervention within the commercial world, as this directly influences their participation worldwide. It serves as the foundation for well almost all government initiatives in the economy.

For example, government budgets are partially based on an assessment of citizens' needs and the availability of funds to satisfy those demands. The cost of necessities should be compared to the potential revenue, and here is where the greatest study is needed. Policy makers may readily construct different policies and examine the consequences of each of these possibilities based on the findings of this research.

Overall, the findings of this research provide several insights that could help the industries, managers, and practitioners in better understanding the role of trust, subjective norms, perceived ease of use, perceived usefulness and perceived enjoyment, and its antecedents in e-commerce. As a result, incorporating with the dependent variables mentioned above to reach the desired results.

1.6 Conclusion

The reminder of this study is organized in five sections. In this chapter, it indicated that e-commerce platforms usage is growing due to technology advances and especially pandemic occurred. However, the external and internal characteristics that directly affect the purchase intention have not been justified. Thus, this research proposed an integrated model for exploring both the antecedents and consequences of the purchase intention between trust, subjective norms, perceived ease of use, perceived usefulness, and perceived enjoyment in e-commerce platforms. For the next section, it reviews the concept of extended technology acceptance model, purchase intention, trust, subjective norms, perceived ease of use, perceived usefulness, and perceived enjoyment.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The theoretical underpinning adopted in this research, which is Extended Technology Acceptance Model (TAM2) will explain and discuss in this chapter. In addition, this chapter provides the antecedents and consequences of independent variables (trust, subjective norms, perceived ease of use, perceived usefulness, perceived enjoyment) that may affect the dependent variable (purchase intention).

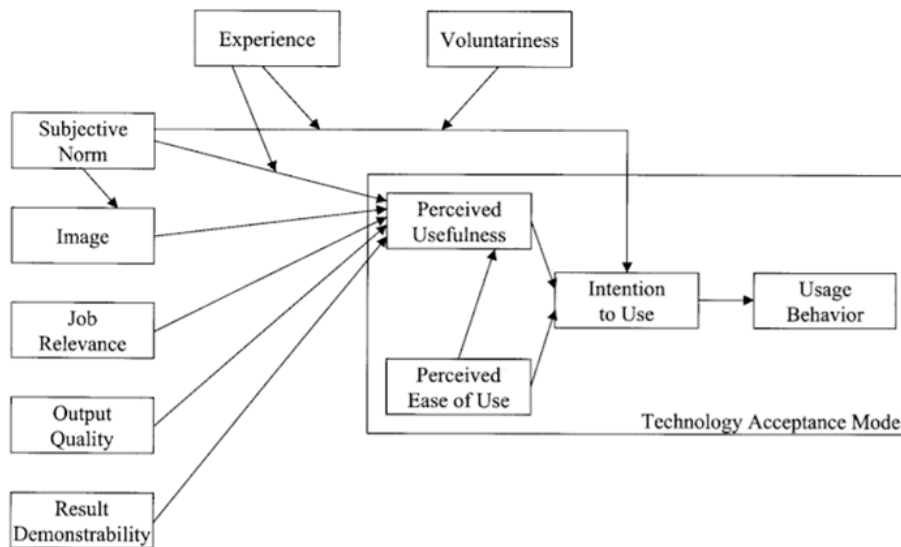
2.1 Underlying Theories

2.1.1 Extended Technology Acceptance Model (TAM2)

This research adopted Extended Technology Acceptance Model (TAM2) to examine the influences perception of technology (perceived usefulness, perceived ease of use) and perception of social influence (subjective norms) on online purchase intention in e-commerce platforms. According to Manis and Choi (2019) found that TAM is an appropriate measurement for online purchase intention in e-commerce platforms. The TAM2 is extended from TAM by Venkatesh and Davis (Venkatesh & Davis, 2000). It is an extended version of TAM with social influence and cognitive processes on the perceived usefulness and intention usage (Figure 2.1). In TAM, the focus of the investigation is on two theoretical constructs, which are perceived usefulness and perceived ease of use (Davis, 1989). The purpose is to use the primary determinant of usage to determine whether a new technological tool will be accepted or not. Thus, under this theory, it proposed that perceived usefulness and perceived ease of use have an impact on a person's attitude toward adopting a certain technology. However, this theory has been widely criticized by researchers because it primarily focuses on the

perceptions and usage intentions of individual adopters, with no consideration of social influence or personal control factors (Chau, 1996; Shachak, Kuziemsky & Petersen, 2019). Therefore, TAM2 was generated by extending social influence and cognitive processes (Venkatesh et al, 2000).

Figure 2.1: Extension of Technology Acceptance Model (TAM2)



Source: Venkatesh & Davis (2000).

In TAM2, the extended theory illustrates the impact of interconnected social forces on a person presented with the choice of accepting or rejecting a new technological system. In consistent with the Theory of Reasoned Action (TRA), which was a critical theoretical underpinning for the development of TAM2, the researchers use subjective norms to delve into social influences (Venkatesh et al, 2000). The subjective norms are hypothesized to have a direct impact on a person's decision to engage in a certain behaviour, even if that behaviour is unfavourable to themselves (Venkatesh et al, 2000).

2.2 Review of Variable

2.2.1 Purchase Intention

According to Bebbber, Milan, De Toni, Eberle, and Slongo (2017) showed that the purchase intention is defined as the customer's desire to acquire a product or service, as well as likelihood of being effectively purchased. Meanwhile, Huang and Ge (2019) explained purchase intention as an individual's attitude toward a product that evolves after an overall evaluation of the product. For instance, after seeing an advertisement of whitening serum on an e-commerce platform, a consumer seeks out more information about the product, along with its ingredients and other consumers' reviews. If the consumer decides to purchase the product after gathering further information, it can be considered as purchase intention. In a more in-depth perspective, Jin and Kang (2011) stated that purchase intention can be evaluated by four types of behaviour, which are a solid intention to buy the product, a strong motivation to buy the product, a deep desire to buy the product in the future, and a strong intention to acquire a certain product. A previous study stated that customers with purchase intentions and higher buying impulsiveness will show a higher actual purchase rate than customers without purchase intentions (Liu, Lee, & Lien, 2021). The significant rise in purchase intention will have a direct positive effect on sales (Nguyen, Jeong & Chung, 2018). Therefore, it indicates that increasing purchase intention is important for every organization.

2.2.2 Trust

Trust is defined as a level of personal assurance that an online business will meet its duties, act as expected, and pay close attention to its customers (Dachyar & Banjarnahor, 2017). According to the findings of Ross and LaCroix (1996) found that trust is a psychological trait that predisposes an individual to behave cooperatively in mixed-motive social circumstances.

As it is fundamental to how we interact with others, trust is essential for positive interpersonal connections in diverse circumstances (Wheeler, 2018). In the field of e-commerce, trust is a vital aspect that cannot be ignored, especially if businesses want to be successful. Therefore, its implementation underlines the importance of incorporating new technology into Malaysian legislation to protect customers from fraudsters and cybercrime (Ikumoro & Jawad, 2019). In the context of e-commerce, trust is the largest challenge to determine how it impacts online business and how it can be managed to preserve e-commerce continuation. In addition, online businesses that exercise trust in their daily operations will see a rise in customer loyalty (Kitukutha & Olah, 2018). This will elicit a positive response and improve both parties' relationships. Organizations who invest in their online business and enhance its online services to ensure the sustaining of trust shows a sign of goodwill and can be a symbol of good connection with their customers.

2.2.3 Subjective norms

According to Yulianita (2018) mentioned that the subjective norms is a measurement of an individual's awareness of social pressure surrounding a certain behaviour. A study conducted by Hossain (2019) explained that the subjective norms is formed by normative beliefs about what relevant others expect behaviour of an individual and their motive is to comply with such expected beliefs. Since normative beliefs form social pressures and influences, thus the normative belief becomes a significant to understanding of an individual's preferences for whether should or should not engage in a certain behaviour (Si, Shi, Tang, Wu & Lan, 2020). According to the findings of Apau and Koranteng (2019) found that the subjective norms can influence an individual's intention on a certain action, which includes shopping and purchasing on e-commerce platforms. When an individual has already passed the initial adoption process, in which the individual received several e-commerce reviews from prior adopters such as families and friends, the role of subjective norms in affecting an individual to shop and

purchase in e-commerce platforms becomes more important (Kaushik, Jain and Singh, 2018).

2.2.4 Perceived Ease of Use

According to Yadegaridehkordi, Shuib, Nilashi and Asadi (2019) found that the level to which an individual feels that using a new specialised technological system will need little or no effort during the process if the technology is used is known to as perceived ease of use. Conversely, research done by Hansen, Saridakis and Benson (2018) stated that perceived ease of use is defined as a measure of how easy it is to comprehend or utilise a new technology. According to the findings of Moslehpour, Pham, Wong and Bilgicli (2018) found that perceived ease of use construct has been applied to a variety of contexts including e-commerce, and the intention to use online applications. More precisely, if a technology is more likely to be accepted by e-shoppers, it is more desirable for use than another (Moslehpour et al, 2018). Since from e-shoppers perspective, the greater the ease of use of the e-commerce platform, the more e-shoppers can be motivated to use the e-commerce platform to seek information and purchase the desired products (Kian, Boon, Fong & Ai, 2017). In the e-commerce context, because e-shoppers cannot touch or test the goods, e-shoppers will need credible and usable information to make purchasing judgments. As a result, the ease with which they can acquire product and service information on e-commerce platforms has an impact on their purchase intention (Kian et al, 2017).

2.2.5 Perceived Usefulness

Research done by Rafique, Almagrabi, Shamim, Anwar and Bashir (2020), the study stated that the perceived usefulness of a tool is determined by how much a person believes it will help him or her do a task more efficiently. It

is a critical variable that has a significant influence on people's beliefs and expectations about using the technology (Alzahrani & Seth, 2021). According to the research conducted by Alalwan, Baabdullah, Rana, Tamilmani and Dwivedi (2018) mentioned that perceived usefulness could be defined as the extrinsic and functional advantages enjoyed via the utilization of technology. Extrinsic motivation refers to doing something because it is thought to benefit someone to achieve goals that are not directly related to the activity itself, such as increased performance, pay or promotions (Taherdoost, 2018). These advantages may be attributed to customers' perceptions of the usefulness of e-commerce as a more efficient way compared to traditional methods of obtaining the same services. An individual who has a positive attitude towards e-commerce believes that using the internet will help to speed up the purchasing process and improve the overall shopping experience (Jiang, Wang & Yuen, 2021). In the point of fact, some researchers revealed that perceived usefulness has a stronger impact on intention to use a certain tool when compared with perceived ease of use (Joo, Park & Lim, 2018; Panagiotopoulos & Dimitrakopoulos, 2018).

2.2.6 Perceived Enjoyment

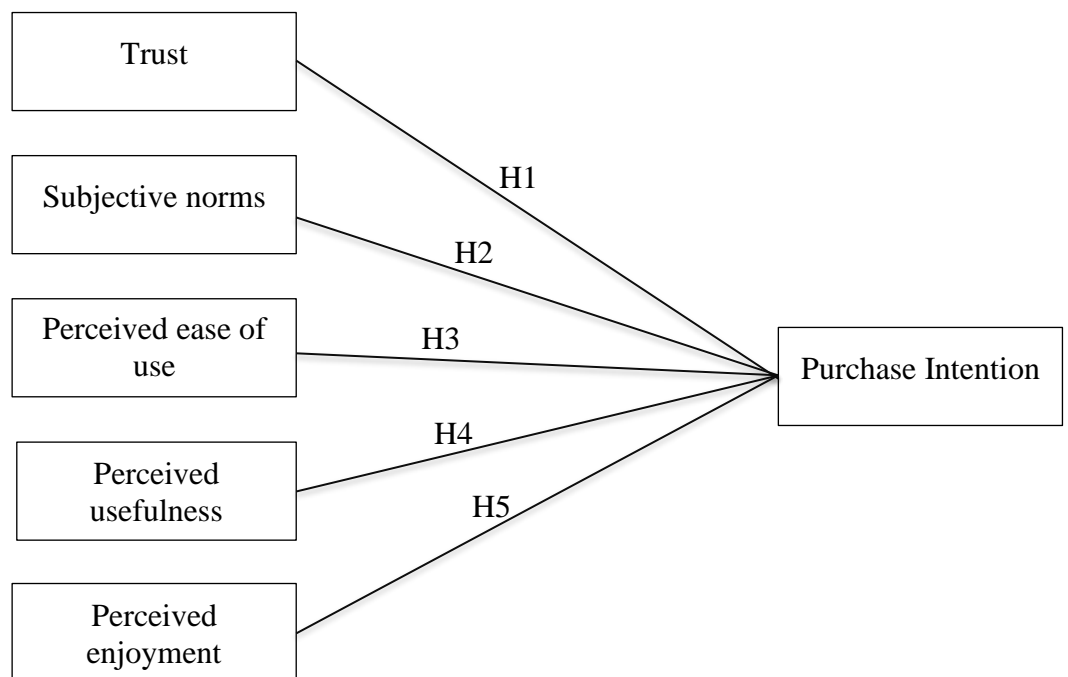
According to Mohammed (2018) defined that the level to which the action of utilising a certain technology is fun is known as perceived enjoyment, which is distinct from any anticipated benefits in terms of performance. Another research also described that customers' feelings of pleasure when purchasing products or services on the internet are referred to as perceived enjoyment (Kian et al, 2017). It indicates that customers are more likely to make purchases when they are enjoying themselves in an e-commerce marketplace. In prior information system and technology adoption studies, it has been widely asserted that intrinsic motivations such as enjoyment, fun, entertainment, and playfulness play a significant role in customers' intention to utilise new systems and applications (Alalwan, 2018). Allam, Bliemel, Spiteri, Blustein and Ali-Hassan (2019) explained that the concept of

playfulness is associated with enjoyment. In the e-commerce context, an experience on a website or in an e-commerce marketplace delivers perceived enjoyment. According to the findings of Chen and Yao (2018) showed that customers are more likely to make purchases when they are having fun on an e-commerce platform. Coherently, when customers enjoy and feel happy, they are more satisfied with online shopping and are more willing to purchase products and services on the online platforms.

2.3 Conceptual Framework

To facilitate understanding of the research hypothesis, Figure 2.2 presents the proposed conceptual framework, aiming at investigating the relationship among the constructs of trust, subjective norms, perceived ease of use, perceived usefulness, and perceived enjoyment as determinants of purchase intention in e-commerce platforms among Generation Z.

Figure 2.2: Conceptual framework proposed for this research



Source: Developed for the research.

2.4 Hypothesis Development

2.4.1 Relationship Between Trust and Purchase Intention

Preliminary studies had shown the relationship between trust and purchase intention in multiple contexts. According to the research of Huang, Bai, Zhang and Gong (2019) proved that trust was significantly correlated with purchase intention. Another past study showed that trust positively influences purchase intention due to purchasing products or services in e-commerce platforms exists a relatively high level of risk and trust deficiency (Roudposhti, Nilashi, Mardani, Streimikiene, Samad & Ibrahim, 2018). Therefore, it is necessary for the e-commerce platforms to create a trustworthy side to ensure the customers are not harmed by fraudsters and cybercrime. In addition, the study conducted by Le-Hoang (2020) proved that customer's trust has a positive effect on online purchase intention. Hence, in the line with the results of previous studies, this research posits the following hypotheses:

H1: There is a positive significant relationship between trust and purchase intention among Generation Z.

