FACTORS INFLUENCING CUSTOMER'S ONLINE PURCHASE INTENTION

AMONGST GENERATION Z

BY

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A RESEARCH PROJECT SUBMITTED IN
PARTIAL FULFILLMENT FOR THE AWARD OF
BACHELOR OF COMMUNICATION (HONS) PUBLIC RELATIONS
FACULTY OF ARTS AND SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

JAN 2022

ACKNOWLEDGEMENT

DECLARATION

We hereby declare that the material contained in this paper is the end result of our own work which under the guidance of Mr. Clarence Anthony a/l Puspanathan and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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APPROVAL FORM

This research paper attached hereto, entitled "Factors Influencing Customer's Online Purchase Intention amongst Generation Z" prepared and submitted by Chong Wan Sin, Lau Hym-Fai, Ng Ying Hui, Tan Jia Rong, and Wong Yee Shuin in partial fulfillment of the requirements for the Bachelor of Communication (Hons) Public Relations is hereby accepted.

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ABSTRACT

The rapid advancement of the Internet and social media in the current age of globalization not only developed a new means for people to communicate with others around the globe regardless of geographical distance and difference in time, but at the same time, a new form of commerce has emerged, which is so-called online shopping. According to studies regarding Malaysia online shopping, the online business in Malaysia has drastically become one of the largest markets in Southeast Asia. In today's competitive online market, the marketers can no longer compete with others merely based on the price of their products or services. Factors from different perspectives should be identified by marketers to have a fruitful insight to satisfy customers' demands. Thereby, this study seeks to fulfil the gap by examining the factors that influence consumers' online purchase intention amongst Generation Z in the context of Malaysia. A conceptual framework is proposed by applying the Theory of Planned Behaviour (TPB). Five independent variables were employed in measuring customers' online purchase intention, included brand recognition, perceived risks, peer pressure, electronic word of mouth (e-WOM), and perceived ease of use (PEOU). Quantitative method is used whereby a total of 396 questionnaires were distributed in Google Form to Malaysians aged between 11-26. Statistical Package for the Social Science (SPSS) was utilized to analyse the collected data. The results showed that all the proposed independent variables have positive and significant influences on customer's online purchase intention amongst Generation Z. As a result, the ideas provided in the present study are beneficial to both online marketers and future academic researchers to have valuable understandings of the factors that influence customer's online purchase intention amongst Generation Z in Malaysia.

Keywords: *online purchase intention, Generation Z, brand recognition, perceived risks, peer pressure, e-WOM, perceived ease of use*

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LIST OF ABBREVIATIONS

DOSM	Department of Statistic Malaysia
DV	Dependent Variable
IV	Independent Variable
e-WOM	Electronic Word of Mouth
PEOU	Perceived Ease of Use
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
N	Population Size
OPAC	Online Public Access Catalog
P	Population Portion
SPSS	Statistical Package for the Social Sciences
SNS	Social Networking Sites

STUDENT DECLARATION FORM
Department of Public Relations
Academic Honesty Regarding Final Year Projects

The following are examples of academic dishonesty extracted from "Student Handbook" that are more applicable to final year projects.

- plagiarism, i.e., the failure to properly acknowledge the use of another person's work;

- submission for assessment of material that is not the student's own work;

- collusion, i.e., obtaining assistance in doing work which is meant to be solely the student's own work;

- use of fabricated data claimed to be obtained by experimental work, or data copied or obtained by unfair means;

It is important that the student reads the Student Handbook and understands the seriousness of academic dishonesty. The student should pay particular attention on how to avoid plagiarism.

Student Final Year Project Declaration

I have read the student handbook and I understand the meaning of academic dishonesty, in particular plagiarism and collusion. I declare that the work submitted for the final year project does not involve academic dishonesty. I give permission for my final year project work to be electronically scanned and if found to involve academic dishonesty, I am aware of the consequences as stated in the Student Handbook.

FYP Title:

FACTORS INFLUENCING CUSTOMER'S ONLINE PURCHASE INTENTION AMONGST GENERATION Z

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Signature: Date:

                                                     15TH April 2022

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CHAPTER 1:

INTRODUCTION

1.0 Overview

The background of research, problem statement, research questions and objectives, significance of study, and meaning of key terms used will be discussed in the present chapter.

1.1 Research Background

In this modern and futuristic age, the advancement of technology has significantly altered the way we live and influenced various aspects in our daily life (De Mooij, 2019). Undoubtedly, Internet is one of the crucial parts of successful contemporary technology (Sami & Irfan, 2018, as cited in Manzoor et al., 2020). Internet is increasingly accessed by people, and it plays an indispensable role in everyone's life. It serves as an effective platform that allows people to share their ideas and opinions in a timely manner whilst they can also obtain any information with just a fingertip. According to the Department of Statistic Malaysia (DOSM), the percentage of internet access usage in Malaysia has increased by 1.6% in 2020, which is 91.7% compared to 90.1% in 2019 (The Star, 2021). Moreover, Figure 1.1 shows the statistic of number of users using the internet in Malaysia from a range from year 2010 until year 2025 (prediction). As can be seen from the diagram, there is a noticeable upward trend which represents the population of Internet users is rising gradually year by year.
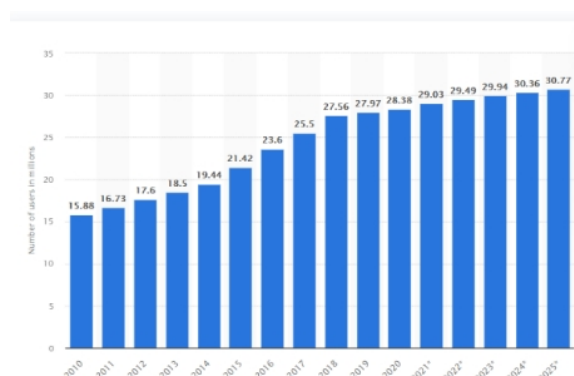
Figure 1.1

Source: Statista (2021)

Other than bringing tremendous changes in our daily life, the development and rising usage of the Internet also leads to a valuable opportunity for businesses to utilize the Internet as a new platform and medium to advertise and sell their products and services. Market today has become more and more competitive as a result of the rapidly growing of innovation and global interconnection network. Coupled with the fast adaption of the use of the Internet and social media among Malaysian, it gives rise to the emergence of social commerce and electronic commerce (e-commerce). Based on a study by Zhang & Benyoucef (2016), the term 'social commerce' is defined as online shopping platforms that take places in social media websites such as Facebook, Instagram, YouTube, Tik Tok, and Pinterest. Social commerce enables marketers to involve in the online communities to market their products. Social commerce allows user-generated contents, such as a social media post, a video, or maybe a review of products. On the contrary, electronic commerce refers to online shopping experiences through company official websites or apps, like Shopee, Lazada, Amazon, and so forth. As a matter of fact, both social commerce and e-commerce platforms brought enormous impacts and initiated a new turning point on business and marketing strategies (Yaraş et al., 2017). By virtue of the high level of penetration and ubiquitous of the Internet, marketers can reach a wide range of potential customers in the shortest time without limitation of geographical distances through these online shopping platforms, which is not approachable by using traditional marketing techniques (Kian et al., 2017). Thereby, in recent years, marketers started to transform or expand their business models form traditional brick-and-mortar stores to online stores to serve their customers through electronic platforms (Duffett, 2017, as cited in Naseri, 2021).

The high degree of involvement of marketers and consumers in s-commerce and e-commerce caused the practice of buying online to become a phenomenon that is expanding rapidly in our country (Lim et al., 2016). There is a total percentage of 80% Malaysian tend to make online purchasing (Simon & Sarah, 2019, as cited in Naseri, 2021). This is due to online shopping does not only offers remarkable benefits to marketers, but also consumers. For instance, the Internet allows two-way communication and direct interaction between marketers and customers (Irfan et al., 2019). Customers are able to search and refer to details of the products and services from the marketers before making their purchase decisions while marketers can take this chance to connect and build a relationship with their customers. Besides, Kian et al. (2017) also claimed that selling goods and services through online platforms is relatively cost-effectiveness and timesaving compared to physical stores. In terms of consumers, online shopping enables them to enjoy shopping experiences more convenient and easier. They can just shop from home, and no need to waste time to shop among the crowd (Yaraş et al., 2017). Everything can be done through electronic devices, and it is just a matter of one-click.

Assuredly, online shopping is prevailing nowadays. Nevertheless, many past studies had indicated that customers purchase intention will be influenced by various factors (Yaraş et al., 2017). Generally, customer purchase intention refers to the cognitive state and decision-making process before purchasing a particular brand by consumers (Kian et al., 2017). In addition, customers online purchase intention is being defined as the customer's likeliness to perform an online transaction (Abou Ali et al., 2020). In fact, customer purchase intention is a complex process as it can be changed and influenced by various conditions and determinants, for example, price, perceived usefulness and value, trust, and so on (Kian et al., 2017). Since online purchase intention is usually having a significant relationship with the actual purchase behaviour, therefore, an individual will be more likely to perform online purchase if the person

has a strong online purchase intention (Lim et al., 2016, as cited in Abd Aziz & Abd Wahid, 2018). Moreover, positive purchase intention usually demonstrates positive consumer engagement or loyalty towards a brand (Manzoor et al., 2020). Hence, the present study is primarily attempting to determine and examine the factors affecting customer online purchase intention amongst Generation Z in Malaysia.

1.2 Problem Statement

The amount of the usage of internet amongst Malaysian had increased significantly (Sunbiz, 2020). Among the internet users, 36% of them were newcomers for trying out the digital services according to the report. From the report, it indicated that e-commerce had reached a rapidly growth in Malaysia with a percentage of 87% (Baijal et.al, 2020).

According to Loong (2020), many marketers had started to sell products and services on various online business platforms from traditional physical stores. The online businesses included social commerce and e-commerce. Social commerce is the evolved and developed version of e-commerce (Kian et al., 2017). The ideas for these two online businesses are the same, which is for the sellers to sell their products and services online. The only thing that differentiates these two online businesses is the platform which the seller chooses to be used (Alalwan et.al, 2017, as cited in Wang et.al, 2019). The sellers that are using social commerce can design intended messages and interactive posts for their target audience to promote the products and services through social media platforms (Wang & Zhang, 2012 as citated in Lin et al., 2017). Whereas the platforms used for e-commerce will be Lazada, Shopee, Zalora, and more. According to The Star (2021), the Chief Marketing Officer of Lazada Malaysia, Diana Boo, claimed that there is a percentage of 300% increase in the numbers of new sellers using

Lazada online store platform to sell their products and services. The figure below indicated the most common e-commerce sites used by the Malaysia's online sellers in year 2021.

Shopee	53,983.3
Lazada	13,753.3
PG Mall	7,066.7
Zalora	1,290
eBay	450.1
GoShop	412.1
Sephora	278.9
Decathlon	236.2
Qoo10	231.7
Applecrumby	214.7

Online traffic in thousand clicks
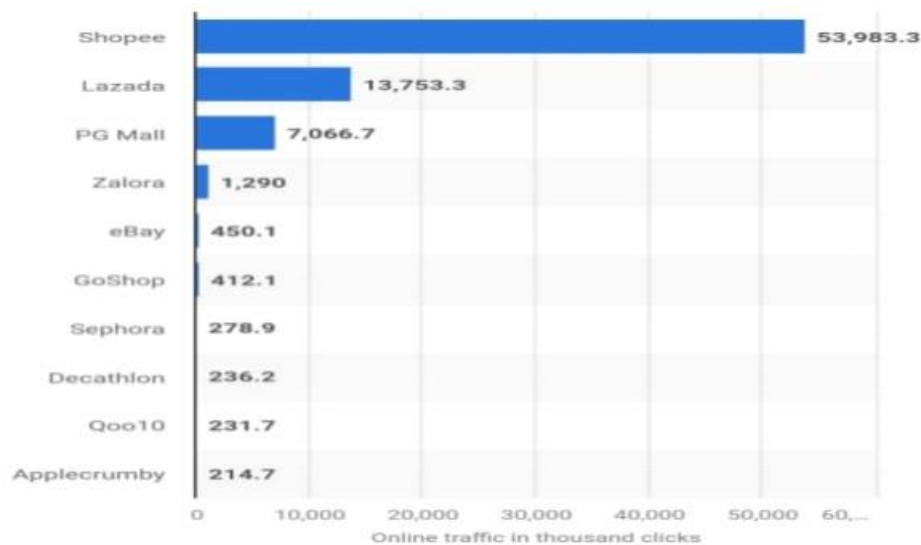
Figure 1.2

Source: Statista (2021)

The increase in online business in Malaysia is a good thing to help in maintaining the well-being of the Malaysians by benefiting both marketers and consumers (Wang, 2019). However, marketers will have to ensure there are customers for their online businesses, otherwise this will not help them in earning profits. According to Müller (2021), there is a total increase of 1.06 million of social network users from the Year 2020 until August of Year 2021. Although there is a significant increase in social network users in Malaysia, but the marketers will still have to think about how to transform the users into their prospect customers by knowing what will affect a customer purchase intention in an online purchasing environment. Customer purchase intention is the consumer's interest, perceived attitudes, and their willingness to pay for a product and service (Sa'ait et al., 2016). The customers will be willing to make a purchase if they have a positive attitude and perception towards the products or services (Hsiao & Chen, 2016). Therefore, understanding the factors affecting the customer's

online purchase intention will help the marketers in retaining existing customers and attracting potential customer (Su et al., 2019). The obstacle for the marketers to understand the customer's online purchase intention is that every people have a different and unique perspective towards something which will lead to different behaviors (Guan et.al, 2020). This matter has become more and more challenging for the traditional marketers because they will need to deal with more online customers.

Another challenge for the sellers who are new to the online businesses from operating a physical store before is they will need to adapt to the new technology and learn on how to persuade online customers to purchase their products and services online (Ardevol-Abreu & de Zuniga, 2017, as cited in Hunt & Meyer, 2019). Online customers might worry of being scammed by the scammers because they could not identify the real identity of the sellers. According to Müller (2021), Malaysians are experiencing various types of scams and online payment frauds while purchasing products and services on different E-commerce platforms. This perceived financial risk will eventually affect the customer's online purchase intention and their trust (Newman et.al, 2014, as cited in Cheng et al., 2019). According to Basyir (2021), there is a total of 67,552 cybercrime frauds occurred between the year 2017 and June 20th, 2021, and e-commerce scams was included in the cybercrime cases as well with the statistic of 23,011 cases reported. The figure below was the number of different type of cybercrimes reported to CyberSecurity Malaysia in year 2020 (Müller, 2021).
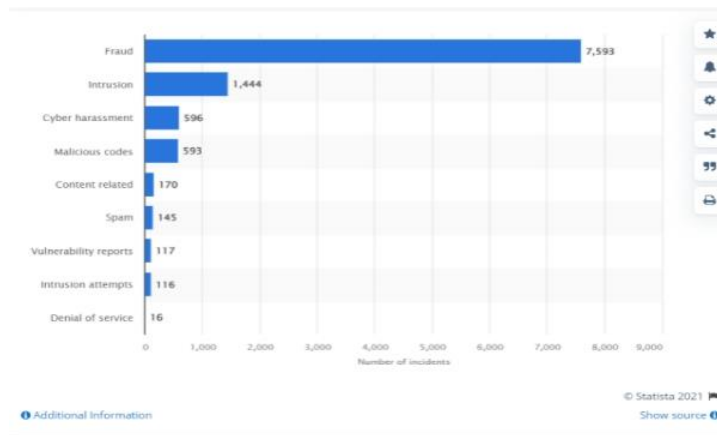
Figure 1.3

Source: Statista (2021)

Firstly, brand recognition will attract potential customers and stimulate their purchase intention and retaining old customers to make repeatedly purchase (Shahid et al., 2017). Secondly, perceived risks are also the factor that will influence customer's online purchase intention (Ariffin et al., 2018). The higher the risk that will be being perceived by the customers, the lower the purchase intention of the customers. Thirdly, peer pressure is also one of the factors influencing customer's online purchase intention because people will want to feel a sense of belonging with friends around them and enjoy the same enjoyment of their friends (Sheth & Kim, 2017). Fourthly, e-word of mouth will affect customer's purchase intention as well because of influences from people around them (Jalilv & Samiei, 2011, as cited in Sa'ait et al., 2016). Lastly, perceived ease of use of the technology will also have an impact towards the customer's online purchase intention (Bonn et al., 2016). In this paper, the five proposed factors will be used as the independent variables for the study. Since there is a fierce competition for the online businesses, therefore it is more vital for the sellers to understand the customer's online purchase intention to help them fulfill the customer's needs and wants to attract customers to compete against the competitors (Andajani, 2015, as cited in Esmaeilpour & Mohseni, 2019).

According to Hernandez-de-Menendez et al., (2020), Generation Z are the generation which more youth get to receive a better education, and the first generation to get the chance to engage with technology since their young ages. Therefore, they can manage their finance more wisely with their financial literacy (Lusardi, 2015, as cited in Tjiptono et al., 2020). Financial literacy was being defined as the ability of processing various information, planning, and making rational financial decision (purchase decision), with the obtained knowledges and skills (Lusardi & Mitchell, 2014, as cited in Morgan & Long, 2020). Generation Z do not fully trust the information from online, they will keep the skeptical attitudes towards the information they saw or heard online. Thus, they will be more likely to do online research, compared the prices from different stores, and think rationally before making a purchase decision (Nielsen, 2019, as cited in Tjiptono et al., 2020).

In the matter of theoretical gap, it will significantly contribute to the existing understanding and knowledge by providing new insights into Theory of Planned Behavior. This research implied the theory as it contributed to predict someone's behavior based on their physical activities and examine their changes of behavior related to the manipulation of technology (Ajzen, 2020). Furthermore, theory of planned behavior enhances the understanding of the consumer's attitude (Bohon et al., 2016) towards the brand so that it is applied to measure the consumer purchase intention (Shukla, 2019). Hence, this research is important to provide new ideas and knowledges for researchers when doing research about the consumer's purchase intention in the future.

1.2.1 Research Gap

Previously, there was research studied on the impact of various factors on customer's online purchase intention. Based on the past study conducted by the

previous researchers, it indicates that the researchers emphasized on how hedonic motivation, performance expectancy, informativeness, and habit would have impact on customer's purchase intention (Alalwan, 2018). The results indicated that these few factors are the key factors that will affect customer's purchase intention. Based on another past study conducted by other researchers, they studied on how e-word of mouth will have impact towards customer's purchase intention (Sa'ait et al., 2016), and how will social media influencer (source credibility and source attractiveness) as an advertising strategy will influence customer's purchase intention and these results showed that there is a significant and positive relationship between e-word of mouth and customer's purchase intention (Lim et al., 2017). Another past research studied on how product knowledges and experience towards a product or service, perceived cost, financial ability, and product price will affect customer's purchase intention (Kumar et al., 2020). The results indicated that these factors listed will influence the customer's purchase intention positively and significantly. Although research and study on customer's purchase intention had been conducted previously, but there is no research that using these five independent variables in one set to examine effects in affecting customer's online purchase intention.

The present study will provide a new insight and idea for the marketers to have a better understanding about customer's online purchase intention. The theory that will be being apply to the present study is Theory of Planned Behavior. Hsu et al., (2017) applied the theory to their study, which help to understand the factors alongside with Theory of Planned Behavior on how they will affect the customer's purchase intention on green skincare products. Barbera and Ajzen (2020) applied Theory of Planned Behavior to their studies to help in understanding the prediction of intention of an individual when the person was being influenced by significant others (peer pressure).

Prayidyaningrum and Djamaludin (2016) applied the theory in their study to determine factors affecting people's intention in adapting to electronical money. Hansen et al., (2018) applied the theory in their research to study how customer's perceived ease of use will have impact towards their intention to use social media to perform online transactions. Guo et al., (2021) applied the theory to study on how perceived risks affect the people's intention in purchasing bottled water online. Bangun and Handra (2021) did a researched in understanding on how Theory of Planned Behavior and perceived risks will influence customer's online shopping behavior. Ikhsan and Ohliati (2020) applied the theory in their research to investigate the relationship between e-WOM and customer's social commerce purchase intention. However, there are no past research combining and examining the five independent variables proposed (brand recognition, perceived risk, peer pressure, e-WOM, perceived ease of use) together at once in studying the influence in customer's online purchase intention. The combination of these five independent variables in this study to examine the relationship with customer's online purchase intention will provide a new insight and clearer understanding for the marketers.

Moreover, the customer's purchase intention among Generation Y had been took into study in past research. Khan et al., (2020) had conducted a research on understanding the factors in affecting the purchase intention of purchasing halal cosmetic products among consumers from Generation Y. Kamalasena and Sirisena (2021) conducted a research on examining how the online communities and e-WOM will influence the purchase intention among consumer of Generation Y. Therefore, Generation Z is being targeted in this study to indicate a comparison and difference.

1.3 Research Questions

- How brand recognition affects among customer's online purchase intention of Generation Z?

- How perceived risks affect among customer's online purchase intention of Generation Z?

- How peer pressure affects among customer's online purchase intention of Generation Z?

- How e-word of mouth (e-WOM) affects among customer's online purchase intention of Generation Z?

- How perceived ease of use (PEOU) affects among customer's online purchase intention of Generation Z?

1.4 Research Objectives

1.4.1 General Objective

The aim of this research is to examine whether brand recognition, perceived risks, peer pressure, e-word of mouth (e-WOM), and perceived ease of use (PEOU) will affect purchase intention of online shoppers amongst Generation Z.

1.4.2 Specific Objectives

- To examine the relationship between brand recognition and customer's online purchase intention of Generation Z.

- To examine the relationship between perceived risk and customer's online purchase intention of Generation Z.

- To examine the relationship between peer pressure and customer's online purchase intention of Generation Z.

- To examine the relationship between e-Word of Mouth (e-WOM) and customer's online purchase intention of Generation Z.

- To examine the relationship between perceived ease of use (PEOU) and customer's online purchase intention of Generation Z.

1.5 Significance of Study

Purchase intention measures the behaviour among the consumers during the buying process based on how they perceived the usefulness of the brand (Laksamana, 2018). According to Tariq et al. (2013), as cited in Sanny et al. (2020), the authors stated that buying intention is known as the multi-step process that refers to the customer experience throughout recognizing the brand and they tend to obtain the knowledge about the product from the certain brand. The purchase intention is an essential indicator that will influence the willingness to pay for the product or services. This point was supported by Naeem (2019), the scholar indicating that the purchase intention of the consumer represented how their thoughts, reviews or opinions towards the brand that could guide the consumer during the buying process.

The research is important to study the consumer's purchase intention on the factors that would affect their purchase decision. Especially the Generation Z which is the young generation that spent their time on social media marketing to obtain information about the marketing products (Shatto & Erwin, 2016). This research could give an outline for the

marketers to figure out with the marketing plan that would bring competitive advantages to increase the brand recognition among other competitors. Practical contribution of the research is marketer could make improvement on the product placement such as improve the packaging of the product, rebranding the product to change brand attitude among the consumers to help in increasing the sales performance. The strong image of the brand would increase the brand recognition among the consumers (Agmeka et al., 2019), and it will boost the consumer's purchase intention to try the product.

Apart from that, this research helped the marketers to easily meet consumer's expectations based on the marketing approaches that were implemented to increase their market share. This research gave an outcome for the marketers to provide a strategic planning on marketing or online businesses so that they could attract more potential customers and subsequently strengthen the brand image among existing customers (Baran & Galka, 2016). For instance, quality of a product including the creative features will consequently influence the purchase intention among the customers (Novansa & Ali, 2017). Marketers will be able to identify the effective strategy on attracting their customers which encourages them to make the purchase intention when they have positive perception towards the brand (Tariq et al., 2017).