2.4.2 Relationship Between Subjective Norms and Purchase Intention

Subjective norms play a vital role in the formation of purchase intention (Hossain, 2019). According to Yulianita (2018) found that subjective norms have a positive and significant influence on purchase intention. It finds that most of the e-shoppers which adopt collectivist norms, feel obliged to base their activities on other crucial people's perspective. Apart from this study, another study also examines the relationship between subjective norms and shows there is a positive impact on purchase intention (Saut & Saing, 2021). It indicates the influence of referents plays a minor role in predicting whether an individual tends to purchase products or services on e-commerce

platforms. Moreover, the past study of Jain (2020) has stated that subjective norms has direct significant impact on purchase intention due to individual's purchase decisions being greatly influenced by the opinion of others. Hence, it is assumed that purchase intention will be affected by subjective norms among Generation Z and proposed the following hypotheses:

H2: There is a positive significant relationship between subjective norms and purchase intention among Generation Z.

2.4.3 Relationship Between Perceived Ease of Use and Purchase Intention

A past study which was conducted by Yulianita (2018) proved that perceived ease of use had a strong correlation on purchase intention among Generation Z. Another past study showed that perceived ease of use has a positive association with purchase intention (Moslehpour et al, 2018). Since customers' perceptions of ease of use are very important when it comes to how they purchase online in e-commerce platforms and how they utilise the technology. Moreover, a past research defined that the positive influence of perceived ease of use on consumer purchase intention through e-commerce platforms emphasises the necessity for e-commerce platforms to improve its functionality and benefits to be more user-friendly and provide customers with a pleasant shopping experience (Kian et al, 2017). Hence, if an e-commerce platform is complicated to use, potential customers will become discouraged before making a purchase decision. On the other hand, if customer perceived an e-commerce platform to be easy to use, they will be more willing to learn how to use it. Therefore, based on the past studies, the hypotheses have been developed:

H3: There is a positive significant relationship between perceived ease of use and purchase intention among Generation Z.

2.4.4 Relationship Between Perceived Usefulness and Purchase Intention

Referring to the study of Hanjaya, Kenny and Gunawan (2019), it revealed a significant influence for perceived usefulness towards the purchase intention in e-commerce platforms. In addition, another past research stated that perceived usefulness will positively influence customers' intention to adopt e-commerce platforms (Alalwan et al, 2018). The study indicates the degree of perceived usefulness will mostly reflect customers' beliefs in the targeted system's capabilities and integrity. Besides, a study proved that perceived usefulness of technological innovation has a significant impact on purchase intention (Moslehpour et al, 2018). The results of the study imply that most of the individual nowadays perceive technology as a useful tool for online shopping. As a result, one of the primary important factors of purchase intentions is perceived usefulness. According to the findings and result of past study in line with the research, the following hypotheses can be developed:

H4: There is a positive significant relationship between perceived usefulness and purchase intention among Generation Z.

2.4.5 Relationship Between Perceived Enjoyment and Purchase Intention

Perceived enjoyment will positively influence customers' purchase intention to adopt e-commerce (Alalwan et al, 2018). The research explained that the role of intrinsic utilities which includes perceived enjoyment was also considered to be the strongest predictor of customer purchase intention. Another study shown that perceived enjoyment has a statistically significant effect on purchase intention among Generation Z (Mohammed, 2018). The study determined that perceived enjoyment was the key influential factors that control the buying decision on e-commerce platforms among Generation Z. Additionally, the study results of Kian, Boon, Fong, and Ai

(2017) show that customers' perceived enjoyment is strongly connected with consumer purchase intention while shopping on the internet. The study explained that the perception of enjoyment can have the same influence on the intention to purchase online as it does on the intention to shop in a physical store. Therefore, it is assumed that purchase intention will be affected by perceived enjoyment among Generation Z and proposed the following hypotheses:

H5: There is a positive significant relationship between perceived enjoyment and purchase intention among Generation Z.

2.5 Conclusion

In this chapter, it indicated that purchase intentions on e-commerce platforms have a relationship between trust, subjective norms, perceived ease of use, perceived usefulness, and perceived enjoyment. For the next section, it reviews the collection method, and analysis method of this research.

CHAPTER 3: METHODOLOGY

3.0 Introduction

In conducting this study, the researcher adopted several methods and techniques to develop an approach that matches the objectives of this study. Mainly, a quantitative and descriptive approach will be adopted in this study. Not only that, sampling design, data collection method, research instrument, construct measurement, data process and analysis method will be described in this chapter.

3.1 Research Design

The research design is a blueprint that provides structure and direction by demonstrating how all the major variables of the research project connect to address the research questions (Baran, 2022). Besides, some researchers mentioned that research design is to guide the research process in a structured and logical way for decision making (Jaakkola, 2020).

3.1.1 Quantitative Research

Quantitative research is an approach which according to Bloomfield & Fisher (2019), is defined as a formal, objective, systematic method for describing variables, testing relationships between variables in a larger population, and investigating cause and effect interrelations. The research is also known as empirical research as it can be measured accurately and precisely. By using this method, the data collected can be classified into categories, ranked, or quantified in terms of units of measurement. Additionally, raw data graphs and tables may be constructed, making it easier for the researcher to analyze the results of quantitative study.

In this research, it attempts to find out the variables that will affect Generation Z's purchase intention in e-commerce platforms. A quantitative research method was employed to investigate the hypothesis in the current research. Therefore, to collect quantitative data, questionnaires will be employed. Data from Queiros, Faria & Almeida (2017) study mentioned that there are lots of advantages of quantitative results, including large amount of information and numerous domains can be explored, as well as several statistical tests can be used and techniques and the technical rigor of the process.

3.1.2 Descriptive Research

According to Hunter, McCallum and Howes (2019), descriptive research is a research approach that outlines the characteristics of the population or phenomenon under study. Sahin & Mete (2021) defined descriptive research as primarily concerned with describing the characteristics of a demographic segment, which focuses on the "what" of the research topic rather than the "why" of the research topic.

In this research, descriptive research is adopted because it can illustrate the characteristics of purchase intention in e-commerce platforms among Generation Z. Demographic profiles such as gender, age, education, race, employment status, monthly income or allowance, and online purchase behavior are designed in Section A and Section B of the questionnaire. Apart demographic profiles, factors that affect Generation Z's purchase intention in e-commerce platforms including trust, subjective norms, perceived ease of use, perceived usefulness and perceived enjoyment are designed in Section B of the questionnaire. By referring to the past studies and compared with researcher results to describe and support the hypotheses proposed in this research.

3.2 Sampling Design

Sharma (2017) stated that a researcher will utilise sampling to select a limited number of representative things or individuals from a pre-defined group to serve as subjects for experience or observation in line with the study's objectives.

3.2.1 Target Population

Lowrey (2017) defined population as a group of interacting entities with similar characteristics. Early in the research process, clearly identifying a study population helps in ensuring the overall validity of the study outcomes.

The targeted population in this study is consumers who stay in Malaysia with past or current experience in purchasing goods and services through e-commerce platforms. The range in age targeted is from 6 to 24 years old, which is the newest generation, Generation Z. Generation Z was chosen as the targeted population as the term of Generation Z has come to mean the next generation of technology (Seedat, Roodt & Mwapwele, 2019). While Millennials were digital, Generation Z is the first generation to have grown up with technology from the beginning. In terms of business marketing, it is critical to target Generation Z as an audience segmentation. Nowadays, the eldest members of the Generation Z group are now 24 years old and would have recently obtained spending power. Based on the survey done by The Nielsen Company (2019) found that internet penetration among individuals aged between 18 to 24 is 98%, with 99% having a smartphone in Malaysia. This is a generation with a special ability to comprehend and cut through vast volumes of information while smoothly navigating the online and offline worlds. It indicates that the consumers attitudes, behaviors and purchasing habits will be changed resulting in a trend of buying behavior will shift from physical to online. Investigation demonstrated that nearly two thirds, representing 61% of Generation Z in Malaysia, shop online at least two times a month and nearly all, representing

88% of Millennials, have the same characteristics with Generation Z (Jeff, 2020). This data indicated that online shopping has become a part of lifestyle among Generation Z in Malaysia. Therefore, the number of respondents from Generation Z who stay in Malaysia with past or current experience in purchasing goods and services through e-commerce platforms is significant to represent this study.

3.2.2 Sampling Location

In this study, data was collected using online surveys created with Google Form and distributed to respondents. Thus, no precise sampling location was chosen for this study. One of the most obvious advantages of using online surveys is its accessibility and scalability. Hence, the researcher can distribute the online survey to the target respondents in any state of Malaysia. Besides that, an online survey is accessible since respondents may access the questionnaire through a variety of devices, including mobile devices, desktop computers, tablets, and laptops. The questionnaire will be distributed online to reach respondents throughout all Malaysian states.

3.2.3 Sampling Elements

Generation Z consumers who stay in Malaysia with past or current experience in purchasing goods and services through e-commerce platforms are recognized as the population in this research. Apart from age, there are no specific constraints on ethnicity, education level, occupation, and income level as long as respondents meet the requirements mentioned above.

3.2.4 Sampling Technique

In the current study, non-probability sampling was employed. Study done by Jager, Putnick, and Bornstein (2017) found that convenience sampling was implemented in this research as it is commonly accessible and convenient to complete the sampling when compared to other sampling techniques. Using a convenience sampling method in this study makes it easier and more convenient for researchers to collect primary data sources for research (Jager et al, 2017). Furthermore, convenience sampling can offer results speedily and simply in a shorter period and without the need to invest any money through online surveys. However, a convenience sample cannot be confidently generalized to the entire population and has high chances of sampling error (Bhardwaj, 2019).

3.2.5 Sample Size

The sample size is about a group of participants chosen from the general population, and these participants were representative of the real population for the purposes of the study. Based on the study conducted by Maydeu-Olivares, Shi, and Rosseel (2018), it was recommended that sample sizes more than 30 and less than 500 are sufficient for most studies. Additionally, to overcome the existing gap, Krejcie and Morgan (1970) constructed a table for accurately predicting sample size for a particular population for easy reference. It should be noticed that when the population grows, the sample size grows at a diminishing rate and remains relatively constant at slightly more than 380 samples. By referring to the Krejcie and Morgan's (1970) sample size table, a sample size of 384 would be recommended to represent quantitative research (refer to Appendix 3.1). Additionally, a large sample size can reduce the possibility of inaccuracy when generalizing to the target population. Consequently, 300 samples are planned to be collected in this study to reduce the possibility of acquiring inaccurate data in a shorter period.

3.3 Data Collection Method

Data collection will be carried out in a systematic way when the sampling design has been decided. Data collection is the systematic process of collecting and analyzing measuring information on targeted variables in order to answer research questions, test hypotheses, and evaluate outcomes. Hence, the data employed in this study came from both primary and secondary sources.

3.3.1 Primary Data

Williams and Shepherd (2017) defined primary data as the information collected directly from primary sources by researchers using methods such as interviews, surveys, and experiments. Primary data sources are typically chosen and customized to meet the criteria or specifications of a certain research study. A survey is being used as primary data, which the survey results of 300 respondents are required to be collected in this study. Most of the questions were closed-ended for the responders to answer.

3.3.2 Secondary Data

Secondary data is information that has previously been gathered from primary sources and made accessible to researchers that can be used in their own research (Williams et al, 2017). It was the type of information that had previously been collected, such as books, personal sources, journals, newspapers, websites, and government documents. Secondary data is more easily accessible as compared to primary data. Therefore, secondary data sources such as online journals, e-books, and government sources were used in this study to ensure the study's reliability and accuracy. However, as secondary data could be out of date, it is vital to evaluate the data's reliability and accuracy before employing it as a reference. Thus, most of the secondary data used in this study was obtained from the last 5 years.

3.4 Research Instrument

3.4.1 Questionnaire Design

A self-assessment questionnaire is designed in this study. Additionally, the questionnaire was constructed with fixed-alternative questions that have multiple-choice answers for each question. Therefore, the respondents can answer easily and quickly select the correct response or answer that perfectly suits their preferences. Furthermore, it can increase response consistency while also making it easier for researchers to compare results with other respondents and compute outcomes.

Regarding the structure of the questionnaire, the cover page of the questionnaire clearly discloses and acknowledges the research topic, research objectives, including the protection of privacy and confidentiality to the respondents. Section A, B, and C are the three sections that make up the main body of the questionnaire in this study (refer to Appendix 3.2). For Section A, the demographic questions of the respondent are designed, such as gender, age, education level, ethnicity, employment status, and monthly income or allowance, with the purpose of acquiring basic information from the respondents. In Section B, screening is designed with the purpose of screening out the non-online buyers to increase the accuracy and avoid faulty or irrelevant results. Besides, general investigations concerning consumers' experiences purchasing products and services through e-commerce platforms are also designed in Section B. For example, questions on the duration of time that consumers have been making online purchases and the frequency of online purchases in the last year. Whereas questionnaires on independent variables were included in Section C such as trust, subjective norms, perceived ease of use, perceived usefulness, perceived enjoyment factors that influence Generation Z's purchase intention in e-commerce platforms.

3.4.2 Operational Definition

An operational definition can be referring to how the researcher decides to measure the variables in the study. The different measurements for each construct are shown in Table 3.1.

Table 3.1: Operational Construct

Variable	Source	Item	Statement
Trust	Dachyar & Banjarnahor (2017)	TR1	The e-commerce platforms are trustworthy.
		TR2	The e-commerce platforms are keeps guarantees and responsibilities.
		TR3	The e-commerce platforms meet my expectations.
		TR4	I retain believe that e-commerce platforms keep my best selection compared with physical stores.
Subjective Norms	Saut & Saing (2021)	SN1	Most people who are important to me think I should purchase products on e-commerce platforms for consumption.
		SN2	Most people who are important to me would want me to purchase products on E-commerce platforms for consumption.
		SN3	People whose opinions I value would prefer that I purchase products on E-commerce platforms for consumption.
		SN4	My family would advise me to purchase products on E-commerce platforms for consumption.
		SN5	My friends, who are important to me, think that I should purchase

			products on E-commerce platforms for consumption.
Perceived Ease of Use	Dachyar & Banjarnahor (2017)	PEOU1	The e-commerce platforms are easy-to-use.
		PEOU2	Learning to operate e-commerce platforms are easy.
		PEOU3	The interaction with these e-commerce platforms is clear and easy to understand.
		PEOU4	I find that it is simple to find the data that I need from these e-commerce platforms.
		PEOU5	I find it simple to get e-commerce platforms' system to do what I need it to do.
Perceived Usefulness	Dachyar & Banjarnahor (2017)	PU1	Purchasing online is easy on these e-commerce platforms.
		PU2	Purchasing online on these e-commerce platforms is fast.
		PU3	These e-commerce platforms improve my performance in searching and purchasing products.
		PU4	These e-commerce platforms enhance my effectiveness in searching and purchasing products.
		PU5	The information on these e-commerce platforms is useful to me.
Perceived Enjoyment	Alalwan, Baabdullah, Rana, Tamilmani & Dwivedi (2018)	PE1	Using the e-commerce platforms to purchase products is fun.
		PE2	Using the e-commerce platforms to purchase products is enjoyable.
		PE3	Using the e-commerce platforms to purchase products is very entertaining.

Purchase Intention	Zhao, Fang, Zhang & Jiang (2020)	PI1	I am likely to purchase products on e-commerce platforms.
		PI2	I am likely to recommend e-commerce platforms to my friends.
		PI3	I am likely to make another purchase from e-commerce platforms if I need the products that I will buy.

Source: Developed for the research.

The construct for trust is adopted from Dachyar & Banjarnahor (2017), with a total of 4 items, while subjective norms is adopted from Saut & Saing (2021), with 5 items constructed. Perceived Ease of Use and perceived usefulness are both 5 items of constructs taken from Dachyar & Banjarnahor (2017). Furthermore, 3 construct items of perceived enjoyment are taken from the study done by Alalwan, Baabdullah, Rana, Tamilmani, and Dwivedi (2018), while 3 construct items of purchase intention are taken from the research done by Zhao, Fang, Zhang, and Jiang (2020).

3.5 Construct Measurement

In this study, 3 types of measurement scales are used as below:

3.5.1 Nominal Scale

A nominal scale classifies variables without the use of a numerical value or order (Potdar, Pardawala & Pai, 2017). In both Section A and Section B of surveys, this method of scale measurement is used in this research, which is demographic profile such as gender, ethnicity, and screening out the non-online buyers by responding yes or no.

Figure 3.1: Example of Nominal Scale in Questionnaire

1. Gender

() Male

() Female

Source: Developed for the research.

3.5.2 Ordinal Scale

The ordinal scale is a type of variable measurement scale that is used to illustrate the order of variables rather than their differences (Potdar et al, 2017). In this research, this type of scale measurement has been adopted in Section A and Section B of questionnaires. For instance, demographic profile such as age, education level, employment status, and monthly income or allowance in Section A, and duration of time that consumers have been making online purchases and the purchase frequency in Section B.

Figure 3.2: Example of Ordinal Scale in Questionnaire

6. Monthly Income/Allowance:

() Less than RM2000

() Between RM2001-RM5000

() More than RM5001

Source: Developed for the research.

3.5.3 Likert Scale

According to Taherdoost (2019), 5-point Likert Scale is easy to construct, can eliminate misunderstanding and is able to increase the response rate. However, this Likert Scale has certain drawbacks in that respondents prefer to avoid extreme response categories, resulting in central tendency bias, and respondents may answer questions or statements depending on their emotions. To examine all the factors that influence Generation Z’s purchase intention in e-commerce platforms, Section C of the questionnaire uses a 5-point Likert Scale.

Table 3.2: Likert Scale Measurement

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Source: Developed for the research.

3.6 Pilot Test

A pilot study is the first step in the research process, usually a smaller-scale study that helps in the planning and modification of the study and is conducted before the major trial to determine its validity (In, 2017). In this study, a total of 35 pilot test samples were collected anonymously.

The values for each of the constructs (TR, SN, PEOU, PU, PE and PI) are greater than the minimum recommended validation of 0.70 (Anelli, Len, Terreri, Russo & Reiff, 2019). It indicates that all scales are within an acceptable and reliable range. The results of each construct are shown in Table 3.3.

Table 3.3: Pilot Test Reliability Study

Variable	Items	Cronbach's Alpha
Trust (TR)	4	0.757
Subjective Norms (SN)	5	0.838
Perceived Ease of Use (PEOU)	5	0.830
Perceived Usefulness (PU)	5	0.715
Perceived Enjoyment (PE)	3	0.721
Purchase Intention (PI)	3	0.727

Source: Developed for the research.

3.7 Data Collection Procedures

Questionnaires are a common method of acquiring information or data since they are time efficient, have a high return rate, and employ standardized questions. (Brace, 2018). In this study, data was gathered through an electronic questionnaire, Google Form, since it is fast to deliver, economical, and simple to administer. During the data collection, a post with survey link was posted out and sent out through Facebook, WhatApps, Instagram and Microsoft Teams in order to gain more participants to complete the survey.

3.8 Data Processing

This is a critical stage in which the obtained data is explained or interpreted using reports, tables, or graphs by documenting the figures and facts. Consequently, it improves data analysis accuracy and provides better results in the future. This stage involves the several processes as below:

3.8.1 Questionnaire Checking

At this stage, all questionnaires submitted by research participants will be checked immediately to ensure the completeness and quality of the questionnaire with the aim to ensure the accuracy of the data. Thus, errors can be discovered at an earlier stage and corrective procedures can be implemented more effectively, thereby enhancing data consistency.

3.8.2 Data Editing

In this study, an online self-administered questionnaire which is Google Form was used, and specific settings were designed to allow research participants to skip any of the questions before proceeding, hence preventing invalid responses. As a result, data omission is minimized, and the editing procedure is no longer required.

3.8.3 Data Coding

Data coding is the process of summarizing and re-presenting data to offer a systematic description of the recorded or observed phenomena (Williams & Moser, 2019). The coding approach is by far the most popular and recommended way since it makes the researcher's lives easier during the data analysis and summarization stages. Moreover, this approach assists researchers in transferring data more efficiently into SPSS software using numerical data. For instance, in Section B the coding for online buyers such as “Yes” is 1 and “No” is 2. Furthermore, the coding approach also applied in Likert scale measurement such as “Strongly Disagree” as 1, “Disagree” as 2, “Neutral” as 3, “Agree” as 4 and “Strongly Agree” as 5 which are shown in the Section C of questionnaire.

3.8.4 Data Transcribing

The researcher will transmit the coded data from the questionnaire directly to the system at this stage. After all the data has been correctly input into the SPSS software, the system will run the data automatically.

3.8.5 Data Cleaning

Xie, Chu, Chiu & Wang (2021) express that data cleansing is used to discover, check, and take corrective actions in case of a missing response. During this stage, SPSS software can assist researchers in efficiently identifying errors and preventing data inconsistencies, enabling out-of-range values to be created for each variable. To put it another way, it assists in determining the error value generated in each response.

3.8.5.1 Treatment of Missing Data

Missing value happens when respondents fail to reply to questions due to a lack of information or data entry problems. If the researcher does not manage missing values appropriately, ambiguity will be added into the study analysis, resulting in inaccurate data interpretations. Yet, if the variable's value is uncertain, the researcher can use data imputation or list-wise deletion as omitted treatments. In this study, neutral value was employed to overcome omissions.

3.9 Analysis Method

Data analysis is the most important aspect of any research since it gives a summary of the data collected.

3.9.1 Descriptive Analysis

Research conducted by Kemp, Ng, Hollowood & Hort, (2018) stated that A descriptive analysis is a sort of data analysis that assists in the explanation, illustration, or summarization of data points in a constructive manner, such as central tendency, variability, and distribution, allowing structures to form that fulfil all the data's criteria. By performing descriptive statistics, it enables a researcher to evaluate and explain the fundamental characteristics of a collected data through histogram, table, and chart.

3.9.1.1 Frequency Distribution

Frequency distributions are commonly used to describe categorical variables and are computed in percentage. For ease of understanding, frequency distributions can be presented graphically or tabularly. In this study, graphical elements such as a pie chart and tabular elements such as a frequency distribution table are used to show and visualize the demographic profile in Sections A and B of the questionnaire. This is because frequency distribution tables clearly present a snapshot of the data collected, allowing the researcher to readily identify trends. While the data presented by a pie chart is more intelligible and the proportions of each part are clearly shown.

3.9.2 Scale Measurement

3.9.2.1 Internal Reliability Test

The objective of implementing validity and the reliability into research is to guarantee that data is reliable and reproducible, as well as those outcomes are correct (Mohajan, 2017). Cronbach's alpha typically varies from 0 to 1, with 0 suggesting no relationship between items on a scale and 1 representing absolute consistency (Cronbach, 1951). In the social sciences, alpha values between 0.7 and 0.8 are considered acceptable; alpha values below 0.6 are recommended to be removed from the measure to improve inter-item consistency. The rules of thumb for Cronbach's Alpha are shown in Table 3.4.

Table 3.4: Cronbach' Alpha Rule of Thumb

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Cronbach (1951)

3.9.3 Inferential statistic

Based on sample data, inferential statistics will be utilised to derive inferences about the population. The results generated are used to infer how weak or how strong the independent variables are close to the dependent variable (Amrhein, Trafimow & Greenland, 2019). Analysis such as Multiple Linear Regression Analysis, One Way ANOVA Analysis and Multicollinearity will be conducted in this research.

3.9.3.1 Multiple Linear Regression Analysis

Multiple linear regression is a regression model that uses a straight line to evaluate the relationship between a quantitative dependent variable and two or more independent variables (Brata, Husani & Ali, 2017). It is used to examine the relative influence of the five independent variables (trust, subjective norms, perceived ease of use, perceived usefulness, perceived enjoyment) on the single dependent variable (purchase intention).

The formula equation for multiple regression analysis:

$$y = b_1x_1 + b_2x_2 + \dots + b_nx_n + c.$$

$$\text{Equation: } PI = b_1TR + b_2SN + b_3PEOU + b_4PU + b_5PE + c.$$

Whereby, TR = Trust

SN = Subjective Norms

PEOU = Perceived Ease of Use

PU = Perceived Usefulness

PE = Perceived Enjoyment

PI = Purchase Intention

3.9.3.2 One Way ANOVA Analysis

ANOVA relies on the assumptions that two or more samples are independent and compares the means of two or more independent groups (Delacre, Leys, Mora & Lakens, 2019). In this research one way ANOVA is employed to assess if there is statistical evidence that the related population means differ significantly.

3.9.3.3 Multicollinearity

To measure multicollinearity, tolerance value and variance inflation factor (VIF) are commonly used (Marcoulides & Raykov, 2019). If there is a small tolerance value (0.10 or lower) or a large VIF value (10 or higher) indicates high collinearity (Marcoulides et al, 2019). In short, if the VIF value is between 1 to 10, it indicates that there is no symptom of multicollinearity. Besides, if VIF value below 3 is considered as low correlation and ideal. Otherwise, if VIF value below 10 is considered as an acceptable range.

3.10 Conclusion

This chapter outlined all the methods and techniques used for this research to improve data analysis efficiency. For the next section, it discloses the data collected by the Google Form from respondents and interprets it section by section.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter will show the findings of this study, which were derived through various analyses, after specifying the sample design, data collecting technique, research instrument, construct measurement, data process, and analytic method. The chapter begins with a profile of the respondents, which is supported by demographic data. To guarantee sample reliability, reliability tests were performed in the preliminary analyses phase, and descriptive analyses were performed for each item and variable. In addition, inferential analysis such as Multiple Linear Regression Analysis were carried out for data analysis purpose.

4.1 Data Collection Process and Respond Rates

An online self-administered questionnaire such as Google Form is created in collecting data from the Generation Z online buyers. During the data collection, a post with survey link was posted out and sent out through Facebook, WhatsApp, Instagram, and Microsoft Teams in order to gain more participants to complete the survey. Overall, 300 questionnaires were distributed, and 271 of them were returned, yielding an 87% response rate. After eliminating non online buyers (7 cases) and non-Malaysian online buyers (4 cases), 260 questionnaires will be proceeding to further analysis.

4.2 Data Processing

4.2.1 Data Cleaning

Overall, 271 questionnaires were collected from the respondents. After checking the 271 returned questionnaires, 11 of them were deleted due to the non-online buyers and non-Malaysian online buyers. As a result, a total of 260 respondents will be analysed in this section.

4.2.1.1 Treatments of Missing Value

In the case of online self-administered surveys such as Google Form, specific options have been designed to allow research participants to follow the order of questions and go to the next section based on the answer, hence preventing invalid answers. Therefore, there is no missing value in this research.

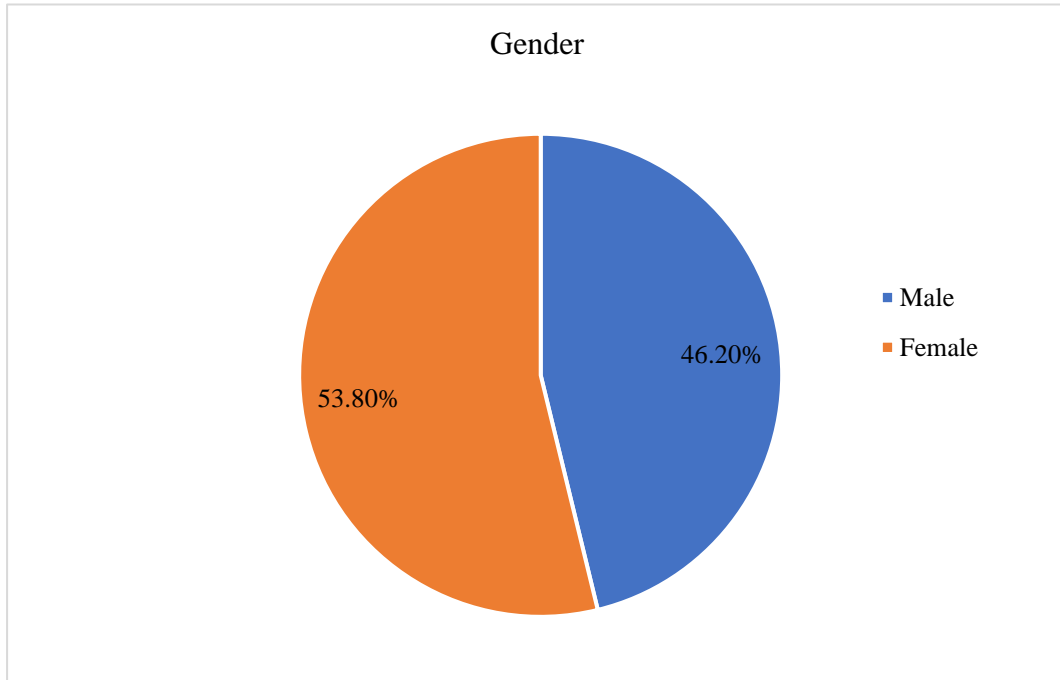
4.3 Descriptive Analysis

4.3.1 Respondent's Demographic

This analysis included respondent's gender, age, education level, ethnicity, employment status, and monthly income or allowance, identification of online buyers and non-online buyers, the duration of time that consumers have been making online purchases and the frequency of online purchases in the last year. Both graphical such as pie charts and tabular such as frequency distribution tables are used to interpret and visualize the respondents' demographic profile.