1.6 Definition of Key Terms Used

Generation Z: In Malaysia, Generation Z is generally referred to who was born between 1995 to 2010 is known as Gen Z (Nielsen, 2019).

Customer's purchase intention: According to Huang and Ge (2020), customer's purchase intention consider as a significant indicator for forecasting the behaviour of purchasing. The higher the purchase intention is, the more desire they are to buy.

Brand Recognition: According to Pidhurska (2020), brand recognition refers to the customers who are able to recognise and identify a brand when its slogan or logo is displayed within a very short period of time.

Brand Identity: Brand identity relates to an existence brand equipped with unique logo and symbols which have penetrated into people's mind as all these characteristics became the signature of the brand (Black & Veloutsou, 2017).

Advertising: Advertising refers to an activity about promoting its products and services by creating an advertisement and publish to the public (Hackley & Hackley, 2021).

Brand Awareness: According to Shabbir et al. (2017), brand awareness refers to the level of recognition by the consumers towards a specific brand or product includes its logo, slogan and quality.

Trustworthiness: According to Connelly (2016), trustworthiness refers to the quality of being relied on and trusted. The higher the trustworthiness, the more likely they are honest.

Past Experience: Past experience relates to the people who had been passing through some incidents, scenarios or things happened before (Wu et al., 2017). They are classified as experienced user.

E-word of mouth: According to Viglia et al. (2016), EWOM refer to a consumer who disseminate experience and information to family, friends or even public by writing reviews and recommendations on social media.

Social Media Influencer: According to Magno and Cassia (2018), social media influencer usually appears on social media as they would like to shape audience's behaviour and attitude via twitter, blog and other social media app.

Parasocial Relationship Concept: Parasocial relationship refers to a relationship that the audience get the chance to interact with celebrity or organization who as a social media influencer (Dibble et al., 2016).

Peer Pressure: According to Minifie (2016), the feeling that will influence someone to imitate the person that belongs to the same social group to behave like the same manner because the people in the group do so.

Perceived Risks: A sense of uncertainty on the issue from someone's understanding which caused serious consideration and it known as the prediction on failed to reach the desired outcomes (Pappas, 2016).

Financial Risk: According to Fedoryshyna and Todosiychuk (2019), financial risk is the possibility that will cause loss of capital in the investment or business that will lead to negative outcomes when the inadequate of company's cash flow.

Product Performance Risk: It refers to the sense of uncertainty when the product did not function as the expected level due to lack of the examination during the purchase through online (Kumar & Bajaj, 2019).

Perceived Ease of Use: It refers as the perception of customers towards the physical and mental efforts they will need to pay and level of confidence in using the technology system or digital device (Winata et al., 2020).

CHAPTER 2:

LITERATURE REVIEW

2.0 Overview

In this chapter, the dependent variable and independent variables will be explained in detail with the support by a wide range of past studies that are emphasized with respects of customer's online purchase intention. The research framework indicates regarding the factors that will influence customer's online purchase intention amongst Generation Z. Theory of Planned Behaviour (TPB) will be applied in present study to understand the relationships between dependent variable and independent variables.

2.1 Definition of Variables

2.1.1 Online Purchase Intention

Consumer lifestyles have changed significantly as a result of the rapid rise of Internet technology (Liu & Sai, 2010, as cited in Hasbullah et al., 2016). One of the most significant changes in people's lifestyles is how they purchase goods because online shopping has now become a viable alternative to traditional shopping (Wang et al., 2006, as cited in Hasbullah et al., 2016). After email and internet surfing, online shopping has grown rapidly to become the third most popular activity nowadays (Jamali et al., 2014 as cited in Arifin et al., 2018). In Garcia et al. (2020) view, the willingness of a consumer to buy a product from an online business is considered as online purchase intention. Nowadays, making a decision before purchasing items online has been made easier due to technology advancements that enable the publishing of product and service reviews (Sharifpour et al., 2016 as cited in Alhabi et al., 2020). From a similar perspective, Naseri (2021) claimed that this appearance is known as a

gap between intention and behaviour. This phenomenon can be classified as a difference between behavioural intentions and actual behaviour.

Intention is considered an indicator of how willing people are for a particular behaviour they will try to perform such behaviour (Ajzen, 1991, as cited in Lim et al., 2016). Intention will lead an individual to perform certain actions or behaviour. Arifin et al. (2018) concluded that understanding consumer purchase intention is vital in determining customer's purchase pattern. Consumer interest in making a purchase is the phase at which they choose between numerous brands in the option set. Ultimately, consumers purchase goods and services based on several considerations, as well as alternative alternatives and the buying process (Amanda et al., 2021).

Previous research has shown that qualities, brand knowledge, image, attitude, and loyalty are all measurements that have been shown to have a significant impact on purchase intention. (Tariq et al., 2013 as cited in Chetioui et al., 2020). Hafeez et al. (2017) also highlighted that the recommendation of an item on social networking websites, can positively affect prospective consumer's purchase intentions. Purchase intention is often used as a predictor of customer's actual purchasing behaviour, but it is very complicated to be assessed (Cheung & Tadani, 2012 as cited in Mohammed, 2019). Purchase intention is consumers' perceptions, behaviours along with attitudes towards the products, services, or even the sellers (Huete-Alcocer, 2017, as cited in Mohammed, 2019). Purchase intention is evaluated as a psychological expression in consumer behaviour, which may represent the actual probability of consumers choosing and purchasing a particular product (Bilal et al, 2021).

2.1.2 Factors that Affect Purchase Intention or Consumer Behaviour

As a result of the advancement of technology and globalization, Internet has evolved to serve as a new and advantageous consumption platform which allows domestic and international online transactions (Lim et al., 2016). In this case, the trend of rapidly increasing in online buying practice in Malaysia today has brought new challenges and obstacles to marketers as the customer's demand level is consistently rising in the current competitive market. Mirabi et al. (2015) indicated that developing and maintaining long-term relationship with customers are significant to the success of a brand. Marketers should have an insight to the possible factors which will influence customer's purchase intention. By this token, they can consolidate the profitable relationship with customers more productively (Mirabi et al., 2015). In like manner, Le-Hoang (2020) also claimed that it is crucial for the marketers to address the motivations and determinants which will lead to customers' purchase intention and their buying behaviour in order to design and execute comprehensive marketing strategies in targeted segments for the sake of gaining maximum profits effectively.

As a matter of fact, there are many previous studies pointed out various factors that affect customer's online purchase intention, such as price and conveniency. Nevertheless, the widespread use of the social network will easily change the customers' way of thinking and influence their needs and wants indirectly (Mirabi, 2015). This will cause the buying behaviour of the customers change from time to time. The alteration of consumer behaviour over the years has provoked marketers and researchers to look into the psychological aspects of the online customers (Lim et al., 2016). Thus, this study is going to analyse five potential factors which might influence customer's online purchase intention, namely brand recognition, perceived risks, peer pressure, electronic word-of-mouth (e-WOM), and perceived ease of use (PEOU).

2.1.3 Brand Recognition

Keller (1993) explained brand recognition as the capabilities of the consumers to remember the brand (Khurram et al., 2018) and how they distinguish the information through the visual or auditory form of marketing tools of the brand that keep in their memory (Rahman et al., 2020, as cited in Shaily & Emma, 2021). Brand recognition performed as an essential element that could influence the consumers' preference towards the brand (Russell, 2015, as cited in Olga, 2018). Based on the results conducted to discover young consumers' insights towards the brand, researchers indicated that young consumers will actively seek information and products with new features and follow the new trend in the market (Sasmita et al., 2015). The author mentioned that brand positioning by implementing the positioning by an attribute which focused on the customers' needs could provide a greater insight towards consumers to receive the brand messages and change their perceptions towards the brand (Payne, 2017). The research conducted by Payne (2017) suggested that Apple is a successful brand that provides a strong sense of identity towards consumers in product design and packaging, in addition the implementation of brand positioning through price-quality positioning on the precise promotion of price successfully bring added value towards the consumers to make determine of choice to associate with Apple.

Brand logos as the visual symbol of the organization that represents the brand identity of the company could encourage strong brand recognition and positive brand image towards the consumers (Van Grinsven & Das, 2016). The research conducted by the scholars revealed that the simple design logo could quickly increase the recognition among the consumers (Sánchez-Casado et al., 2018). A brand logo represents the symbolic association which brings emotional connection and develops a deep impression to attract the consumer's first sight. This point could be supported by Brodmerkel (2014) as the author suggested Nike is a powerful logo with the "swoosh" and phrase of the slogan, "just do it" which aligned with the vision of

making the world a better place brings a strong connection with consumers to make their brand appeared as more unique compared to other competitors. According to Sánchez-Casado et al. (2018), the scholars stated that recognition among the consumers could develop strong brand associations which bring direct impact towards establishing long-term relationships among the customers.

2.1.3.1 Online Advertising

According to Dinu and Dinu (2012), advertising is known as the strategy that is implemented for marketing communication to improve consumers' awareness towards the brand. The authors indicated that advertising creates visual impacts and could attract the attention from the consumers to enhance positive associations among consumers with the brand (Munnukka et al., 2016). There are three essential elements that would draw the attention of consumers which are content features, brand logo and the visual or audio elements of an online advertisement (McCoy et al., 2007, as cited in Ahmed et al., 2019). A good advertisement should be short and simple which provides concise information that establishes strong recognition in consumers' minds. Plus, an advertisisement with added creative appeals in terms of graphics, animations or video could attract the first sight of consumers.

Online advertising as the new trend that applied interactive technology provides a great opportunity to target potential customers and enhance the companies' sales. This point could be supported by the author that mentioned online advertisement could influence the consumer's purchasing behaviour effectively through the visual impact of the online advertising with the added value which is interactivity compared to traditional advertising (Deshwal, 2016). The scholars stated that social media advertising encourages digital engagement through Facebook, LinkedIn, YouTube and

Instagram among consumers which could enable marketers to measure the advertising effectiveness through quantitative metrics including the number of followers, likes, shares and comments on social media platforms (Voorveld et al., 2018).

Nguyen et al. (2018) suggested that co-branding in advertising contributed to the increased positive effects for the audience's memory which is known as "dual-brand memory interference" when there are two brands from different categories. When the marketers use a co-branding strategy which means that they use a famous brand to assist another not-so-famous brand for obtaining recognition among consumers, it could impact consumers' comparative quality perception which could provide higher credibility among consumers towards the brand and bring direct impact towards their purchase intention (White et al., 2017).

2.1.3.2 Trustworthiness

Trustworthiness is the sense of belief that is attributed to develop long-term relationships among the buyers and sellers (Kosiba et al., 2018). Trustworthy beliefs could manipulate the consumers' buying intentions through their online experience. This point could be reinforced by the author who claimed that consumers tend to be familiar with the well-established brand as they have confidence in the brand image (Katz, 2018). The positive brand image of the company could be shown by the active marketing activities on social networking sites (Zatwarnicka-Madura et al., 2016) and how the company positioning their brand could influence consumers' perceptions. Furthermore, consumers with trustworthy beliefs would perceive the brand as more reliable which could satisfy the consumers' interest (Wang et al., 2020). Consumer perceived the trustworthiness attitude based on the different dimensions in social media advertising based on informativeness, personalization and trendiness (Baskaran et al.,

2021), the author stated that active social media users tend to be aware of the marketing trend as they rely on the reliable information that published by the company at the official websites while they would highly engaged to the content with high credibility included high ratings, positive reviews and security badge such as the payment trust on the online shopping platforms. The researchers suggested that the website appearance and the reputation of the sellers allowed consumers to evaluate the credibility and both aspects could contribute to the consumer's purchase decision making (Shao et al., 2019).

2.1.3.3 Brand Experience

Brand experience refers to the internal consumers' response to their behaviour in the sense of their cognitive feelings that are related to the expectation and their perception towards the brand (Brakus et al., 2009, as cited in Nysveen & Pedersen, 2014). Researchers stated that consumers tend to have a high level of commitment to approach the brand that provides memorable and unique post-purchase experiences (Mostafa & Kasamani, 2020). According to Moreira et al. (2017), the scholars mentioned that brand experiences could bring positive impacts on the consumers' purchase intention which is guided by their previous perceived experience and the evaluation of the perceived quality of services.