4.3.1.1 Gender

Figure 4.1: Gender

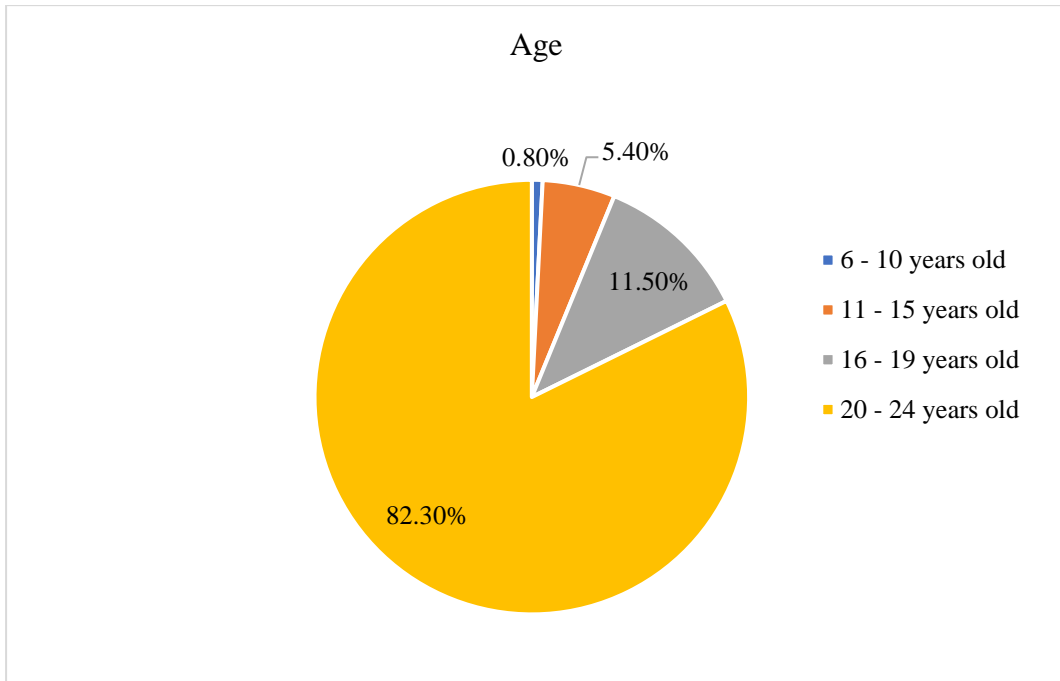


Source: Developed for the research.

Figure 4.1 exhibit the respondent's gender. Most respondents are female at 53.8% (120 respondents), while male only accounts for 46.2% (140 respondents). This results in line with previous research, females prefer online shopping because it offers additional discounts, availability of the varieties of products and product comparison is much easier for online shopping (Rahman, Islam, Esha, Sultana & Chakravorty, 2018).

4.3.1.2 Age

Figure 4.2: Age

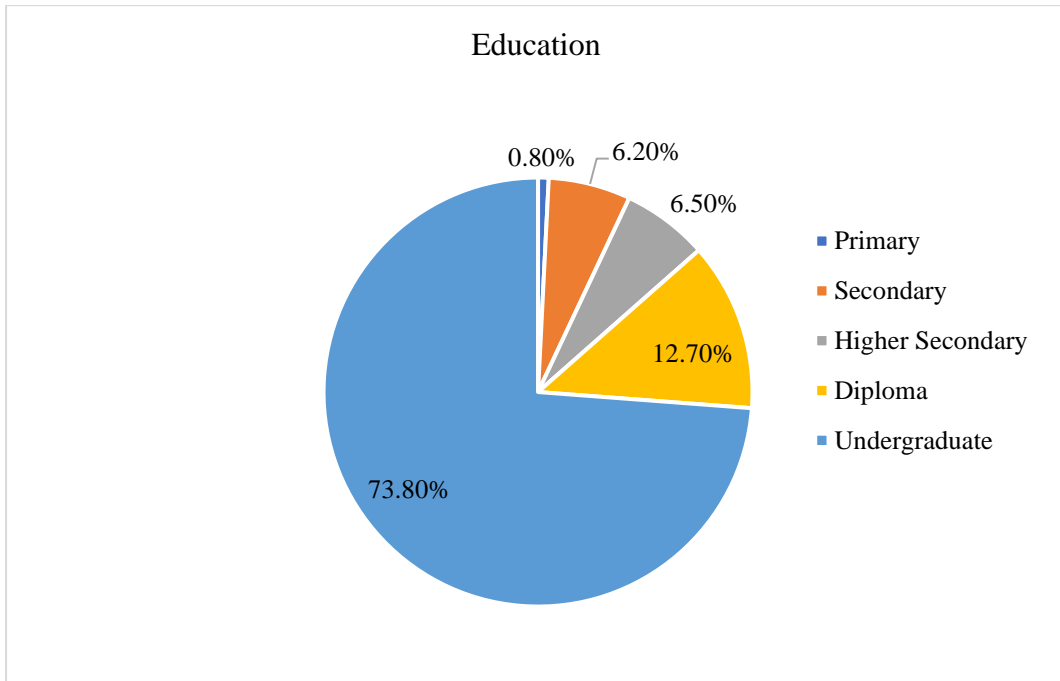


Source: Developed for the research.

Figure 4.2 shows the age group of respondents. Major 82.3% (214 respondents) were 20-24 years old, with over 11.5% (30 respondents) were aged 16-19 years old. Respondent aged 11-15 years old and 6-10 years old accounted for 5.4 % (14 respondents) and 0.8% (2 respondents) respectively. These results consistent with previous research showing that among Generation Z, respondents ages between 20 to 24 years old were more likely to shop online compared with other age group (Malaysian Communications and Multimedia Commission, 2018).

4.3.1.3 Education

Figure 4.3: Education

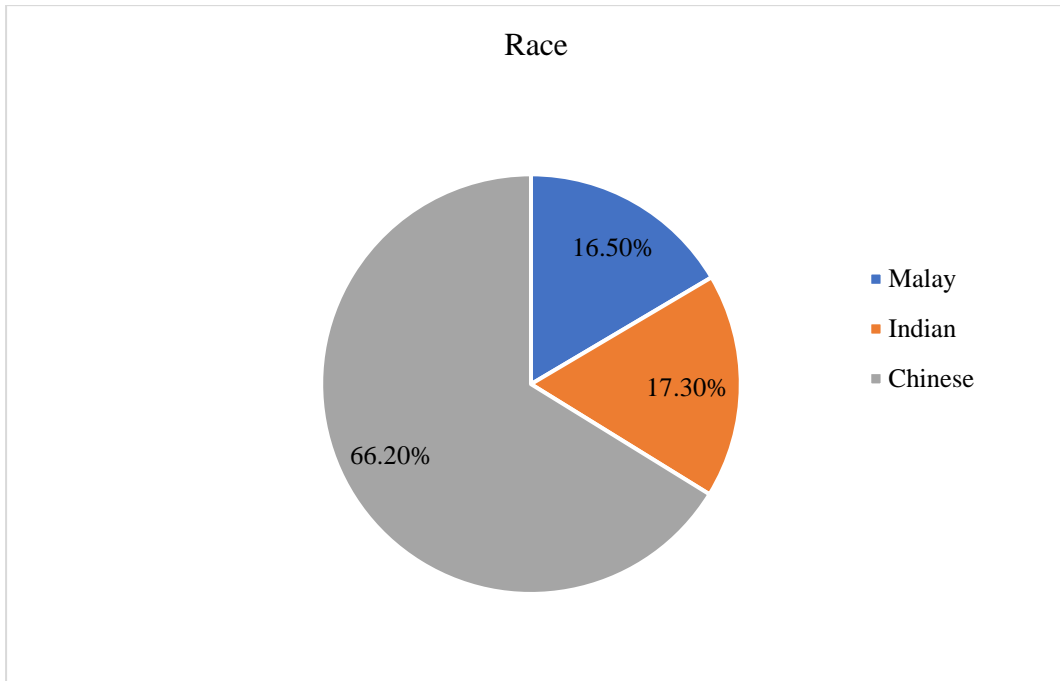


Source: Developed for the research.

Figure 4.3 shows various education levels of respondents. Regarding education level, 73.8% respondents (192 respondents) indicated they had undergraduate education, and 12.7% (33 respondents) had diploma graduates, while higher secondary, secondary, and primary educations accounted for 6.5% (17 respondents), 6.2% (16 respondents) and 0.8% (2 respondents) respectively.

4.3.1.4 Race

Figure 4.4: Race

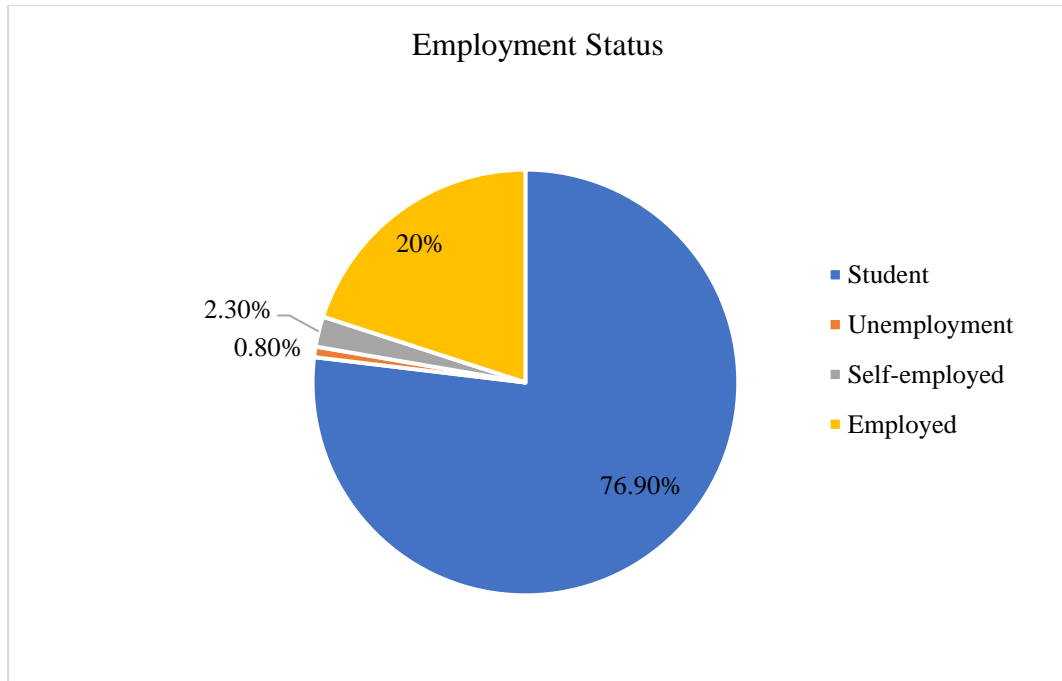


Source: Developed for the research.

Figure 4.4 demonstrate the ethnicity of respondents. The ethnicities of respondents consist of Chinese at 66.2% (172 respondents), Indian at 17.3% (45 respondents) and Malay at 16.5% (43 respondents). Chinese showed a higher percentage in this study while the weights of Malay respondents were relatively lower.

4.3.1.5 Employment Status

Figure 4.5: Employment Status

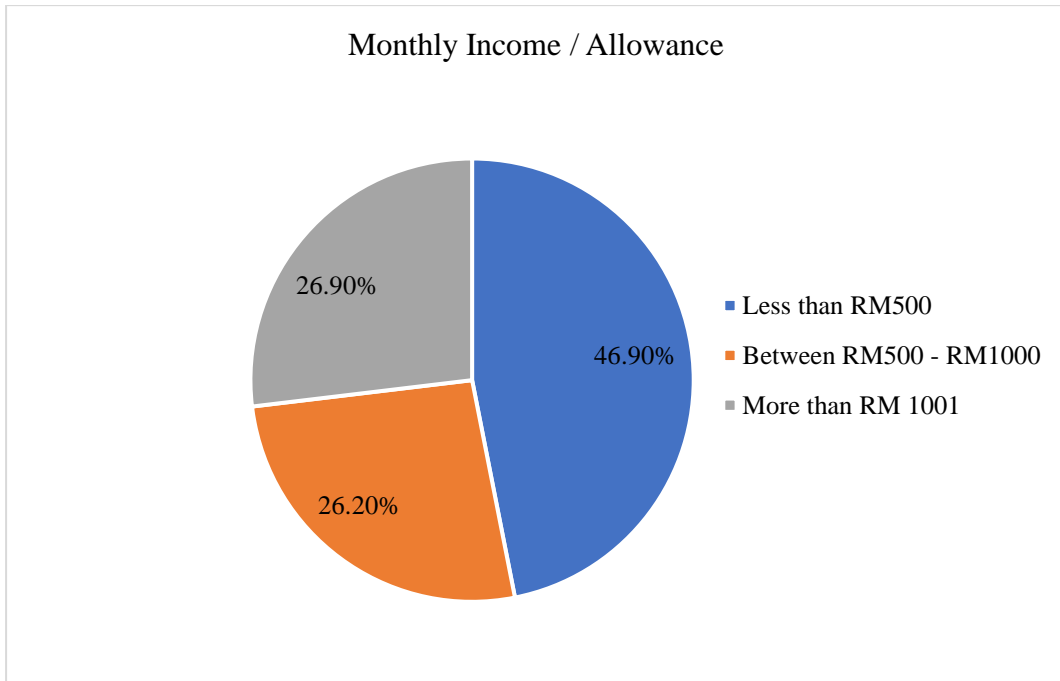


Source: Developed for the research.

Figure 4.5 demonstrate different occupation of respondents. Over 76.9% of respondents (200 respondents) were students with over 20% (52 respondents) were employed, while 2.3% (6 respondents) were self-employed. By contrast, only 0.8% (2 respondents) were unemployed.

4.3.1.6 Monthly Income / Allowance

Figure 4.6: Monthly Income / Allowance

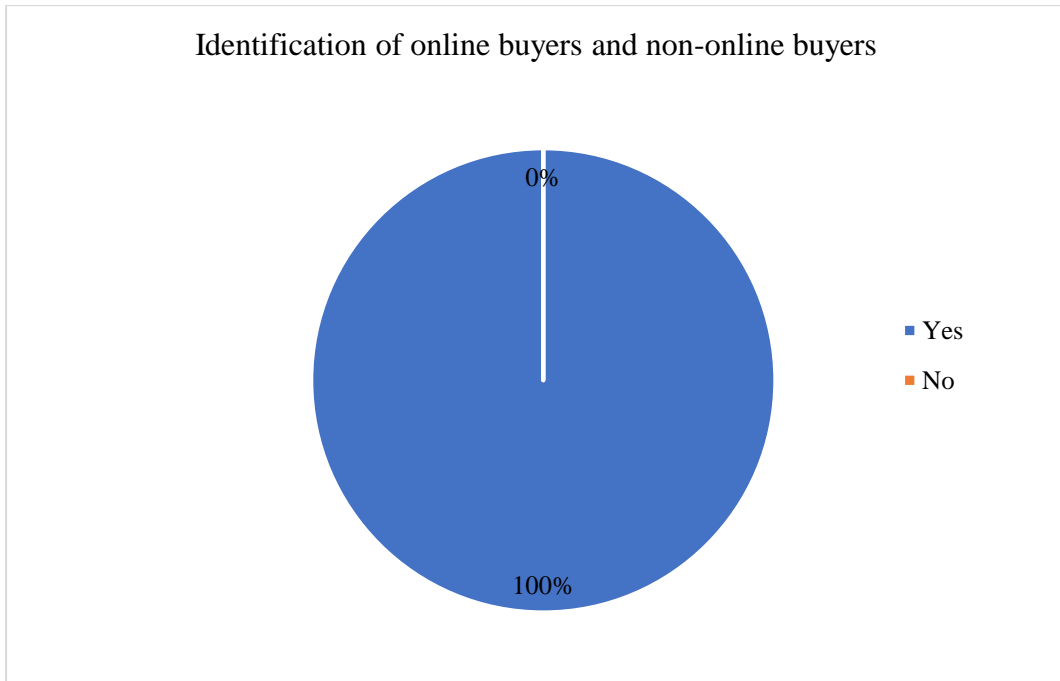


Source: Developed for the research.