The authors related brand experience to the increase in brand recognition of the consumers towards the brand whether they have the positive or negative experience in the past on the related factors of the brand stimuli including the product packaging, brand identity, communication strategies, design and so on (Nikhashemi et al., 2019). This point could be supported by Kruger (2018). The author suggested that brand stimuli act as the component that interacts with the feelings and thoughts of consumers

when they are exposed to certain brands during the process of consumers seeking information about the brand and how they recognized the brand.

Kruger (2018) also stated that the brand experience refers to various dimensions which included self-concept, self-brand connection and self-verification phase which contributed to the effects of satisfaction and stimulated the consumers' cognition and affection. The research conducted by (Khan et al., 2020) revealed that when the Muslims' consumers in Malaysia tend to have developed a sense of trust towards the globalize brand which provides halal certification such as the branded fast-food restaurants which are McDonald's, Burger King and KFC as they tend to make decision making on consuming the food items. Khan et al. (2020) stated that brand passion among consumers could develop long-term relationships with consumers and encourage them to share the information with their preference group.

2.1.4 Perceived Risks

Perceived risks are defined as the contrary outcomes that had been received by the people which were different from their initial expectation (Kim et al., 2008, as cited in Wu et al., 2020). Besides, perceived risks are the feeling and perceptions perceived by a person when the individual is experiencing a sense of insecurity and vulnerability (Alcantara-Pilar et al., 2015). Perceived risks in online purchasing and transaction environment are significantly higher than traditional transaction channel as this is because there is no face-to-face communication occurred between the sellers and customers, customers are uncertain on whether they will receive the actual product they saw online (Wu et al., 2020), and there is a great spatial between sellers and customers (Wang & Emurian, 2005, as cited in Alcantara-Pilar et al., 2018). According to Martin et al., (2015), a customer's perceived risks included credit card fraud, privacy and information leak, and their feeling of uncertainties on the online

purchase environment. In general, there are many types of customer's perceived risks during making online purchases (Han & Kim, 2017). Different risks will affect the consumers in different ways and different levels of disappointment, but there is a similarity between them which is they will eventually affect the customer's purchase intention especially during performing online purchase transactions (Donni et al., 2018). In other words, the high level of uncertainty will significantly lead to the high level of perceived risks (Hong & Cha, 2013, as cited in Ashoer & Said, 2016). Product performance risk and financial risk are the two main risks perceived by the customers when performing online purchasing (Bhatnagar et al., 2000, as cited in Wu et al., 2020). The online retailers will have to understand the reasons causing the risks and come out with solutions as needed to overcome the problems faced by the customers and make sales from their online businesses (Jain, 2021). The customer's perceived risks will affect their trust towards the sellers, and eventually affect their purchase decision (Martin et al., 2015).

2.1.4.1 Financial Risk

Financial risk is the possibility of risk received by online customers of experiencing loss in money. The monetary loss can refer to the product purchased by the customers that do not perform as expected or could not function (Featherman & Pavlou, 2003, as cited in Ariffin et al., 2018). Financial risk refers to credit card fraud and disclosure of personal private information on the Internet (Wai et al., 2019). According to Abrar et al., (2017), the main worry of the customers when performing online purchase transactions is that they were worried about credit card fraud. According to Adewumi and Akinyelu (2017), credit card fraud is a type of cybercrime that involved stealing the card owner's database and access to the credit card account

without the owner's permission online, which is also known as 'card-not-present' fraud. Financial risk is considered as a threat for the customers, therefore they will have to take it into consideration before making any online purchases and this had caused them to become uncertain on their opinions and lead to an undesirable customer's online purchase intention (Haider & Nasir, 2016).

2.1.4.2 Product Performance Risk

Product performance risk refers to the uncertainty and potential loss that results when the purchased product fails to meet the customer's initial expectation in performing its anticipated functions and benefits (Crespo et al., 2009, as cited in Yaraş et al., 2017). In fact, while shopping through the virtual sale-purchase channels, shoppers can merely rely on the product descriptions and images provided by the online retailers whereas they are unable to check and try the product physically before making the purchase. Consumer's fear and anxiety might be raised due to the inability in examining the actual product quality and insufficient of accurate product details given by the sellers (Wai et al., 2019). Thus, the losses will take place when the delivered product is not being able to fulfill the customer's satisfaction. For instance, the appearance and quality of the actual products are literally different from the seller's description, or maybe the product is unable to perform its functions properly and efficiently. In such a situation, the customer will consider the online transaction as their loss in money since the product is not worth the money to purchase. Based on the past findings, product performance risk has a significant impact on consumer purchase behavior as customer's purchase intention and willingness towards a certain product will be immediately minimized once they perceived the product performance risk will

be higher than their satisfaction (Zhang et al., 2012; Dai et al., 2014, as cited in Ariffin et al., 2018).

2.1.5 Peer Pressure

According to Rizwan (2013), peers refer to people who are in the same social circle with similar age or interests, which are constituted by friends, acquaintances, siblings, and so on. Peer pressure is generally defined as a social phenomenon where a person's behaviour, attitude, and belief are influenced directly or indirectly when the psychological pressure is exerted by members within a same social group as the members desired to have a sense of belonging to involved in a particular group (Yogananda & Nair, 2019). Mariana and Lamarauna (2017) claimed that peers are considered normative reference groups as they alter an individual with attitudes, values, and norms through direct interaction. Peer pressure can also be understood as a feeling of guilty arising from the individual when the individual does not comply to the group's norm or does not perform the same as other members from the same group (Mei et al., 2012). Kian et al. (2017) stated that when peer pressure is applied in the online shopping context, it refers to a consumer's buying intention and behaviour that can be influenced by his or her peer on whether he or she should purchase a product or service. In fact, peer pressure has become a significant impact on consumer behaviour and purchase intention, especially during the adolescence stage of a youth (Shi & Xie, 2014, as cited in Shi et al., 2016). Youths are relatively vulnerable and susceptible to peer pressure compared to adults as they are still in the stage of immaturity of thought and do not have their own opinions, hence, they will choose to follow their peers blindly to make decisions that are complied with peers' expectations and perceptions (Gulati, 2017). Thereby, the concept of peer pressure is crucial in understanding the buying intention of consumers amongst Generation Z due to the normative reference group has always been an indicator of influencing consumer behaviour and purchase

intention (Chang & Nguyen, 2018). According to Sheth and Kim (2017), peer pressure usually exists within the youths as they are the ones who required more sense of belonging with other members of the same group because they spent more time with their peers as compared to the adults.

2.1.6 Electronic Word of Mouth (e-WOM)

Word of Mouth (WOM) refers to any customer's review about an organisation, brand, products, and services, in which the recipient believes that the sender has non-commercial intentions despite of favourable or unfavourable. (Arndt, 1967 as cited in Verma & Yadav, 2021). WOM communication used to be done face to face, and it was discussed and exchanged with close friends and relatives exist within the space for a small period of time. However, the impact of web 2.0 technology has brought a platform in social networking sites, transforming traditional WOM to electronic word of mouth (e-WOM) (Sulthana & Vasantha, 2019). According to Walsh, & Gremler, (2004 as cited in Liu et al., 2021), e-WOM is derived from the concept of "Word of Mouth" (WOM), which refers to any informal communication about brands, products, and services by using the Internet as a medium. The other researcher, Ismagilova et al., (2017) holds the same point of view that the process of e-WOM dynamic and continuous exchange information about brands, organizations, products, and services between various consumers like potential and existing consumers which can be provided to many people and organizations through the Internet. Online customer reviews and influencer endorsements can be categorized as e-WOM because they reflect consumers to express their experience and appraisal of a product or service with other potential consumers (Hennig-Thurau et al., 2004 as cited in Dwidienawati et al., 2020). This growth in the use of social media for purchasing decisions can be attributed to its focus and becoming a source of relevant information (Yang,

2017). Consumers may exchange information, recommendations, and opinions with the click of a mouse on social network sites.

2.1.6.1 Online Review and Recommendation

One of the most major forms of e-WOM is online reviews. Consumers can provide product reviews on a variety of platforms. Social media is the platform that allows consumers to share their knowledge of products and services, which helps to build and advertise the brand (Ekran & Evan, 2016 as cited in Bhat, 2020). Through social media, consumers surrounded by the digital world may develop, publish, and share information that will eventually be crucial in making purchasing decisions (Ek Stevan & Marini, 2020 as cited in Kim et al., 2021). Consumers can make recommendations to their friends or followers on social media. This is because consumers can gain knowledge from a large and wide dispersed group of other unknown consumers for information and knowledge sharing of the product or brand by engaging in e-WOM conversations (Zhou et al., 2021). Tahir & Khan (2020) mentioned that before making a purchase from an online social network store, most potential customers will look for evaluations from previous customers. Online reviews allow potential customers advice, as well as characteristics and experiences about the product or services. From a similar perspective, Huang et al., (2020) also claimed that online reviews are personal views or complaints about products expressed on different platforms such as customer websites, personal webpage, commercial product website and remain for a long time on the Internet. Simultaneously, customers can search for relevant item knowledge immediately. As a result, online reviews play a considerable role in predicting their purchasing decisions.

2.1.6.2 Influencer Endorsement (Parasocial Relationship Concept)

According to Weismueller et al., (2020), social media influencers may publish and share content related to particular fields of interest or expertise on social media platforms such as YouTube, Tik Tok, and Instagram. He also stated that people who are interested in a specific topic such as travel, makeup and food can follow and communicate with influencers to stay up to date on the latest news and trends. The tendency of social media users to treat their favourite influencers as their trustworthy friends or mentor may drive them to involve in pseudo-social interactions and build parasocial relationships with them (Yuksel & Labrecque, 2016). Parasocial relationships can be known as the relationship established between users of social media users and social media influencers (Sokolova & Kefi, 2020). Users of online social networks can build this relationship with bloggers by subscribing to their channel or blog and following their posts on social media (Sokolova & Kefi, 2020). Hwang & Zhang (2018) highlighted that followers may also feel close to influencers and purchase products because of the close expression and conceptualization of this perception, this can also know as an antecedent of purchase intention. For example, during a live streaming show of Jiaqi Li, a well-known broadcaster in China Mainland sold over 10,000 lipsticks in five minutes. The majority of viewers were not hesitated to purchase a product if Jiaqi Li recommends it (CITIS, 2019 as cited in Lu & Chen, 2021). This is because the greater the parasocial relationship, the more likely an audience to purchase the celebrity's recommended product (Martin & Ballantine, 2005 as cited in Yuan et al., 2021). On live-streaming purchasing websites, buyers obtain recommendations or opinions (e-WOM) in a different way than on other platforms. The buyers are more likely to make a purchase because of their knowledge in specific fields, social media influencers have been a valuable source of information (Lou & Yuan, 2019).

2.1.7 Perceived Ease of Use (PEOU)

Perceived ease of use is the perception of a person believes in adopting to the advanced technology will ease their efforts (Davis, 1989, as cited in Kian et al., 2017). In present study, perceived ease of use is referred to online shopper's perception in which he or she assumes that buying from online shopping platforms can be used easily with minimal mental and physical exertion (Iriani & Andjarwati, 2020). In other words, it describes the online shoppers' expectations on how effective online shopping is to fulfil users' tasks and satisfactions and how effortless the use of the Internet as a mechanism to purchase products and services (Rehman et al., 2019, as cited in Mondol et al., 2021). Generally, online customers will perceive the online shopping platforms are easy to use on the conditions that the platforms are able to provide sufficient product information, easy to learn, as well as uncomplicated and controllable navigating website interfaces and features (Cho & Sagynov, 2015; Moslehpour et al., 2018; Polas & Afshar Jahanshahi, 2020, as cited in Mondol et al., 2021). Although past research has indicated online shopping practice acts as a convenient tool and developed positive outcomes among the online shoppers in the generation today, the need to use interactive websites or applications is likely to be a daunting matter to some consumers who are not familiar with the operation of technology (Ofori1 & Appiah-Nimo, 2019). Nevertheless, if consumers perceive that the degree of benefits will be gained in online purchasing such as convenience are higher than the negative perception in engaging with online shopping platforms, the potential online customers will be more likely to involve themselves in the online purchasing practice and they will gradually reduce the frequency to purchase products or services from conventional physical stores (Ofori1 & Appiah-Nimo, 2019). It is because when a potential consumer perceives that the technology or system is easy to use and control, the consumer is more likely to adopt the technology since it does not require any specialized knowledge and technique (Smith et al., 2013, as cited in Peña-García et al., 2020). Thereby, it indicated that perceived

ease of use will allow customers to drive their intention to complete an online transaction by using technology (Pavlou, 2001, as cited in Kahar et al., 2019).