Figure 4.6 exhibit respondent's individual income level or allowance. About 46.9 % of respondents (122 respondents) fell below RM500 category. Nearly, 26.9% of respondents (70 respondents) reported they have more than RM1001 income, while 26.2% (68 respondents) indicated their income fell between RM500 – RM1000 category.

4.3.1.7 Identification of online buyers and non-online buyers

Figure 4.7: Identification of online buyers and non-online buyers

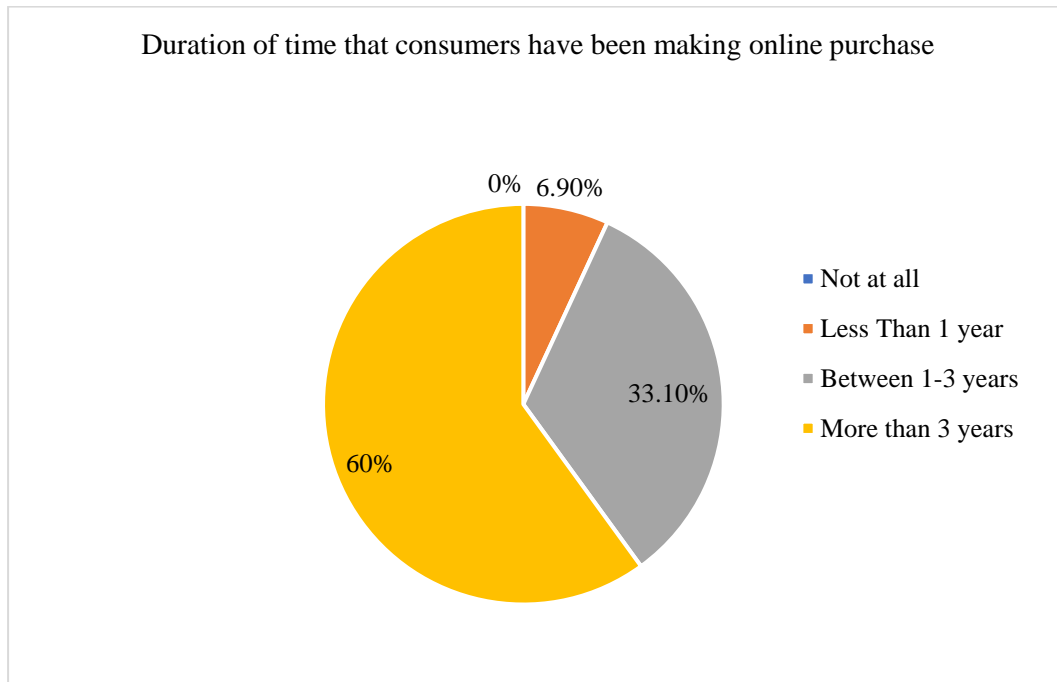


Source: Developed for the research.

Figure 4.7 shows the identification of respondents. It is to screen out the non-online buyers to participate in this survey. Thus, 100% of respondents (260 respondents) are online buyers, who participate in this survey.

4.3.1.8 Duration of time that consumers have been making online purchases

Figure 4.8: Duration of time that consumers have been making online purchase

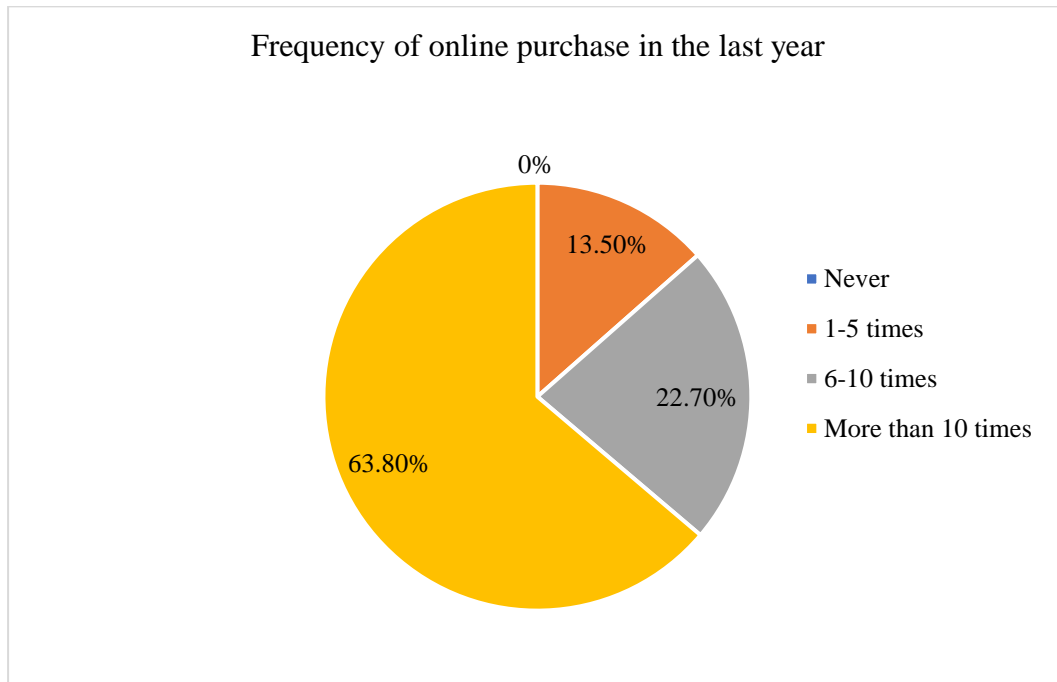


Source: Developed for the research.

Figure 4.8 presents respondents' duration of time that have been making online purchases. Majority of 60% respondents (156 respondents) indicated they have more than 3 years of online shopping experience. Some 33.1% (86 respondents) shopped between 1-3 years, while only 6.9% (18 respondents) less than 1 year of online shopping experience.

4.3.1.9 Frequency of online purchases in the last year

Figure 4.9: Frequency of online purchase in the last year



Source: Developed for the research.

Figure 4.9 illustrate online purchase frequency of respondents in previous year. The largest proportion of 63.8% respondents (166 respondents) indicated they purchase items through online more than 10 times. Some 22.7% (59 respondents) shopped 6-10 times, while only 13.5% (35 respondents) shopped 1-5 times.

4.3.2 Central Tendencies of Measurement

The mean and standard deviation of each construct, including TR, SN, PEOU, PU, PE, and PI, will be described in this section.

4.3.2.1 Mean and Standard Deviation of Trust

Table 4.1 illustrates the mean followed by highest to lowest and standard deviation of trust on each scale items applied in the questionnaire that contributed by 260 respondents.

Table 4.1: Mean and Standard Deviation of Trust

Item	Statement	Mean	Standard Deviation
TR1	The e-commerce platforms are keeps guarantees and responsibilities.	4.32	0.692
TR2	The e-commerce platforms are trustworthy.	4.17	0.589
TR3	The e-commerce platforms meet my expectations.	4.12	0.647
TR4	I retain believe that e-commerce platforms keep my best selection compared with physical stores.	4.12	0.811

Source: Developed for the research.

4.3.2.2 Mean and Standard Deviation of Subjective Norms

Table 4.2 illustrates the mean followed by highest to lowest and standard deviation of subjective norms on each scale items applied in the questionnaire that contributed by 260 respondents.

Table 4.2: Mean and Standard Deviation of Subjective Norms

Item	Statement	Mean	Standard Deviation
SN1	Most people who are important to me would want me to purchase products on e-commerce platforms for consumption.	3.87	0.974
SN2	My friends, who are important to me, think that I should purchase products on E-commerce platforms for consumption.	3.87	0.898
SN3	My family would advise me to purchase products on e-commerce platforms for consumption.	3.84	0.976
SN4	Most people who are important to me think I should purchase products on e-commerce platforms for consumption.	3.78	0.880
SN5	People whose opinions I value would prefer that I purchase products on e-commerce platforms for consumption.	3.77	0.912

Source: Developed for the research.

4.3.2.3 Mean and Standard Deviation of Perceived Ease of Use

Table 4.3 illustrates the mean followed by highest to lowest and standard deviation of perceived ease of use on each scale items applied in the questionnaire that contributed by 260 respondents.

Table 4.3: Mean and Standard Deviation of Perceived Ease of Use

Item	Statement	Mean	Standard Deviation
PEOU1	The e-commerce platforms are easy-to-use.	4.39	0.602
PEOU2	Learning to operate e-commerce platforms are easy.	4.36	0.651
PEOU3	I find that it is simple to find the data that I need from these e-commerce platforms.	4.30	0.694
PEOU4	I find it simple to get e-commerce platforms' system to do what I need it to do	4.27	0.645

PEOU5	The interaction with these e-commerce platforms is clear and easy to understand.	4.24	0.655
-------	--	------	-------

Source: Developed for the research.

4.3.2.4 Mean and Standard Deviation of Perceived Usefulness

Table 4.4 illustrates the mean followed by highest to lowest and standard deviation of perceived usefulness on each scale items applied in the questionnaire that contributed by 260 respondents.

Table 4.4: Mean and Standard Deviation of Perceived Usefulness

Item	Statement	Mean	Standard Deviation
PU1	Purchasing online on these e-commerce platforms is fast.	4.41	0.599
PU2	Purchasing online is easy on these e-commerce platforms.	4.38	0.553
PU3	These e-commerce platforms improve my performance in searching and purchasing products.	4.30	0.642
PU4	These e-commerce platforms enhance my effectiveness in searching and purchasing products.	4.28	0.671
PU5	The information on these e-commerce platforms is useful to me.	4.28	0.622

Source: Developed for the research.

4.3.2.5 Mean and Standard Deviation of Perceived Enjoyment

Table 4.5 illustrates the mean followed by highest to lowest and standard deviation of perceived enjoyment on each scale items applied in the questionnaire that contributed by 260 respondents.

Table 4.5: Mean and Standard Deviation of Perceived Enjoyment

Item	Statement	Mean	Standard Deviation
PE1	Using the e-commerce platforms to purchase products is enjoyable.	4.15	0.836
PE2	Using the e-commerce platforms to purchase products is fun.	4.08	0.846
PE3	Using the e-commerce platforms to purchase products is very entertaining.	4.06	0.859

Source: Developed for the research.

4.3.2.6 Mean and Standard Deviation of Purchase Intention

Table 4.6 illustrates the mean followed by highest to lowest and standard deviation of purchase intention on each scale items applied in the questionnaire that contributed by 260 respondents.

Table 4.6: Mean and Standard Deviation of Purchase Intention

Item	Statement	Mean	Standard Deviation
P11	I am likely to purchase products on e-commerce platforms.	4.32	0.647
P12	I am likely to make another purchase from e-commerce platforms if I need the products that I will buy.	4.32	0.676
P13	I am likely to recommend e-commerce platforms to my friends.	4.28	0.693

Source: Developed for the research.

4.4 Reliability Test

To assess reliability, Cronbach’s alpha of each construct was evaluated. A total of 25 items being tested. Table 4.7 depicts the reliability values. The results show all constructs are within an acceptable reliable range, while subjective norms (0.895) show the highest reliability value and perceived usefulness (0.702) show the lowest reliability value.

Table 4.7: Internal Reliability Test

Variable	Items	Cronbach’s Alpha
TR	4	0.715
SN	5	0.895
PEOU	5	0.766
PU	5	0.702
PE	3	0.837
PI	3	0.705

Source: Developed for the research.

4.5 Inferential Analysis

After supporting the reliability, proposed hypotheses were tested with Multiple Linear Regression, One-way ANOVA, and multicollinearity.

4.5.1 Multiple Linear Regression Analysis

Table 4.8: Model Summary

R	R Square	Adjusted R Square	Std. Error of Estimate	R Square Change	F Change	df 1	df 2	Sig. F Change
0.717 ^a	0.514	0.504	0.37564	0.514	53.660	5	254	0.000

Source: Developed for the research.

According to the model summary shown above, the 51.4% of the dependent variables has been influenced by all independent variables in this study, and the remaining of 48.6% is influence by other factors.

Table 4.9: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	37.859	5	7.572	53.660	0.000 ^b
Residual	35.841	254	0.141		
Total	73.700	259			

Source: Developed for the research.

The result of ANOVA analysis shows that the p-value is 0.000, which is less than 0.05, indicating that the model is significant and suitable for prediction.

Table 4.10: Regression Analysis for Predicting towards Purchase Intention

Coefficients					
	B	SE	β	t	Sig.
(Constant)	-0.023	0.269		-0.086	0.931
TR	0.264	0.054	0.251	4.930	0.000
SN	0.110	0.033	0.161	3.315	0.001
PEOU	0.040	0.070	0.035	0.566	0.572
PU	0.602	0.081	0.472	7.425	0.000
PE	0.007	0.038	0.009	0.171	0.865

N = 260

Source: Developed for the research.

To indicate insignificant:

Equation:

$$PI = b_1TR + b_2SN + b_3PEOU + b_4PU + b_5PE + c.$$

$$-0.023 = 0.264 (\text{Trust}) + 0.110 (\text{Subjective Norms}) + 0.040 (\text{Perceived Ease of Use}) + 0.602 (\text{Perceived Usefulness}) + 0.007 (\text{Perceived Enjoyment})$$

As per equation formed above, take trust as an example, the regression coefficient of trust is 0.264. This implies that a one-unit increase in trust leads to a 0.264-unit rise in purchase intention while the other variables stay unchanged.

Not only that, by referring to the beta value, the most significant element affecting purchase intention is perceived usefulness which value 0.472. The second critical factor is trust, which has a value of 0.251. Subjective norms, with a value of 0.161, are the third most important factor. The second lower important factor is perceived ease of use with the value of 0.035. The least important factor, with a value of 0.009, is perceived enjoyment.

Additionally, if p-value less than 0.05, it indicates that there is a positive relationship, thus accept research hypothesis, reject null hypothesis and not vice versa.

4.5.2 Test of Significant

According to table 4.10, the significant results of each construct are as below:

Hypotheses 1:

H0: There is a negative relationship between trust and purchase intention in e-commerce platforms among Generation Z.

H1: There is a positive significant relationship between trust and purchase intention in e-commerce platforms among Generation Z.

Since p-value of trust is 0.000, which less than 0.05, thus H0 is rejected and H1 is accepted. It shows that there is a positive significant relationship between trust and purchase intention in e-commerce platforms among Generation Z.

Hypotheses 2:

H0: There is a negative relationship between subjective norms and purchase intention in e-commerce platforms among Generation Z.

H1: There is a positive significant relationship between subjective norms and purchase intention in e-commerce platforms among Generation Z.

Since p-value of subjective norms is 0.001, which less than 0.05, thus H0 is rejected and H1 is accepted. It shows that there is a positive significant relationship between subjective norms and purchase intention in e-commerce platforms among Generation Z.

Hypotheses 3:

H0: There is a negative relationship between perceived ease of use and purchase intention in e-commerce platforms among Generation Z.

H1: There is a positive significant relationship between perceived ease of use and purchase intention in e-commerce platforms among Generation Z.

Since p-value of perceived ease of use is 0.572, which more than 0.05, thus H1 is rejected and H0 is accepted. It shows that there is no relationship between perceived ease of use and purchase intention in e-commerce platforms among Generation Z since p-value is more than 0.05.

Hypotheses 4:

H0: There is a negative relationship between perceived usefulness and purchase intention in e-commerce platforms among Generation Z.

H1: There is a positive significant relationship between perceived usefulness and purchase intention in e-commerce platforms among Generation Z.

Since p-value of perceived ease of use is 0.000, which less than 0.05, thus H0 is rejected and H1 is accepted. It shows that there is a positive significant relationship between perceived usefulness and purchase intention in e-commerce platforms among Generation Z.

Hypotheses 5:

H0: There is a negative relationship between perceived enjoyment and purchase intention in e-commerce platforms among Generation Z.

H1: There is a positive significant relationship between perceived enjoyment and purchase intention in e-commerce platforms among Generation Z.

Since p-value of perceived enjoyment is 0.865, which more than 0.05, thus H1 is rejected and H0 is accepted. It shows that there is no relationship

between perceived enjoyment and purchase intention in e-commerce platforms among Generation Z since p-value is more than 0.05.

4.5.3 Multicollinearity

To assess multicollinearity, tolerance value and VIF value of each construct were evaluated, which are depicted in Table 4.25. In this research, the tolerance value for the construct ranges from 0.510 to 0.813 and VIF value for the construct range from 1.230 to 2.107. Hence, it implies that no multicollinearity.

Table 4.11: Collinearity Statistics of Construct

Construct	Tolerance	Variance Inflation Factor
TR	0.740	1.351
SN	0.813	1.230
PEOU	0.510	1.960
PU	0.475	2.107
PE	0.681	1.469

Source: Developed for the research.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Future analysis for the study outcomes will be undertaken in this chapter, including an examination of the relationship between all the independent factors and the dependent variable, the implications of the findings, a discussion of the limitations, and recommendations for future research.

5.1 Discussion of Findings

Table 5.1: depicts the hypothesis result of this research.

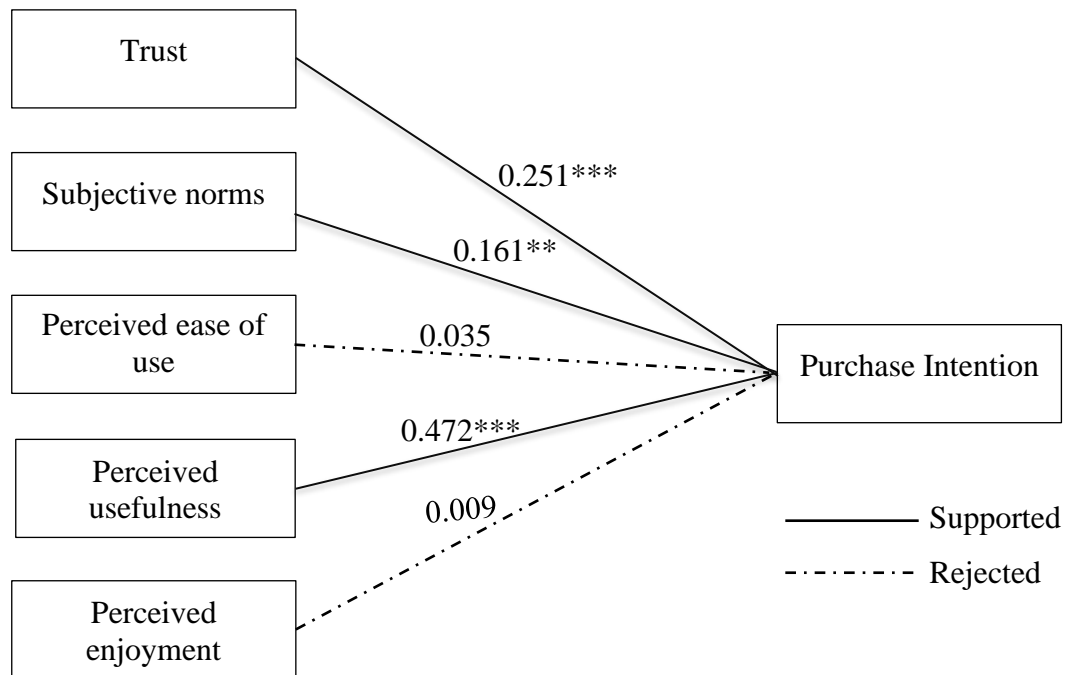
Table 5.1: Hypothesis Testing Summary

Hypothesis	Relationship	Result	Supported / Rejected
H1	Trust has a significant positive influence purchase intention among Generation Z	$\beta = 0.251^{***}$ $p = 0.000$	Supported
H2	Subjective norms have a significant positive influence purchase intention among Generation Z	$\beta = 0.161^{**}$ $p = 0.001$	Supported
H3	Perceived ease of use has a significant positive influence purchase intention among Generation Z	$\beta = 0.035$ $p = 0.572$	Rejected
H4	Perceived usefulness has a significant positive influence purchase intention among Generation Z	$\beta = 0.472^{***}$ $p = 0.000$	Supported
H5	Perceived enjoyment has a significant positive influence purchase intention among Generation Z	$\beta = 0.009$ $p = 0.865$	Rejected

*p<0.1 **p<0.01 ***p<0.001

Source: Developed for the research.

Figure 5.1: Structural Equation Model Results



*p<0.1 **p<0.01 ***p<0.001

Source: Developed for the research.

5.1.1 Relationship between Trust and Purchase Intention

According to H1, trust is a predictor of purchase intent in e-commerce platforms among Generation Z. The result indicates that trust is positively and significantly related to purchase intention in e-commerce platforms among Generation Z ($\beta = 0.251$; $p = 0.000 < 0.001$). Therefore, H1 is accepted. This result is also in line with previous study, trust positively affects purchase intention (Huang, et al, 2019). Similarly, previous research

suggested the role of trust will motivate consumer's purchase intention in e-commerce platforms (Roudposhti et al, 2018). Another study demonstrates that better and detailed information in the e-commerce platforms will have a significant impact on customers' trust towards the e-commerce platforms (Zhao, Wang, Tang & Zhang, 2020). In contrast, the main element influencing consumers' purchasing intentions is a lack of trust (Dachyar et al, 2017). It's because there is a lot of risk and uncertainty involved with internet transactions, trust is becoming increasingly important. In this research, it indicates that the level of trust will be increased when there is a high guarantee and responsibility in the e-commerce platforms. In short, the finding of H1 is consistent with previous research indicating a favourable association between trust and purchasing intent. Therefore, providing appropriate information and meeting consumers' expectations is important to increase customer trust and in turn trigger consumers' purchase intention.

5.1.2 Relationship between Subjective Norms and Purchase Intention

H2 suggests that the subjective norms have a positive impact on purchase intention in e-commerce platforms among Generation Z. The result indicates that the subjective norms are positively and significantly related to purchase intention in e-commerce platforms among Generation Z ($\beta = 0.161$; $p = 0.001 < 0.01$). This results in compliance with previous study, it stated that subjective norms have significant and positive influence on purchase intention (Yulianita, 2018). When consumers' social environments become more accepting of e-commerce usage, their purchase intention will increase. According to the findings done by Hsu, Chang and Yansritakul (2017) proved that subjective norms on purchase intention were significantly positive. Consumers who have negative behavior towards e-commerce, low subjective norms are less likely to make online purchases. Similarly, Rehman, Bhatti, Mohamed and Ayoup (2019) verified that subjective norms showed a significant effect on online purchase intention. Subjective norms

from friends and family have a positive impact on online purchasing with a reason that consumers are more likely to make an online purchase if they perceive their peers are in favor of it. This finding appears to be consistent with previous research, which found that subjective norms indicate that a consumer perceives his or her family and friends will support his or her online shopping behaviors (Youn, Lee & Ha-Brookshire, 2021). Hence, these findings support the argument that subjective norms' influence on purchase intention are not only positive, but also significant, proving the second hypothesis.

5.1.3 Relationship between Perceived Ease of Use and Purchase Intention

The positive relationship between perceived ease of use and purchase intention towards e-commerce platforms among Generation Z is stated in H3. However, the findings reveal that there is no association between subjective norms and purchase intention in e-commerce platforms among Generation Z ($\beta = 0.035$; $p = 0.572 > 0.10$). Hence, H3 is rejected. This outcome is consistent with prior research, which found that perceived ease of use has no direct impact on purchase intention (Dachyar et al, 2017). Another prior study highlights the role of perceived ease of use does not stimulate purchase intention of consumers (Mohammed, 2018). Additionally, some researchers argue that TAM perceived ease of use made us ignore some other important factors contributing to the adoption of technology (Dumpit & Fernandez, 2017). Therefore, according to the findings above, the perceived ease of use has no significant effect on purchase intention. towards e-commerce platforms among Generation Z.

5.1.4 Relationship between Perceived Usefulness and Purchase Intention

The positive role of perceived usefulness on purchase intention towards e-commerce platforms among Generation Z is formulated in H4. According to the findings, Generation Z perceives technology as a valuable tool for online shopping and purchases more online, confirming H4 ($\beta = 0.472$; $p = 0.000 < 0.001$). The result obtained can be supported by prior study, The perceived usefulness has a favourable and considerable impact on e-commerce purchase intention (Yulianita, 2018). This might be explained by the fact that Generation Z grew up with technology. Hence, they have a favorable perception toward technology, particularly e-commerce. Besides, research conducted by Moslehpour et al (2018) found that perceived usefulness has a significant impact on purchase intention. Also, previous study highlights perceived usefulness as a factor that directly and significantly affects purchase intention because usefulness will be perceived by the consumer once the consumer experienced a particular website that is easy to use (Dachyar et al, 2017). This finding is similar to previous findings, verifying that perceived usefulness is an important predictor of customers' purchase intention in e-commerce platforms (Kian et al, 2017). As a result, one of the primary important factors of purchase intention in e-commerce platforms among Generation Z is perceived usefulness.

5.1.5 Relationship between Perceived Enjoyment and Purchase Intention

H5 states that perceived enjoyment has a positive impact on purchase intention towards e-commerce platforms among Generation Z. However, the result indicates that there is no relationship between perceived enjoyment and purchase intention in e-commerce platforms among Generation Z ($\beta = 0.009$; $p = 0.865 > 0.10$). Hence, H5 is rejected. This result is in line with previous study, in which perceived enjoyment does not

directly change purchase intention Lee & Chen, 2010). Another prior study also mentioned that perceived enjoyment does not stimulate purchase intention of consumers (Camoiras-Rodriguez & Varela, 2020). This is due to some of the consumers being more concerned in perceived usefulness compared with perceived enjoyment. Therefore, this implies that perceived enjoyment does not really affect purchase intention in e-commerce platforms among Generation Z.

5.2 Implications of Findings

5.2.1 Theoretical Implications

The purpose of this current research is to examine the role of trust, subjective norms, perceived ease of use, perceived usefulness, perceived enjoyment, and purchase intentions in the context of e-commerce platforms among Generation Z. There is one main noteworthy theoretical implication derived from this study. Referring to Extended Technology Acceptance Model (TAM2), it is an extended version of TAM with social influence and cognitive processes on the perceived usefulness and perceived ease of use. However, in contrast to some of the findings using the TAM2 in this study, perceived ease of use did not reveal a significant influence on Generation Z purchase intention in e-commerce platforms. In fact, research cannot say that this is surprising since different key studies found that perceived ease of use is no more relevant as using the technology and internet is easy and their benefits are well acknowledged. Not only this, but some researchers argue that TAM's perceived usefulness and ease of use made us ignore some other important factors contributing to the adoption of technology.

5.2.2 Practical Implications

This study's findings will not only add to theoretical implications but will also have some practical implications. This study will assist other researchers in better understanding the direct and indirect relationship between trust, subjective norms, perceived ease of use, perceived usefulness, perceived enjoyment, and purchase intention. The findings in this research suggests that increasing trust, subjective norms and perceived usefulness can consequently increase purchase intention in e-commerce platforms.

Increasing customers' trust is important since the social glue that maintains business connections together is trust. Companies should be honest and try to be as transparent as possible in terms of products, information, and regulations of e-commerce platforms. In this context, the administrator of e-commerce platforms should provide sufficient information and guidelines to let sellers create a legally binding contract outlining the terms of a sale between a buyer and a seller. Consequently, buyers will be protected by guaranteeing that the seller cannot modify the terms and conditions to their advantage, and buyers' trust in the e-commerce platform will increase. Besides, e-commerce platforms can focus on personal data protection to enhance trust among the customers. Ioannis and Kimberley (2019) found that most of the consumers are more likely to trust a company when the e-commerce platform has clearly stated how their personal data was used. Hence, maintaining and enhancing the level of trust among customers is important to increase purchase intention in e-commerce platforms.

Considering subjective norms may be useful, in turn, contributes to intention to purchase in e-commerce platforms. With a reason that some of the customers will rely on a certain person or group of people to accept and encourage their specific behaviour. According to Goh & Lee (2018), most of the Generation Z is easily affected by surrounding people such as friends, family. Hence, companies can utilise marketing communication channels

such as booklets, television, or the internet to deliver product messaging and further stimulate their good attitude toward online purchasing and attempt to influence a specific group of people who have subjective norm traits. As a result, customers with high subjective norms are the ones that will most likely make online purchases via e-commerce platforms.

Identifying perceived usefulness is vital for business practitioners to increase purchase intention in e-commerce platforms among Generation Z. This is because the perceived usefulness of an e-commerce system is tied to the system's productivity and effectiveness. For instance, a company can provide globally recognized safe and quick payment channels and ready-to-use shipping services to increase consumers' perceived usefulness. Besides that, it is recommended that companies give precise information that leads to customer perceived product information, pricing perception, convenience perception, and perceived service and product quality, since Generation Z was preferred to search for information by themselves (Schwieger & Ladwig, 2018).