2.2 Theoretical Framework

2.2.1 Research Framework

Independent Variables   **Dependent Variable**

| Brand Recognition |

| Perceived Risks |

| Peer Pressure |

| e-WOM |

| Perceived Ease of Use |

H1
H2
H3
H4
H5

| Customer's Online Purchase Intention |
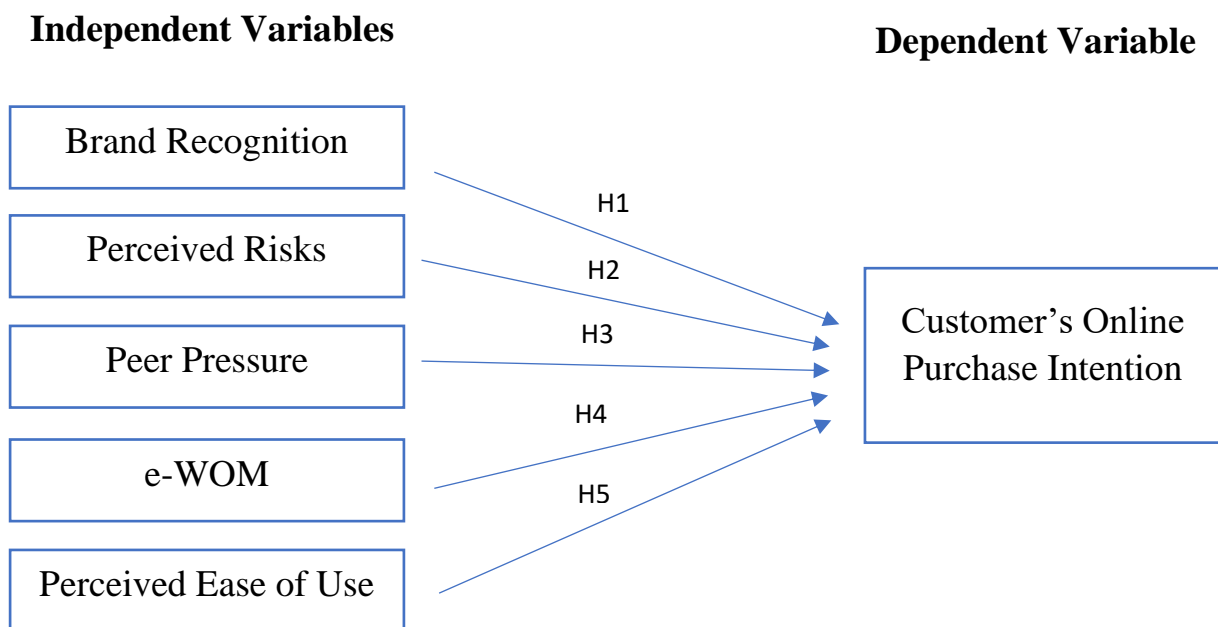
Figure 2.2.1 Independent Variables vs Dependent Variable

2.2.2 Theory of Planned Behaviour

Theory of Planned Behaviour (TPB) will be applied in present research. According to Conner (2020), TPB is extensively used by researchers in order to understand, explain, and predict behaviours across a wide range of behavioural domains. This theory assumes that intention to perform certain behaviour is the main determinant which drives the behaviour (Steinmetz et al., 2016). In fact, TPB is evolved and

developed from Theory of Reasoned Action (TRA) by adding a new variable which is 'perceived behavioural control' (Javadi et al., 2012) as TRA has limitations in tackling behaviour when individuals are not completely volitional control over certain situations (Ajzen, 1991, as cited in Paul et al., 2016). Different with TRA, TPB proposed that an individual is assumed to engage in a certain behaviour on the condition that he or she has actual control over the behaviour (Ajzen, 1991, as cited in Lim et al., 2016).

Yadav & Pathak (2017) claimed that according to TPB, the behaviour of an individual is affected by three different beliefs which are behavioural, normative, and control. These will influence the attitudes, subjective norms, and perceived behavioral control which eventually alter an individual's intention. Moreover, Ajzen (1991) also proposed that behavioural beliefs are expected to affect attitude; whereas subjective norms will be affected by normative beliefs, and whereby control beliefs will establish the foundation of perceived behavioural control (Yousafzai et al., 2010).
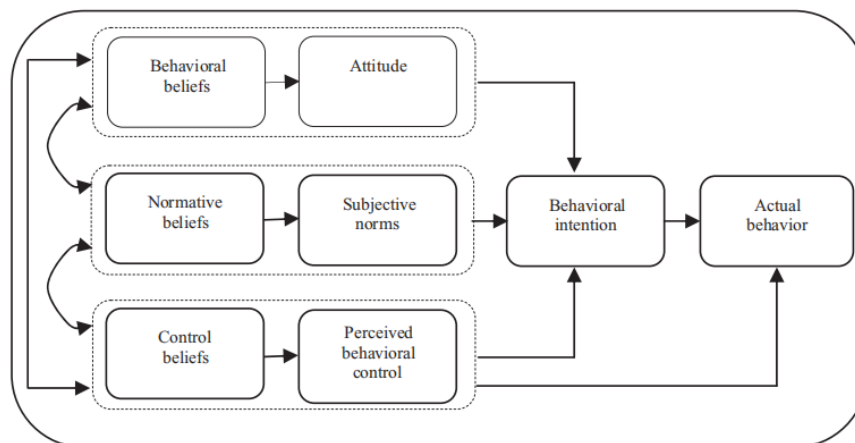
Figure 2.2.2

Source: Theory of Planned Behaviour (Ajzen, 1991, as cited in Yousafzai et al., 2010)

Definition of Constructs of TPB:

- **Attitude**

An individual's judgement or appraisal towards certain behaviour (Ajzen, 2020).

- **Behavioural Belief**

The subjective perception of an individual about the likelihood of the outcomes when performing a behaviour (Senger et al., 2017)

- **Subjective Norms**

A social factor which is defined as the perceived social pressure to engage in certain behaviour (De Groot & Steg, 2007, as cited in Han et al., 2017). It is also referred to the influence of important one towards an individual's performance of behaviour (Jain et al., 2017).

- **Normative Belief**

Perception of an individual regarding how significant others such as peer, family, co-worker, media, and so forth, would like he or she to behave in certain circumstances, and also the individual's motivation to comply with opinions and expectations of others (Ajzen, 1991, as cited in Yadav & Pathak, 2017).

- **Perceived Behavioural Control**

Perception of an individual on how efficiently he or she can control the performance of the behaviour, such as perceived easiness or difficulty when engaging in certain behaviour (Verma & Chandra, 2018).

- **Control Belief**

Beliefs of an individual towards the personal evaluation about the power of the possible factors in facilitating or impeding the behaviour (Ajzen, 1991, as cited in Yadav & Pathak, 2017). Both control belief and perceived power will significantly contribute to perceived behavioural control (Ajzen, 2020).

2.2.2.1 Brand Recognition and Attitude

Brand recognition is known as the consumer's ability to remember the brand instantly over other brands and it is the important aspect that influences a consumer's purchase decision when the consumer is required to make the preferential choice (Khurram et al., 2018). The researchers suggested that focusing on an emotional marketing strategy which refers to generating consumers' consciousness through exposure to the visual elements in the advertisement or generating a short and recognizable slogan could effectively deliver the brand messages towards the consumers (Antonetti et al., 2015). Pasaribu et al. (2013) mentioned that the consumer's positive attitude towards online advertisements posted on social networking sites brings a significant impact on the consumer's purchase intention. Consumers could have two-way communication through social networking sites as they could engage with the company through the interactions such as clicking on the 'like' and 'share' buttons through Facebook, Twitter, Instagram, and so on and it could portray a positive attitude among consumers towards their preferences brands in addition share common interests with their mutual friends through social media. The consumer's attitude will likely be affected by the cognitive and affective response (Sofi et al., 2020) which means that consumer's cognition would bring the affection towards developing the loyalty towards the brand or develop the

strong belief in perceiving the familiar brand as the best choice. The researchers stated the key aspect that determines the consumers' online shopping attitude is the perception of consumers towards the brand based on the level of trust and the sense of credibility on the brand websites (Akroush et al., 2015). Consumers tend to have high credibility based on the information quality from the websites that they perceive as high reliability as the consequences they will eventually anticipate repurchase intention when they are satisfied with the past experiences (Hui, 2017).

2.2.2.2 Perceived Risks and Attitude

In TPB, attitude is generally referred to the overall favourable or unfavourable evaluation of performing the behaviour (Tornikoski & Maalaoui, 2019), while perceived risks are defined as the amount of uncertainty and potential loss perceived by customers before making their purchase decision (Cox & Rich, 1964, as cited in Javadi et al., 2012). Ajzen (2020) proposed that a favourable and positive attitude towards a certain behaviour will lead to certain action. In contrary, one's intention to perform a behaviour will be minimized if the person holds negative and undesirable evaluation towards the behaviour. Likewise, an individual purchase intention will be generated when the person has favourable attitude towards the online purchase behaviour to purchase the products or services. Nevertheless, perceived risks are generally shown as the negative outcome of one's purchase decision in online shopping (Bhatti et al., 2018). Past researchers indicated that high level of risks perceived by customers will result in the lower customer's purchase intention (Mohseni et al., 2018). It is because customers are not willing to take risks once they believe that the buying experience is unable to meet his or her satisfaction. Thus, when an individual is aware of there will be negative consequences and potential losses emerged from his or her buying decision, he or she

will have a negative attitude towards the buying behaviour, and eventually, the intention to perform the buying behaviour will be eliminated.

2.2.2.3 Peer Pressure and Subjective Norms

In TPB, subjective norms refer to the direct or indirect social pressure that is exerted on a person to perform certain behaviour (Ajzen & Fishbein, 1980, as cited in Yadav & Pathak, 2017) whereas peer pressure is defined as the phenomenon when an individual voluntary or involuntarily behaves in certain manners in order to complies with expectations and views of members who are in the same social circle (Clasen and Brown, 1985, as cited in Rizwan et al., 2013). In fact, subjective norms are originally referred to peer pressure (Doll & Ajzen, 1992) and shaped from normative belief (Foltz, 2016). Javadi et al. (2012) claimed that subjective norms are able to affect a person's intention to act a behaviour since a person will easily being affected by perception of others such as family, co-workers, peers, and so on. People will usually perform certain behaviour in order to adhere to others' perceptions, especially teenagers as they are usually vulnerable to peer pressure and they have a high level of possibility to perform the behaviour in order to comply with peers' expectations (Rizwan et al., 2013). Thereby, peer pressure will have an impact towards a person's behaviour. In the context of online shopping, Le-Hoang (2020) argued that customers' perceptions of the normative reference groups will be reflected in subjective norms. For instance, according to Kian et al. (2017), normative reference groups such as peers will construct social pressures to a person in deciding whether to purchase a product or service in order to prevent being left behind by other members who are in the same social group despite the person do not have interest to purchase the product or service. Moreover,

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Lim et al. (2019) deemed that the change of an individual's attitude, perceptions, and behaviour will take place in order to conform to the 'acceptable behaviour' under certain social groups.