As a result, companies that engage with e-commerce business should take into consideration the significant roles of trust, subjective norms, and perceived usefulness in motivating their sales in e-commerce platforms.

5.3 Limitation of Study

Although this research has provided significant contributions, it undoubtedly has certain limits that must be acknowledged and highlighted so that the researcher can learn and recognize them.

5.3.1 No Target Group Can Be Compared

Firstly, the demographic for this study only focuses on Generation Z consumers, researcher unable to further understand another Generation group preference and opinion, hence there is no comparison that can be made with other generations in this study.

5.3.2 Insufficient Sample Size

First, this research covers only a relatively small number of respondents, about 260 respondents which does not reach the number of respondents that can represent the population. Moreover, the majority of the respondents live in Malaysia. Therefore, the findings cannot be used to explain the attitude of all Generation Z across the country. Future studies with a larger sample size which also includes respondents from the rural area are suggested.

5.3.3 Geographical Bias

The limitation of this study is the data were collected and obtained from samples of consumers in one country, which is Malaysia. Furthermore, the data did not specifically capture the respondent's city. Even though the survey data are collected through several social media applications, the results of this study may not represent the overview of online users' intention to purchase in e-commerce platforms.

5.3.4 Non-specific E-commerce Platform

Apart from limited sample size, the respondent of this study was questioned about their purchase intentions toward e-commerce platforms in general rather than focusing on a particular e-commerce platform individually.

Additionally, this research did not focus on a specific e-commerce platform like Lazada and Shopee.

5.4 Suggestion and Recommendation for Future Studies

Consequently, to enhance the research quality, the researchers proposed alternative solutions to the limitations discussed in the preceding section.

5.4.1 Create Cross-Generational Study

To help e-commerce companies to create more targeted marketing campaigns, it is recommended a cross-generational study may be performed in future to understand the similarities and differences that exist across generational cohorts. A cross-generational study may improve marketing strategies for business practitioners and further improve customer experiences, build up awareness and loyalty, and even lead to better products and services. Additionally, targeting different generations makes it easier for businesses to reach target customers in a more authentic, relevant, and personal way.

5.4.2 Increase Amount of Sample Size

As mentioned earlier, sample size in this research is insufficient to represent the population and omitted to record respondent's city they stay. Therefore, future studies should expand the sample by collecting data from whole Malaysia to gain additional insights as well as increase the representativeness of the results. Additionally, city selection should be added in the questionnaire to capture the results more precisely and specifically.

5.4.3 Narrow Down the E-commerce Platform

There are various e-commerce platforms in Malaysia, including Lazada, PG Mall, and Zalora, with Shopee being the most popular. Consumer's intentions may vary depending on the services, usefulness, brand participation and other factors. By concentrating on a specific e-commerce platform, research will be able to evoke more specific reactions and draw on personal experience, rather than providing broad explanations that rely on generalization. Hence, it is suggested that in future studies, researchers practise refining the following general questions into more specific questions that elicit people's personal experiences.

5.5 Conclusion

In conclusion, guided by Extended Technology Acceptance Model (TAM2) theory, this research sheds new insight on the role of trust, subjective norms, perceived ease of use, perceived usefulness, perceived enjoyment, and purchase intention towards e-commerce platforms among Generation Z. In this research, results indicated positive effects of trust, subjective norms, and perceived usefulness on purchase intention towards e-commerce platforms among Generation Z. Specifically, consumers' purchasing intentions were shown to be most influenced by perceived usefulness. A summary of the test analysis results and discussion on the major for the variables are presented based on the research findings. In addition, some significant theoretical, managerial insights, limitations, and recommendations are suggested to the researchers to make improvement for future studies.

REFERENCES

- 24 Industries & Technologies That Will Shape The Post-Virus World. (2021, January 27). *CB Insights*. Retrieved November 2, 2021, from <https://www.cbinsights.com/research/report/industries-tech-shaping-world-post-covid/>
- Abigail, M. (2021, September 16). *5 Hottest eCommerce Industries in 2020*. Retrieved November 18, 2021, from <https://www.cminds.com/start-5-hottest-ecommerce-industries-2020/>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65-77.
- Alalwan, A. A., Baabdullah, A. M., Rana, N. P., Tamilmani, K., & Dwivedi, Y. K. (2018). Examining adoption of mobile internet in Saudi Arabia: Extending TAM with perceived enjoyment, innovativeness and trust. *Technology in Society*, 55, 100-110.
- Allam, H., Bliemel, M., Spiteri, L., Blustein, J., & Ali-Hassan, H. (2019). Applying a multi-dimensional hedonic concept of intrinsic motivation on social tagging tools: A theoretical model and empirical validation. *International Journal of Information Management*, 45, 211-222.
- Alzahrani, L., & Seth, K. P. (2021). Factors influencing students' satisfaction with continuous use of learning management systems during the COVID-19 pandemic: An empirical study. *Education and Information Technologies*, 1-19.
- Amrhein, V., Trafimow, D., & Greenland, S. (2019). Inferential statistics as descriptive statistics: There is no replication crisis if we don't expect replication. *The American Statistician*, 73(sup1), 262-270.
- Anelli, C. G., Len, C. A., Terreri, M. T. R., Russo, G., & Reiff, A. O. (2019). Translation and validation of the transition readiness assessment questionnaire (TRAQ). *Jornal de Pediatria*, 95, 180-187.
- Apau, R., & Koranteng, F. N. (2019). Impact of Cybercrime and Trust on the Use of E-Commerce Technologies: An Application of the Theory of Planned Behavior. *International Journal of Cyber Criminology*, 13(2).
- Baran, M. L. (2022). Mixed methods research design. In *Research Anthology on Innovative Research Methodologies and Utilization Across Multiple Disciplines* (pp. 312-333). IGI Global.
- Bebber, S., Milan, G. S., De Toni, D., Eberle, L., & Slongo, L. A. (2017). Antecedents of purchase intention in the online context. *Journal of Relationship Marketing*, 16(1), 82-98.

- Bhardwaj, P. (2019). Types of sampling in research. *Journal of the Practice of Cardiovascular Sciences*, 5(3), 157.
- Bloomfield, J., & Fisher, M. J. (2019). Quantitative research design. *Journal of the Australasian Rehabilitation Nurses Association*, 22(2), 27-30.
- Brace, I. (2018). *Questionnaire design: How to plan, structure and write survey material for effective market research*. Kogan Page Publishers.
- Brata, B. H., Husani, S., & Ali, H. (2017). The influence of quality products, price, promotion, and location to product purchase decision on Nitchi at PT. Jaya Swarasa Agung in Central Jakarta. *Saudi Journal of Business and Management Studies*, 2(4), 357-374.
- Camoiras-Rodriguez, Z., & Varela, C. (2020). The influence of consumer personality traits on mobile shopping intention. *Spanish Journal of Marketing-ESIC*.
- Chau, P. Y. (1996). An empirical assessment of a modified technology acceptance model. *Journal of management information systems*, 13(2), 185-204.
- Chen, C. C., & Yao, J. Y. (2018). What drives impulse buying behaviors in a mobile auction? The perspective of the Stimulus-Organism-Response model. *Telematics and Informatics*, 35(5), 1249-1262.
- Clement, J. (2021, April 28). Percentage of mobile device website traffic worldwide from 1st quarter 2015 to 1st quarter 2021. *Satista*. Retrieved November 17, 2021, from—<https://www.statista.com/statistics/277125/share-of-website-traffic-coming-from-mobile-devices/>
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *psychometrika*, 16(3), 297-334.
- Dachyar, M., & Banjarnahor, L. (2017). Factors influencing purchase intention towards consumer-to-consumer e-commerce. *Intangible Capital*, 13(5), 946-966.
- Daniela, C. (2021, October 27). E-commerce worldwide - statistics & facts. *Satista*. Retrieved October 31, 2021, from <https://www.statista.com/topics/871/online-shopping/#dossierKeyfigures>
- Dankel, S. J., & Loenneke, J. P. (2021). Effect sizes for paired data should use the change score variability rather than the pre-test variability. *The Journal of Strength & Conditioning Research*, 35(6), 1773-1778.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340.
- Delacre, M., Leys, C., Mora, Y. L., & Lakens, D. (2019). Taking parametric assumptions seriously: Arguments for the use of Welch's F-test instead of the classical F-test in one-way ANOVA. *International Review of Social Psychology*, 32(1).

- Department of Statistics Malaysia. (2021, August 13). *Malaysia Economic Performance Second Quarter 2021*. Retrieved November 4, 2021, from https://www.dosm.gov.my/v1/index.php?r=column/cthemByCat&cat=100&bul_id=TlpjcDZKcVlrNkpQVUFqOXBXeVRDZz09&menu_id=TE5CRUZCb1h4ZTZMODZlbnk2aWRRQT09#:~:text=Recent%20data%20shows%20that%2C%20income,be%20downloaded%20through%20eStatistik%20portal.
- Dumpit, D. Z., & Fernandez, C. J. (2017). Analysis of the use of social media in Higher Education Institutions (HEIs) using the Technology Acceptance Model. *International Journal of Educational Technology in Higher Education, 14*(1), 1-16.
- Goh, E., & Lee, C. (2018). A workforce to be reckoned with: The emerging pivotal Generation Z hospitality workforce. *International Journal of Hospitality Management, 73*, 20-28.
- Hanjaya, M., Kenny, K., & Gunawan, F. (2019). Understanding factors influencing consumers online purchase intention via mobile app: perceived ease of use, perceived usefulness, system quality, information quality, and service quality. *Marketing Instytucji Naukowych i Badawczych, 2* (32)), 175-206.
- Hansen, J. M., Saridakis, G., & Benson, V. (2018). Risk, trust, and the interaction of perceived ease of use and behavioral control in predicting consumers' use of social media for transactions. *Computers in human behavior, 80*, 197-206.
- Harizah, K. (2020, November 27). Higher demand for gadgets and devices during MCO. *The Malaysia Reserve*. Retrieved November 15, 2021, from <https://themalaysianreserve.com/2020/11/27/higher-demand-for-gadgets-and-devices-during-mco/>
- Hossain, M. A. (2019). Effects of uses and gratifications on social media use: The Facebook case with multiple mediator analysis. *PSU Research Review*.
- Hsu, C. L., Chang, C. Y., & Yansritakul, C. (2017). Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *Journal of Retailing and Consumer Services, 34*, 145-152.
- <https://www.nielsen.com/my/en/insights/article/2019/understanding-malysias-gen-z/>
- Huang, L., Bai, L., Zhang, X., & Gong, S. (2019). Re-understanding the antecedents of functional foods purchase: Mediating effect of purchase attitude and moderating effect of food neophobia. *Food Quality and Preference, 73*, 266-275.
- Huang, X., & Ge, J. (2019). Electric vehicle development in Beijing: An analysis of consumer purchase intention. *Journal of cleaner production, 216*, 361-372.

- Hunter, D., McCallum, J., & Howes, D. (2019). Defining exploratory-descriptive qualitative (EDQ) research and considering its application to healthcare. *Journal of Nursing and Health Care*, 4(1).
- Ikumoro, A. O., & Jawad, M. S. (2019). Intention to use intelligent conversational agents in e-commerce among Malaysian SMEs: an integrated conceptual framework based on tri-theories including unified theory of acceptance, use of technology (UTAUT), and TOE. *International Journal of Academic Research in Business and Social Sciences*, 9(11), 205-235.
- In, J. (2017). Introduction of a pilot study. *Korean journal of anesthesiology*, 70(6), 601–605.
- Ioannis, L., & Kimberley, B. (2019, March 22). *Five ways to increase trust in e-commerce*. <https://www.weforum.org/agenda/2019/03/five-ways-to-restore-trust-in-e-commerce/>
- Jaakkola, E. (2020). Designing conceptual articles: four approaches. *AMS review*, 10(1), 18-26.
- Jager, J., Putnick, D. L., & Bornstein, M. H. (2017). II. More than just convenient: The scientific merits of homogeneous convenience samples. *Monographs of the Society for Research in Child Development*, 82(2), 13-30.
- Jain, S. (2020). Assessing the moderating effect of subjective norm on luxury purchase intention: A study of Gen Y consumers in India. *International Journal of Retail & Distribution Management*.48(5), 517-536.
- Jeff, R. (2020, April 9). *Online Shopping in 2020 / GenZs vs. Millennials: Focus on Malaysia*. <https://www.clickinsights.asia/post/online-shopping-in-2020---genzs-vs-millennials-focus-on-malaysia>
- Jiang, Y., Wang, X., & Yuen, K. F. (2021). Augmented reality shopping application usage: The influence of attitude, value, and characteristics of innovation. *Journal of Retailing and Consumer Services*, 63, 102720.
- Jin, B., & Kang, J. H. (2011). Purchase intention of Chinese consumers toward a US apparel brand: a test of a composite behavior intention model. *Journal of consumer marketing*, 28(3), 187-199.
- Jones, P. R. (2019). A note on detecting statistical outliers in psychophysical data. *Attention, Perception, & Psychophysics*, 81(5), 1189-1196.
- Joo, Y. J., Park, S., & Lim, E. (2018). Factors influencing preservice teachers' intention to use technology: TPACK, teacher self-efficacy, and technology acceptance model. *Journal of Educational Technology & Society*, 21(3), 48-59.
- Joschka, M. (2021, April 7). Share of population that currently owns digital devices in Malaysia as of Q3 2020, by device. *Statista*. Retrieved November 15, 2021, from <https://www.statista.com/statistics/803601/digital-device-usage-among-adults-by-device-malaysia/>

- Joschka, M. (2021, August 11). Share of population using the internet in Malaysia from 2010 to 2020 and a forecast up to 2025. *Satista*. Retrieved November 15, 2021, from <https://www.statista.com/statistics/975058/internet-penetration-rate-in-malaysia/>
- Joschka, M. (2021, September 9). Top 10 e-commerce sites in Malaysia as of 2nd quarter 2021, by monthly traffic. *Satista*. Retrieved September 9, 2021, from <https://www.statista.com/statistics/869640/malaysia-top-10-e-commerce-sites/>
- Kaushik, K., Jain, N. K., & Singh, A. K. (2018). Antecedents and outcomes of information privacy concerns: Role of subjective norm and social presence. *Electronic Commerce Research and Applications*, 32, 57-68.
- Kemp, S. E., Ng, M., Hollowood, T., & Hort, J. (2018). Introduction to descriptive analysis. *Descriptive analysis in sensory evaluation*, 1.
- Kian, T. P., Boon, G. H., Fong, S. W. L., & Ai, Y. J. (2017). Factors that influence the consumer purchase intention in social media websites. *Int. J Sup. Chain. Mgt Vol*, 6(4), 208.
- Kitukutha, N., & Oláh, J. (2018). Trust and E-Commerce-Case Study on Jumia Company. *The Annals of the University of Oradea. Econ. Sci*, 27, 313-319.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement*, 30(3), 607-610.
- Lee, S. M., & Chen, L. (2010). The impact of flow on online consumer behavior. *Journal of Computer Information Systems*, 50(4), 1-10.
- Le-Hoang, P. V. (2020). Factors affecting online purchase intention: the case of e-commerce on lazada. *Independent Journal of Management & Production*, 11(3), 1018-1033.
- Liu, S. F., Lee, H. C., & Lien, N. H. (2021). Do fast fashion consumers prefer foreign brands? The moderating roles of sensory perception and consumer personality on purchase intentions. *Asia Pacific Management Review*, 26(2), 103-111.
- Lowrey, W. (2017). The emergence and development of news fact-checking sites: Institutional logics and population ecology. *Journalism Studies*, 18(3), 376-394.
- Mahalanobis, P. C. (1930). On tests and measures of groups divergence, theoretical formulae. *International Journal of the Asiatic Society of Bengal*, 26, 541-588.
- Malaysian Communications and Multimedia Commission. (2018). *e-Commerce Consumers Survey 2018*. <https://www.mcmc.gov.my/skmmgovmy/media/general/pdf/ecs-2018.pdf>