2.2.2.4 e-WOM and Subjective Norms

Kongsompong et al. (2019) highlighted that individual behaviour is voluntary and based on individual beliefs, sensations, and collective subjective norms but rather than regulated and imposed. Subjective norms can be regarded as one of the key factors that affect the individual's judgement in society (Manning, 2009, as cited in Gohar et al., 2020). The attitude and behaviour, which are rooted in subjective norms, impact an individual's willingness to engage in social behaviours (Bellucci et al., 2018, as cited in Perera et al., 2020). It is a factor that is commonly applied to determine how it affects consumers' intentions to purchase products online (Kim, 2016; Pavlou & Fygenson, 2006, as cited in Lee et al., 2021). On the other hand, e-WOM is defined as any positive or negative statement regarding products or services that is posted by the former customers through online platforms (Iriobe & Abiola-Oke, 2019). Gohar et al. (2020) mentioned that there is a strong connection between subjective norms and e-WOM. This is because both variables have a social basis and are formed through communication and information sharing with society, indicating that there is a close correlation between the two. Nowadays, consumers start to look for and exchange information about services and products via social networking websites, and social networking websites have become one of the important pathways for consumers before making their accommodation purchase decisions (Varkaris & Neuhofer, 2017). Hence, when consumers express positive e-WOM, it shows that they are impressed with their

experience. Iriobe & Abiola-Oke (2019) claimed that, online shoppers who are active in social media platforms can always obtain online reviews of previous buyers of certain products and services whilst these e-WOM information is likely to influence an individual's purchase intention as well as the group norm. In other words, the more online shoppers share their online buying experiences, the more other online shoppers' online purchase intention will be affected and eventually lead them to perform the online buying practice. According to Durmaz & Yuksel (2017), suggestions are often submitted by many experienced consumers through online. Consumers who intend to purchase products or services online will collect information from these forums and compare the consistency of suggestions (Durmaz & Yuksel, 2017). This is because individuals tend to follow the normative ideas (Zhang & Watts, 2004 as cited in Durmaz & Yuksel, 2017). Thus, if the reviews are consistent with other forum users, consumers are more likely to give a higher evaluation of the credibility of the suggestions.

2.2.2.5 Perceived Ease of Use and Perceived Behavioural Control

Perceived ease of use refers as the perception of an individual towards a technology about how easy it is to make use of the technology (Davis et al., 1989, as cited in Ma et al., 2017). Perceived ease of use is an indicator to measure an individual's level of trust towards information system, the individual believes that accessing information is an easy task and the information system would help the individual to solve problems and issues encountered (Monisa, 2012, as cited in Pratama, 2019). Then, perceived behavioural control is the capability perceived by an individual in engaging certain behaviour (Ajzen, 1991, as cited in Shin & Hancer, 2016). Perceived behavioural control can be used to determine difficulty level of behaviour, it is depending on the

information and resources provided to engage the behaviour (Ajzen, 1991, as cited in Le-Hoang, 2020).

According to Hansen (2018), perceived ease of use will influence perceived behavioural control. When an individual thinks that the specific behaviour is easy to perform, the individual will decide to perform certain behaviour because the individual has faith that he or she has the ability to handle the behaviour, the intention to engage the behaviour is high. According to Le-Hoang (2020), perceived behavioural control refers as the consumer's perception towards a behaviour, the in-hand resources as well as information will assist the customers in identifying the degree of difficulty of a behaviour. In the context of online shopping, perceived behavioural control will determine the purchase intention of customers (Lin, 2007, as cited in Le-Hoang, 2020). For instance, if the customers are familiar with the procedure of purchasing items through Lazada or Shopee, there is a high possibility that the customers will purchase the items. Moreover, Doshi (2018) stated that e-commerce services will be positively affected by perceived ease of use, if the online platform is easy to access and operate, the customers will be active in accessing the platform. According to Pratama (2019), perceived ease of use can encourage an individual to adopt the information system. If the individual feels that the information system is not complicated, the individual will likely to use it. In the setting of online shopping, if the individual is capable of using Lazada or Shopee, the intention to purchase items of the individual will increase.

2.3 Relationships between Variables

2.3.1 Brand Recognition and Customer's Online Purchase Intention

Brand recognition refers to the brand image based on the consumer's side (Dash et al., 2020) and the ability of the consumer to remember and recall the brand through the visual signs

which include the brand name, brand logo if they have seen the brand before. Nowadays, many companies choose to use online advertising as one of the marketing strategies to promote their brand as well as bring the brand message towards the target audiences (Todri et al., 2020). In addition, advertising could increase the brand recognition among the audiences when someone's cognitive ability to recall the information while it would bring potential to create the brand awareness among the audiences (Wang & Japutra, 2020). According to Domazet et al. (2018), the scholars stated that brand awareness will seriously affect the customer experience as it will influence the feelings, attitude, belief and brand perception among consumers.

According to Chaney et al. (2018), the authors mentioned that online advertising could boost the brand recognition through the creative elements in the advertising which are the content, design features included graphics visual, typography and colors that would influence the consumers to recall the brand in their mind as well as attracts the new customers to make the purchase decision.

Consumers' strong brand recognition on the brand could enhance the trust to shape the positive brand attitude among the consumers in determining their buying interest (Lazaroiu et al., 2019). According to Kim et al. (2020), the scholars stated that emotional involvement as one of the key reasons on how consumers recognized the brand through the brand experiences. Brand experiences as a great marketing strategy to reach the potential audiences by establishing a deeper emotional connection and bringing higher brand affection among consumers by positively influencing their thoughts, feelings and behavior (Hwang & Lee, 2018). Subsequently, consumers tend to choose the same brand consistently and they perceive that the brand is the best choice for them even after they have tried other familiar products from other brands.

2.3.2 Perceived Risks and Customer's Online Purchase Intention

Perceived risks are referred to the customer's perception of uncertainty, undesirable consequences, and potential losses when engaging in an online transaction (Dowling and Staelin, 1994; Yang et al.,2016, as cited in Rosillo-Díaz et al., 2019). Xu & Wang (2018) stated that as compared with traditional offline business, there is a higher level of uncertainties that emerged in virtual stores due to the products or services are unable to be physically tried by customers before making a purchase decision. Thus, before purchasing a product or service online, customers will take account of the potential risks that might be associated, such as financial risk or product performance risk which are discussed in present study. A past study conducted by Kim et al. (2008) indicated that the confidence and customer's perception of risks have a powerful effect on customer's purchase intention (Tran, 2020). Nevertheless, according to Zhao et al. (2017), perceived risk is generally playing a negative role in affecting customer's online purchase intention as the customers are reluctant to take risks on the condition that they think the perceived risk will be greater than their expectation and satisfaction towards the product or service. For instance, customers will tend to search for more product information if they consider there is an existence of perceived risk in the purchase decision, and this will cause the purchase decision process to become complicated and time-consuming whilst this might gradually weaken customer's willingness and intention to purchase the product (Ashoer & Said, 2016). Hence, in other words, the higher degree of risk that customer perceive, the lower degree of customer's intention to purchase the product or service online (Arruda Filho et al., 2020).

2.3.3 Peer Pressure and Customer's Online Purchase Intention

According to Gulati (2017), the marketers will often seek for the peer pressure opportunities for their businesses even youths without financial independence are their target audience as well. The reason for this is because there is a chain reaction for peer pressure occurred between the children and their parents, the peer pressure from the youth will turn into the pressure for their parents whenever the children request to purchase something from their parents, and eventually the peer pressure will successfully be ending up for the parents to make an actual purchase for their children. Peer pressure will impose a force despite of intentionally or unintentionally on an individual from other members within a group, hence triggering their purchase intention (Ye et al., 2020). Peer pressure which also known as persuasion conformity occurred when a member within a similar group started to persuade other members to purchase the same products they were using, so that the members within the same group will show the same appearance by acting and thinking similarly (Ayub et al., 2018). When the members within a group started to share the information and experience of using a particular product or services, this will attract and activate the interest of the other members to have the same enjoyment and satisfaction as well (Aral & Walker, 2011, as cited in Sheth & Kim, 2017). In other words, intentional and unintentional peer pressure will have an impact on customer's online purchase intention.

2.3.4 e-WOM and Customer's Online Purchase Intention

According to Yap et al., (2013, as cited in Rahman et al., 2020), e-WOM might provide either positive or negative information because customers may recommend or warn others about products based on their own experiences. Therefore, customers become involved in e-WOM as a to search for accurate information prior to making a purchasing decision. Tan & Lee (2018) points out when consumers wish to buy a product online, they normally seek for other consumers who have purchased the items online before for a recommendation on why

or not to buy it. Consumers with purchasing experience can help others make purchasing decisions. Erkan & Evans (2018) stated that consumers are more persuaded by e-WOM with higher WOM quality, and that is easier to persuade their purchase intentions. In other words, high quality e-WOM information is more likely to excite interest of the customers and raise their online purchase intention than low e-WOM information (Erkans & Evans, 2018).

2.3.5 Perceived Ease of Use and Customer's Online Purchase Intention

According to Iriani & Andjarwati (2020), the more often the system is used by online shoppers signifies that the system is known widely, easier to be operated and used by its users. In past research, Singh et al. (2016) proposed perceived ease of use will affect customer online purchase intention. Online purchase intention will increase due to easiness to use the online shopping platforms (Chen & Ching, 2013, as cited in Hanjaya et al., 2019). For instance, when an individual has self-confidence and perceives that purchasing products or services online will be effortless and controllable for his or herself by using the technology or systems such as the Internet, social media platforms, and applications, this will an individual to use to use online platforms to purchase products and service (George, 2004). The easier in operating the technology or system, the more online shoppers think that they have the control and capability in making online purchases. Hence, they are more likely to involve themselves in the online buying behaviour.

2.4 Hypothesis Development

2.4.1 Brand Recognition and Customer's Online Purchase Intention

Brand recognition refers to the basic standard of brand awareness that is essential for the consumers before they make the purchase decision (Pandjaitan, 2018). The consumers with high brand recognition tend to recall the brand logo or slogan and it will perform a high

possibility for them to choose the brand compared to the brand that they are unfamiliar with (Gumber & Rana, 2017). The scholars indicated that the brand with strong brand recognition among the consumers has established a strong presence in the consumers' mind so that it could easily enhance the credibility among the consumers to make them feel more secure by choosing the recognized choice (Reitsamer & Brunner-Sperdin, 2021).

Ghouri et al. (2017) mentioned that consumers' online shopping behavior could be categorized in three different aspects which are impulse purchase orientation, brand orientation and quality orientation. Ajzen and Fishbein (1980), as cited in Ghouri et al. (2017) stated that impulse purchase behavior refers to the unplanned consumer behavior as they would make purchase decisions on buying the product based on their emotional preference after they observed and evaluated that the product could meet their expectations. Quality orientation means by the product quality and the product design based on the consumers preference which enhance customers to make their purchase decision (Gehrt, 2007, as cited in Takaya, 2019). In addition, brand orientation refers to the identification among the consumers about the product and services of the brand (Kotler & Keller, 2012, as cited in Takaya, 2019). Ogunsanya et al. (2020) suggested that brand orientation could be defined as how the consumers perceived the brand identity through the social marketing activities on evaluating the organization performance to generate the positive or negative attitude towards the brand. Plus, customers that enjoy online shopping tend to focus on the product quality, package design, price and information reliability and they will measure their level of satisfaction through their purchase experiences. Subsequently, it would encourage repetition of purchase behavior among the consumers to engage with their preference brand. The scholars indicated that perceived quality, perceived value and customer satisfaction will highly be attributed to the consumer's purchase intention (Faryabi, 2015).

Hence, there is the correlation between brand identity and customer online purchase intention (Mao et al., 2020) as the authors revealed that consumers are conscious of their brand experience and perceived quality of the product to make their buying decision. This hypothesis is supported by the scholars indicating that brand recognition that occupies in the consumers' mindset could create the impression of the consumers to influence their buying intention (Shahid et al., 2017).

H1: Brand recognition has a positive relationship on customer's online purchase intention of Generation Z.

2.4.2 Perceived Risks and Customer's Online Purchase Intention

Perceived risks are defined as the perception of users in which the uncertainty factors they face during the online transaction as they are unable to predict the adverse consequences of their buying decisions, such as financial loss and product performance risk (Chiu et al., 2014, as cited in Gan & Wang, 2017). Several antecedent literatures have shown that perceived risks play a pivotal role in inhibiting the formation of customers' satisfaction level and purchase intention. Indeed, perceived risk is a critical variable in identifying the factors that influence customer purchase intention (Ariffin et al., 2018). Different with other factors, perceived risk is generally a determinant which will negatively affect customer's online purchase intention (Chang & Chen, 2008, as cited in Le-Hoang, 2020). Wai et al (2019) revealed that perceived risk is a determinant of unforeseen of dissatisfaction of customers' purchase decisions. It is a robust indicator of consumer behaviour since in general, customers tend to avoid and minimize potential failures that might take place due to their purchase decisions rather than pursue the purchase accomplishment (Donni et al., 2018). Moreover, as pointed out by Abou Ali et al. (2020), several researchers argued in their past studies that the higher the customer's perception towards the risk of purchasing from online shopping platforms, the weaker the customer's

willingness and intention to complete the online transaction. Likewise, as mentioned by Wai et al. (2019), the greater the risk perceived by customers, the more likely customers will shift to conventional physical stores to acquire a product or service. Nevertheless, low customer's perceived risks will lead to greater customers' online purchase intention. By this token, it indicates that customer's online purchase intention is relying heavily on the degree of perceived risk (Liang & Huang, 1998, as cited in Meskaran et al., 2013).

H2: Perceived risks have a negative relationship on customer's online purchase intention of Generation Z.

2.4.3 Peer Pressure and Customer's Online Purchase Intention

In fact, peer pressure is one of the main determinants in affecting customer's online purchase intention and alternating the individuals' purchase pattern and behaviour (Martinez & Seock, 2017). Peer pressure usually is being said as a result from group-thinking because members within the same group would like to have a sense of group belonging with each other, thus they will choose to act, enjoy, think, and even making purchases in the same way and this stimulate the member's online purchase intention (Lim et al., 2013, as cited in Bhattacharya & Anand, 2016). The degree of peer pressure depends on the level of intimacy between members within the same group (Ramasamy et al., 2020). The members among the same group will have a high rely on and influenced by suggestions and persuasions from other members if the relationship between the members in the particular group is strong (van Zantvliet et al., 2020). Communication within peers will also influence the customer's online purchase intention directly which is persuading peers to follow actions and behaviours of other members, and indirectly which is the individual would like to involve in receiving the same enjoyment and satisfaction level of the products as the peers (Wang et al., 2012, as cited in Princes et al., 2020).

The customer's purchase intention of an individual will increase if they get the supports and persuasions from their peers (Tseng & Lee, 2013, as cited in Kshetri & Jha, 2016).

H3: Peer pressure has a positive relationship on customer's online purchase intention of Generation Z.

2.4.4 e-WOM and Customer's Online Purchase Intention

A number of authors have reported on the direct influence of e-WOM on purchase intention. Michelle (2018) stated that e-WOM is the factor that had a positive impact on customer purchasing intention and consumer reviews were the most significant factor in influencing consumer purchase intention. If consumers have a good experience with a particular brand, services or products, they are more willing to buy and repurchase online. Erkans & Evans (2016) discovered how e-WOM conversations on social networking websites lead to customer purchase intention as social media has provided a good platform for e-WOM communication to let them share to their friends on any brand's products and services. According to the study of Seo & Park (2018), people search and collect e-WOM information provided on social media before making a purchasing decision to reduce anxiety. The e-WOM information which share by experienced consumers who have purchased the goods online before will be more trusted (Seo & Park, 2018). Kala & Chaubey (2018) believed that marketers should use e-WOM to build brand popularity, which will influence consumers to make a purchase decision. With the growth of the internet, customers are interacting with one another and sharing information about products and services via e-WOM as e-WOM communications is the quickest and easiest way to build brand image and influence purchase intention (Kala & Chaubey, 2018).

H4: Electric word of mouth (e-WOM) has a positive relationship on customer's online purchase intention of Generation Z.

2.4.5 Perceived Ease of Use and Customer's Online Purchase Intention

Perceived ease of use has impact towards customer's online purchase intention because once the customers found out that using digital device or shopping online will save their efforts such as time, then this will successfully trigger their online purchase intention (Ozturk et al., 2016). Past research found out that a customer's perceived ease of use is a vital variable that affect online purchase intention and this determinant will have a positive impact towards customer's online purchase intention (Abd Aziz & Abd Wahid, 2018). The perceived ease of use is an individual's both physical and mental efforts in using the advanced technology and browsing online stores to purchase a product or service, the lesser efforts that the individual will have to pay, the higher chance for the individual to use the technology to perform online purchasing (Bonn et al., 2016). According to Primanda et al., (2020), perceived ease of use will affect customer's using of technology and adapting to information online. Customers can now easily purchase product and service online, and even searching for related information online from the online shoppers easily (Vasic et al., 2019). Therefore, the efforts from online marketers on creating and designing an online marketing platform or websites should always take customer's perceived ease of use into consideration (Tandon et al., 2016; Lindh et al., 2020), as this will bring convenient for the customers and a good customer relationship and trust can be established, and this will eventually be affecting the customer's online purchase intention in a positive way (Vijayasarathy, 2004, as cited in Bonn et al., 2016; Shekhar & Jaidev, 2020). A successful and uncomplicated online shopping platform will increase customer's online purchase intention directly (Ho & Chen, 2014, as cited in Primanda et al., 2020). In understanding perceived of use, it can be interpreted as customers will always choose to purchase online if the information of the product or service needed can be easily being searched, price can be easily compared, and process of purchasing is easy to perform, this will influence

the customer's online purchase intention if all the criteria were being meet (Broekhuizen & Huizingh, 2006; Pavlou, 2003, as cited in Rehman et al., 2019).

H5: Perceived ease of use has a positive relationship on customer's online purchase intention of Generation Z.

CHAPTER 3

METHODOLOGY

3.0 Overview

This chapter has included the research methodology to measure the factors that will influence customers' online purchase intention. The present research will be conducted to give an outline on the study of the marketing field through quantitative research methods. Present research will apply cross-sectional research design and causal research to investigate and identify the relationships for the different variables for this research. The research instrument that will be used is a survey questionnaire using the five-points of Likert scale questions. Purposive sampling will be selected as the sapling method in the present research. This research will target the population of Generation Z in Malaysia. In addition, this chapter will cover the data analysis which is aimed to measure the reliability and test the relationships on the independent variables and dependent variables. There are five independent variables which are brand recognition, perceived risks, peer pressure, e-WOM, and perceived ease of use, while the dependent variable is the customer's online purchase intention.

3.1 Research Method

Quantitative research method will be implied in the present research while this method refers to the scientific search that emphasizes analysis and collection of numerical data in the systematic way (Apuke, 2017). The purpose for quantitative research is to generate comprehension about the social world through scientific methods including experiments, structured interview, survey, and observation to understand specific populations (Allen, 2017). According to Disman et al. (2017), the authors suggested that quantitative research involved

surveys, measurements, and statistical analysis to obtain numeric or quantifiable information for test hypotheses validity. For instance, this study will implement quantitative research to examine the factors that dominated the consumer's purchase intention while the questionnaire will be utilized in the research to evaluate the data collected through survey's result in addition to the numerical analysis for affirmation about the hypothesis development.

The reason of using quantitative research is to interpret the data that collected among the specific populations to conduct statistical tests. The research instrument for the research which is the five-points Likert scale questionnaire. The range will be started from "strongly agree" to "strongly disagree". This could enhance measurements on the consumers' opinions, attitudes, and behaviours through analysis on the respondents' results. Apart from that, this research will be focused on studying online shopping behaviour through purposive sampling the wide range of sampling techniques by the selection of the sample age group of Generation Z. The purposive sampling method will be utilized by researchers to identify the characteristics of the targeted group to give in the beneficial information for conducting an effective market research (Campbell et al., 2020). In this study, it could develop the statistical analysis through the survey questionnaire systematically based on the information obtained regarding consumers' decision making during the purchase online.

3.2 Research Design

Research design helps the researcher to construct a plan and develop a structure for a study, the framework provided by research design could allow the researcher to execute the study and it could facilitate the investigation as the framework helps to decrease the possibility that error mistakes will happen when the researcher is conducting his or her study (Heppner et al., 2015). According to Myers (2013), research design facilitates the research by providing

overall scope of design principles to enable the research collects the data accurately and logically. The data collected by the researcher must be making sense. According to Hoefnagels (2017), research design refers to a framework about research techniques and methods that allow the research fully utilizes the methods that beneficial to his or her research and appropriate in investigating and collect data. Furthermore, research design also helps to determine what framework is suitable for the researcher to evaluate the research and test the hypothesis (Abbott & McKinney, 2013).

In this research, the purpose is to examine the effect of the factors on customer's online purchase intention, the targeted respondents are Generation Z in Malaysia. There are several factors that will influence the customers purchase intention. For instance, brand recognition, perceived risks, peer pressure, e-WOM, and perceived ease of use. Quantitative method will be carried out to investigate research questions with the implemented scientific method. Besides, non-probability sampling will be used in this research based on the observation in order to gather the data from the sample. Furthermore, the research questions will state in the questionnaire to collect the feedback from targeted population as a survey method.

3.2.1 Cross-Sectional Design

There are various types of research design, one of the designs is cross-sectional design that will be carry out in this research. According to Cummings (2018), cross-sectional design could use to observe constant variables at various cross-sections of timing like days, weeks, years, or months as it tends to initial a better understanding at the interests of targeted population. The data collected is used to identify the patterns of a variable within the same population. Furthermore, cross-sectional design is a study that enable the researcher to collect all the information without overlooked at one point in time (Kesmodel, 2018). According to Spector (2019), cross-sectional design is one

of the most popular research methods that implemented in different fields of study and carry out to investigate the study. Moreover, Eckert (2018) also stated that cross-sectional study refers to an observational research that evaluated the collected data from variable at a given point in time. According to Johnson (2010), the author stated that the procedure in collecting the data is normally occur at a given time if the research is implementing cross-sectional designs.

One of the benefits of implementing cross-sectional study is that it spends lesser time and easier to perform compared to longitudinal and experimental designs because cross-sectional study enables the researchers to observe all the variable at the same time (Busk, 2005). The data collected from cross-sectional designs could use to create and prove the hypothesis and research questions which can strengthen the relationship of cause-effect (Cummings, 2018). The five small groups that formed by one dependent variable and five independent variables provides a framework for the researcher to carry out the study.

3.3 Causal Research

According to Erickson (2017), causal research is used to prove and make sense of a hypothesis, causal research also indicates that different outcomes will produce different results in causation. Erickson (2017) also stated that causal research is suitable to use for measuring a result of a study from collected data to identify the cause and effect. According to Lynd-Stevenson (2007), the author stated that close system is important to the implementation of causal research to make the hypothesis become reliable and strong especially in a closed system that allows the variables to be studied as there are no external factors that could affect the causal conclusion.

In present research, customer's online purchase intention will be the dependent variable, whereas independent variables are brand recognition, perceived risks, peer pressure, e-WOM, and perceived ease of use while the targeted respondents are Generation Z in Malaysia.

3.4 Data Collection Method

Data collection is the process of obtaining the data from all relevant sources in order to solve the research problem, test hypothesis, and evaluate the results (Dudovskiy, 2018). The first step in data collection is defining what type of data is needed, followed by selecting a sample from a certain demographic. In statistical analysis, data collection is extremely important. Therefore, two data collection method were implemented in our study which is primary data collection methods and secondary data collection methods to demonstrate significant relationship between dependent variable and independent variables. Our primary data collect form online questionnaires which is quantitative data. Respondents will be given survey questionnaires to fill out in order to collect data on social media platform. In this method, the respondents have to meet two requirements in order to achieve the research purpose. Firstly, the person must be a member of Generation Z in Malaysia, who were born between 1995 to 2010 (Seemiller & Grace, 2017). Secondly, they must have made at least one online purchase before. Furthermore, secondary data was collected from organisational records, journal papers, published reports, news, case studies, published papers and other sources. (Kabir, 2016). Most of the underlying research has already been done is a significant advantage of collecting secondary data. (Kabir, 2016). Hence, primary data collection will be more particular because secondary data allows us to identify gaps and limitations, as well as what more information needs to be acquired in the study.