- Manis, K. T., & Choi, D. (2019). The virtual reality hardware acceptance model (VR-HAM): Extending and individuating the technology acceptance model (TAM) for virtual reality hardware. *Journal of Business Research*, *100*, 503-513.
- Marcoulides, K. M., & Raykov, T. (2019). Evaluation of variance inflation factors in regression models using latent variable modeling methods. *Educational and psychological measurement*, *79*(5), 874-882.
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, *94*, 378-387.
- Maydeu-Olivares, A., Shi, D., & Rosseel, Y. (2018). Assessing fit in structural equation models: A Monte-Carlo evaluation of RMSEA versus SRMR confidence intervals and tests of close fit. *Structural Equation Modeling: A Multidisciplinary Journal*, *25*(3), 389-402.
- Mohajan, H. K. (2017). Two criteria for good measurements in research: Validity and reliability. *Annals of Spiru Haret University. Economic Series*, *17*(4), 59-82.
- Mohammed, A. B. (2018). Selling smartphones to generation Z: Understanding factors influencing the purchasing intention of smartphone. *International Journal of Applied Engineering Research*, *13*(6), 3220-3227.
- Moslehpour, M., Pham, V. K., Wong, W. K., & Bilgiçli, İ. (2018). E-purchase intention of Taiwanese consumers: Sustainable mediation of perceived usefulness and perceived ease of use. *Sustainability*, *10*(1), 234.
- Mowbray, F. I., Fox-Wasylyshyn, S. M., & El-Masri, M. M. (2019). Univariate outliers: a conceptual overview for the nurse researcher. *Canadian Journal of Nursing Research*, *51*(1), 31-37.
- Muniandy, L., Muniandy, B., & Samsudin, Z. (2017). Cyber security behaviour among higher education students in Malaysia. *J. Inf. Assur. Cyber Secur*, *2017*, 1-13.
- Nguyen, D. H., Jeong, E., & Chung, J. (2018). The potential impact of service quality uncertainty and retail pricing strategies on consumer purchase intention. *The Journal of Distribution Science*, *16*(12), 13-21.
- Panagiotopoulos, I., & Dimitrakopoulos, G. (2018). An empirical investigation on consumers' intentions towards autonomous driving. *Transportation research part C: emerging technologies*, *95*, 773-784.
- Potdar, K., Pardawala, T. S., & Pai, C. D. (2017). A comparative study of categorical variable encoding techniques for neural network classifiers. *International journal of computer applications*, *175*(4), 7-9.

- Queiros, A., Faria, D., & Almeida, F. (2017). Strengths and limitations of qualitative and quantitative research methods. *European journal of education studies*.
- Rafique, H., Almagrabi, A. O., Shamim, A., Anwar, F., & Bashir, A. K. (2020). Investigating the acceptance of mobile library applications with an extended technology acceptance model (TAM). *Computers & Education*, 145, 103732.
- Rahman, M. A., Islam, M. A., Esha, B. H., Sultana, N., & Chakravorty, S. (2018). Consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh. *Cogent Business & Management*, 5(1), 1514940.
- Rehman, S. U., Bhatti, A., Mohamed, R., & Ayoup, H. (2019). The moderating role of trust and commitment between consumer purchase intention and online shopping behavior in the context of Pakistan. *Journal of Global Entrepreneurship Research*, 9(1), 1-25.
- Ross, W., & LaCroix, J. (1996). Multiple meanings of trust in negotiation theory and research: A literature review and integrative model. *International Journal of Conflict Management*.
- Roudposhti, V. M., Nilashi, M., Mardani, A., Streimikiene, D., Samad, S., & Ibrahim, O. (2018). A new model for customer purchase intention in e-commerce recommendation agents. *Journal of International Studies Vol*, 11(4).
- Sahin, S., & Mete, J. (2021). A Brief Study on Descriptive Research:: Its Nature and Application in Social Science. *International Journal of Research and Analysis in Humanities*, 1(1), 11-11.
- Saut, M., & Saing, T. (2021). Factors affecting consumer purchase intention towards environmentally friendly products: a case of generation Z studying at universities in Phnom Penh. *SN Business & Economics*, 1(6), 1-20.
- Schober, P., Boer, C., & Schwarte, L. A. (2018). Correlation coefficients: appropriate use and interpretation. *Anesthesia & Analgesia*, 126(5), 1763-1768.
- Schwieger, D., & Ladwig, C. (2018). Reaching and retaining the next generation: Adapting to the expectations of Gen Z in the classroom. *Information Systems Education Journal*, 16(3), 45.
- Seedat, Y., Roodt, S., & Mwapwele, S. (2019, May). How South African University Information Systems Students Are Using Social Media. In *15th International Conference on Social Implications of Computers in Developing Countries (ICT4D)* (No. Part I, pp. 378-389). Springer International Publishing.
- Shachak, A., Kuziemy, C., & Petersen, C. (2019). Beyond TAM and UTAUT: Future directions for HIT implementation research. *Journal of biomedical informatics*, 100, 103315.

- Sharma, G. (2017). Pros and cons of different sampling techniques. *International journal of applied research*, 3(7), 749-752.
- Si, H., Shi, J. G., Tang, D., Wu, G., & Lan, J. (2020). Understanding intention and behavior toward sustainable usage of bike sharing by extending the theory of planned behavior. *Resources, Conservation and Recycling*, 152, 104513.
- Stephanie, C. (2021, July 7). Retail e-commerce sales worldwide from 2014 to 2024. *Satista*. Retrieved October 31, 2021, from <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>
- Sulhi, K. (2021, August 11). Malaysia's e-commerce income up 23.3% y-o-y to RM267.6b in 2Q. *The Edge Markets*. Retrieved October 27, 2021, from [https://www.theedgemarkets.com/article/malaysias-ecommerce-income-233-yoy-rm2676b-2q#:~:text=6b%20in%202Q,-Sulhi%20Khalid&text=KUALA%20LUMPUR%20\(Aug%2011\)%3A,of%20Statistics%20Malaysia%20\(DOSM\)](https://www.theedgemarkets.com/article/malaysias-ecommerce-income-233-yoy-rm2676b-2q#:~:text=6b%20in%202Q,-Sulhi%20Khalid&text=KUALA%20LUMPUR%20(Aug%2011)%3A,of%20Statistics%20Malaysia%20(DOSM)).
- Tabachnick, B. G., Fidell, L. S., & Ullman, J. B. (2007). *Using multivariate statistics* (Vol. 5, pp. 481-498). Boston, MA: pearson.
- Taherdoost, H. (2018). A review of technology acceptance and adoption models and theories. *Procedia manufacturing*, 22, 960-967.
- Taherdoost, H. (2019). What is the best response scale for survey and questionnaire design; review of different lengths of rating scale/attitude scale/Likert scale. *Hamed Taherdoost*, 1-10.
- The Nielsen Company. (2019). *Understanding Malaysia's Gen Z*.
- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management science*, 46(2), 186-204.
- Wheeler, N. J. (2018). *Trusting enemies: Interpersonal relationships in international conflict*. Oxford University Press.
- Williams, M., & Moser, T. (2019). The art of coding and thematic exploration in qualitative research. *International Management Review*, 15(1), 45-55.
- Williams, T. A., & Shepherd, D. A. (2017). Mixed method social network analysis: Combining inductive concept development, content analysis, and secondary data for quantitative analysis. *Organizational Research Methods*, 20(2), 268-298.
- World Top eCommerce Companies List by Market Cap as on Sep 1st, 2021*. (2021, September 1). Retrieved November 3, 2021, from <https://www.value.today/world-top-companies/ecommerce>

- Xie, R., Chu, S. K. W., Chiu, D. K. W., & Wang, Y. (2021). Exploring public response to COVID-19 on Weibo with LDA topic modeling and sentiment analysis. *Data and Information Management*, 5(1), 86-99.
- Yadegaridehkordi, E., Shuib, L., Nilashi, M., & Asadi, S. (2019). Decision to adopt online collaborative learning tools in higher education: A case of top Malaysian universities. *Education and Information Technologies*, 24(1), 79-102.
- Youn, S. Y., Lee, J. E., & Ha-Brookshire, J. (2021). Fashion consumers' channel switching behavior during the COVID-19: Protection motivation theory in the extended planned behavior framework. *Clothing and Textiles Research Journal*, 39(2), 139-156.
- Yulianita, Y. (2018). Comparison of generation x and y: Perceived usefulness, perceived ease of use, and subjective norms on purchase intention in e-commerce. *Jurnal Komunikasi Indonesia*, 140-152.
- Zhao, S., Fang, Y., Zhang, W., & Jiang, H. (2020). Trust, Perceived Benefit, and Purchase Intention in C2C E-Commerce: An Empirical Examination in China. *Journal of Global Information Management (JGIM)*, 28(1), 121-141.
- Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41, 100980.

APPENDICES

Appendix 3.1: Table for Determining Sample Sizes

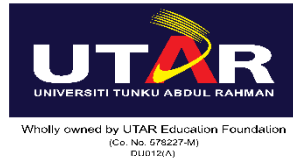
Table 3.1: Table for Determining Sample Sizes for a Given Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	265	2800	338
15	14	110	86	290	165	850	269	3000	341
20	19	120	92	300	169	900	274	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	201	1300	297	7000	364
50	44	180	123	420	205	1400	302	8000	367
55	48	190	127	440	210	1500	306	9000	368
60	52	200	132	460	214	1600	310	10000	370
65	56	210	136	480	217	1700	313	15000	375
70	59	220	140	500	226	1800	317	20000	377
75	63	230	144	550	234	1900	320	30000	379
80	66	240	148	600	242	2000	322	40000	380
85	70	250	152	650	248	2200	327	50000	381
90	73	260	155	700	254	2400	331	75000	382
95	76	270	159	750	260	2600	335	1000000	384

Notes: N is population size; S is sample size.

Source: Krejcie & Morgan (1970)

Appendix 3.2: Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
BACHELOR OF INTERNATIONAL BUSINESS (HONS)
Characteristics that affect purchase intention in e-commerce platforms
among Generation Z

Survey Questionnaire

Dear Respondents,

I am Cheong Xiao Jun, a final year undergraduate student, currently pursuing Bachelor of International Business (Hons) from Universiti Tunku Abdul Rahman (UTAR). I am currently conducting research on “Characteristics that affect purchase intention in e-commerce platforms among Generation Z”. I would like to invite you to participate in this survey.

This survey consists of THREE (3) sections:

Section A: Demographic information

Section B: General questions

Section C: Construct Measurement

This survey may require you to spend approximately 10 minutes to complete it. Please answer all the questions as honestly as possible in each section. Your participation will contribute the success of this survey.

Note that all the responses will be kept PRIVATE and CONFIDENTIAL and to be used solely for academic purpose only. If you have any further enquired, please do not hesitate to contact me through email at chloe0806@lutar.my.

Thank you for your willingness to participate in this survey. I truly appreciate your time cooperation.

Your sincerely,

Cheong Xiao Jun

Undergraduate student of Bachelor of International Business (HONS)

Faculty of Accountancy and Management (FAM)

Universiti Tunku Abdul Rahman (UTAR)

Section A: Demographic Information

1. Gender:

- Male
- Female

2. Age:

- 6-10
- 11-15
- 16-19
- 20-24

3. Education:

- Primary
- Secondary
- Higher secondary
- Diploma
- Undergraduate

4. Race:

- Malay
- Indian
- Chinese
- Other: _____

5. Employment status:

- Student
- Unemployed
- Self-employed
- Employed

6. Monthly income/allowance:

- Less than 500
- Between 501-1000
- More than 1001

Section B: General Question

1. Have you ever purchased from an E-commerce platform (Shopee, Lazada, Zalora and etc.)?

- Yes
- No

2. How long have you been making online purchases?

- Not at all
- Less than 1 year
- Between 1-3 years
- More than 3 years

3. Frequency of online purchases in last year?

- Never
- 1-5 times
- 6-10 times
- More than 10 times

Section C: Construct Measurement

This section will provide independent variables questions regarding Trust, Subjective Norms, Perceived Ease of Use, Perceived Usefulness, Perceived Enjoyment, and dependent variable questions regarding the Purchase Intention in e-commerce Platforms.

Please rate each statement below by using 5 points likert scale.

(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree)

Independent Variable: Trust

	1	2	3	4	5
1. The e-commerce platforms are trustworthy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The e-commerce platforms are keeps guarantees and responsibilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The e-commerce platforms meet my expectations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I retain believe that e-commerce platforms keep my best selection compared with physical stores.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Independent Variable: Subjective Norm

	1	2	3	4	5
1. Most people who are important to me think I should purchase products on e-commerce platforms for consumption.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Most people who are important to me would want me to purchase products on E-commerce platforms for consumption.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. People whose opinions I value would prefer that I purchase products on E-commerce platforms for consumption.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. My family would advise me to purchase products on E-commerce platforms for consumption.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. My friends, who are important to me, think that I should purchase products on E-commerce platforms for consumption.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Independent Variable: Perceived Ease of Use

	1	2	3	4	5
1. The e-commerce platforms are easy-to-use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Learning to operate e-commerce platforms are easy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The interaction with these e-commerce platforms is clear and easy to understand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I find that it is simple to find the data that I need from these e-commerce platforms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I find it simple to get e-commerce platforms' system to do what I need it to do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Independent Variable: Perceived Usefulness

	1	2	3	4	5
1. Purchasing online is easy on these e-commerce platforms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Purchasing online on these e-commerce platforms is fast.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. These e-commerce platforms improve my performance in searching and purchasing products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. These e-commerce platforms enhance my effectiveness in searching and purchasing products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The information on these e-commerce platforms is useful to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Independent Variable: Perceived Enjoyment

	1	2	3	4	5
1. Using the e-commerce platforms to purchase products is fun.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Using the e-commerce platforms to purchase products is enjoyable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Using the e-commerce platforms to purchase products is very entertaining.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Dependent Variable: Purchase Intention

	1	2	3	4	5
1. I am likely to purchase products on e-commerce platforms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I am likely to recommend e-commerce platforms to my friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I am likely to make another purchase from e-commerce platforms if I need the products that I will buy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>