3.4.1 Primary Data

Primary data was acquired from the original data source and no past records of the data exist to be accessed by the public, the researcher will collect such data on purpose. For example, surveys, interviews, focus groups, and other approaches can be used to obtain primary data. Such information is thought to be extremely trustworthy (Parveen & Showkat, 2017). There are two types of primary data collection methods: qualitative data and quantitative data. Kabir (2016) mentioned that most of the qualitative data is nonnumerical and in the form of descriptive or nominal data. In evaluation, qualitative data collection methods are important because they provide knowledge that may be used to comprehend the processes that lead to apparent results and analysis in people's views with their own well-being (Kabir, 2016). On the other hand, quantitative research typically involves the collection of quantitative data and the use of statistical models as a reliable tool by the scholar. (Williams, 2007). The scholar highlighted the significance of using enquiry methods to ensure that the analytical data collection method is followed. Quantitative questionnaires are a sort of data collection method which can be used to generate closed or open-ended replies from individuals and groups.

Questionnaires will be conduct in this research for data collection. In order to obtain the necessary information, the questionnaire will be distributed to the respondents via Google Form. This is because conduct online questionnaire will receive feedback that can be quickly translated into numbers for analysis with the online questionnaire's invitations. Close-ended questions will be included in the questionnaire. Besides, the software application used to analyse the data is Statistical Package for the Social Sciences (SPSS) software will be used to analyse the data. The SPSS software will be used to import the complicated data and responses collected from the

respondents. Therefore, the data will be analysed accurately, and the research will be able to obtain the results of the study.

3.4.2 Secondary Data

Secondary data is information that has been published by other researchers and it can be accessed by the public (Parveen & Showkat, 2017). Secondary data, such as journal, books, official statistic, articles, related reports, published news and website articles provide appropriate information to support this study. In fact, we use secondary data for most of the study. This is because the implementation of secondary data plays a vital role in improving research validity and reliability (Dudovskiy, 2018). To obtain data, a variety of secondary sources were explored. For example, journals provide a large collection of scholarly articles, and we collect from the university library (OPAC) and Google Scholar. Journals can be used to understand the state of knowledge of a topic and generate research ideas. In addition, official statistics which collected from the government can act as a powerful source. Secondary data is relatively easy to obtain for subsequent research because it is readily accessible and more credibility.

3.5 Sampling Frame

The research will be conducted in Malaysia whereas the target population will be the Internet users with online shopping experience who fall under the category of Generation Z, which are the people who were born between 1995 to 2010 (Seemiller & Grace, 2017). The reason of this study to focus on respondents from Generation Z is due to compared with their predecessor, Generation Z grow up in this age along with highly sophisticated development of media, technology, and innovations, which makes them become proficient in online platforms (Perumal et al., 2019). They are also the first generation that is extensively exposed to the social

networking sites (Turner, 2015, as cited in Salleh et al., 2017). Moreover, Tjiptono et al. (2020) also indicated that Generation Z is generally relying heavily on their smartphones, while majority of the online shoppers are from this generation. Therefore, target respondents may come from any states and cities which are aged between 11 to 26 in Malaysia.

In terms of sample size, according to Department of Statistics Malaysia (2021), the total number of Malaysian in 2021 is estimated 32.7 million, whilst Tjiptono et al. (2020) stated that the population of Generation Z represents 29% of the overall population in Malaysia. Thus, it indicated that the population of Generation Z in Malaysia is 9,483,000. As a result, based on the calculation formula for sample size proposed by Krejcie & Morgan (1970) *(Figure 3.5)*, the minimum respondents of this survey will be 384 people *(Figure 3.6)*, which indicated that these 384 respondents will be the representatives from Generation Z. Thereby, 384 questionnaires will be distributed to the target respondents in order to investigate factors that affect their online purchase intention.

$$n = \frac{x^2 * N * P * (1-P)}{\{ME^2 * (N-1)\} + \{x^2 * P * (1-P)\}}$$

n = required sample size

x^2 = Chi-square for the desired confidence level at 1 degree of freedom **(3.841)**

N = Population size **(9,483,000)**

P = Population Portion **(.50 for this table)**

ME = Design margin of error **(.05)**

Source: Krejcie & Morgan (1970)

Figure 3.5

Calculation for the number of respondents needed in present research:

n = {3.841 * 9,483,000 * 0.5 * (1-0.5)} / [{$(0.05)^2$ * (9,483,000-1)} + {3.841 * 0.5 * (1-0.5)}]

= 384.084 (384)

Figure 3.6

3.5.1 Sampling Method

Sampling is defined as a technique utilized by a researcher in order to methodically select a smaller amount or subset of representatives from a pre-defined target population to serve as a data source for observation and data collection (Sharma, 2017). Generally, probability and non-probability are two types of sampling techniques used by researchers in studies. In the present study, non-probability sampling technique will be applied. Non-probability sampling does not rely on the act of random whereas it is completely based on subjective judgement and knowledge of the researcher (Sharma, 2017). The reason for choosing non-probability sampling technique is that it is relatively low in cost and timesaving than probability sampling.

Under non-probability sampling technique, purposive sampling is chosen as the sampling method. Taherdoost (2016) stated that the non-probability sampling technique is broadly utilized to investigate a real-life phenomenon while the sample of this sampling technique requires a clearly defined rationale but not select on a random basis. Purposive sampling as known as judgmental sampling as all the selected respondents, so-called the sample, are entirely chosen based on the judgment and knowledge of the researchers (Vehovar et al., 2016). In other words, the sample of purposive sampling method is selected intentionally due to researchers deem that the selected respondents are able to contribute significantly to the study by providing information and opinions that cannot be collected from other groups of respondents (Taherdoost, 2016). In terms of this research, purposive sampling is appropriate due to the survey will not be conducted on a random basis whilst respondents from Generation Z in Malaysia who have experience in practicing online shopping behavior are purposely selected as the target respondents of this research.

3.6 Research Instrument

The research instrument that will be use in this study will be online questionnaires survey. A survey method will enable the researchers to have high controllability over survey process because they have the control to design the questions to be asked in the questionnaires and survey method will provide data richness for the researchers as different respondents will have different personality traits (Feng et al., 2021). The using of questionnaires is an effective way of helping the researchers in obtaining the variety of information or data from a sample of individuals such as their perceptions, attitudes, beliefs, and knowledges which lead to certain behavior (Paradis et al., 2016). The criteria of designing an online survey questionnaire included the questions should be easy to understand, should not be leading the respondents to certain answers, should not be complicated, should not be asking multiple questions continuously in one line, should not offense the respondents, and should be included multiple choices for answers or a range or rating scales (Somekh & Lewin, 2011, as cited in Taherdoost, 2016). The using of online survey-based method in a research or study will allow the researchers to facilitate the process of data collection (Singh & Sagar, 2021).

Online questionnaires will provide convenient for the respondents because they are able to answer to the questionnaires anytime and anywhere, and slowly take their time to response to the questions (Regmi et al., 2016). This will help in ensuring the respondents do carefully read the survey questions and answer them accordingly. Since different people will have different attitudes, beliefs, and knowledges, thus different respondents will have their own interpretation towards the questionnaires (Jerke et al., 2019). In order to avoid misunderstanding and to avoid complexity for the respondents, therefore the word choices will be selected carefully while designing the questions for the questionnaires. While designing for the survey questions, the questionnaires in past research will being used for referring and cited, thus designing the questions which related to the topic of our research.

3.7 Measurement Scale

In the study, 5-point Likert scale and close-ended questionnaires are being used in the questionnaires for the respondents to answer in order for us to measure how the factors (brand recognition, perceived risks, e-WOM, peer pressure, perceived ease of use) affect the customer's online purchase intention. In the Section B to Section F of the online questionnaires, the questions are being designed in closed-ended style and the respondents will be answering the closed-ended questionnaires based on 5-point Likert scale method. There will be a set of predetermined questions and options (Strongly Disagree – Strongly Agree) to be respond by the respondents.

Likert scale is one of the best measurement instruments or methods in measuring an individual's feelings and expressions, attitudes and behaviours, personal thoughts and opinions, and other latent personality psychological traits (Vonglao, 2017). Likert scale is commonly included the range from strongly agree to strongly disagree and left a neutral option for the respondent to respond unbiasedly (Willits et al., 2016). According to Ho (2017), using Likert-type scales in a research will enable the researchers to save cost and ease their works, because the data and information collection and analyzation works would be easier and able to perform in a standardized way. It is considered as effective when researchers using closed-ended questionnaire for their data collection method because this will bring convenience to both researchers and respondents (Omwancha, 2020). It will benefit the researchers because the data collected would be easier for them to interpret and analyze and avoid of obtaining irrelevant answers from the respondents; whereas it will benefit the respondents because it would allow them to respond to the questionnaire easier and quicker.

In Section A, the respondents will need to fill in their demographic profile data such as their age, gender, occupations, and more. The respondents are required to respond the questionnaires based on the 5-point Likert scale from Section B onwards. In Section B,

respondents will need to respond to the online questionnaires to show their level and degree of agreement to disagreement on brand recognition will affect customer's online purchase intention; followed by Section C, perceived risks will influence customer's online purchase intention; followed by Section D, peer pressure will affect customer's online purchase intention; followed by Section E, e-WOM will influence customer's online purchase intention; followed by Section F, customer's perceived ease of use will have an impact on customer's online purchase intention; and lastly followed by Section G, interpretation on customer's online purchase intention.

3.8 Data Collection Location

In this research, the online survey questionnaires will be design and create through Google Form. A Google Form is a free online survey platform that allow every one of us to create survey forms, collecting responses from the respondents, and analysing the data (Mondal et al., 2018). The Google Form will be randomly distributing to different platforms for the respondents to respond. These platforms included Facebook, Instagram, and Microsoft Team.

Facebook already consisted of a large amount of audience as there are many social media users nowadays (McClain, 2017). The Google Form survey link will be posted on various Facebook's groups such as UTAR Kampar, UTAR Kampar Free Market, and so on. This is because there are many existing Facebook users joined the group, therefore approaching them one by one to fill in the survey will not be needed. The caption for the online survey Google Form on Facebook will be posting by mentioning that Public Relations Year 3 Semester 2 students of Faculty of Arts and Social Science from Universiti Tunku Abdul Rahman are currently taking the Final Year Project course, and explaining what topic is being conducting and asking them to fill up the Google Form. The requirements for the respondents will be also mentioned in the caption which is the Generation Z as the target audience. The link of the

Google Form online questionnaires will also being post on Instagram by asking the Instagram users to fill up the online survey questionnaires as well.

Microsoft Team will be used as one of the platforms to disseminate the Google Form online survey questionnaires. The survey link and a message explaining the topic of the research and requirement for respondents will be send out randomly. Basically, the surname of the Microsoft Team users will be type out and they will be being randomly selected to send the link and message. The reason for this is because the current undergraduate students in Universiti Tunku Abdul Rahman are mostly the people from Generation Z, and the students do come from different state in Malaysia. Therefore, the students can be targeted as our respondents as well.

3.9 Data Collection Time Frame

The estimated date to distribute the online survey questionnaires would be in December 2021. In a past research, the researchers opened up an online survey for the respondents for a duration of three to four weeks times to respond to the questionnaires (Górnicka et al., 2020). Therefore, the data collection time frame that set for this research would be around four to five weeks. The reason for an additional of one-week times is because we would like to collect as many surveys' response as possible just in case some of the responded questionnaires do not meet our target audience's requirements. In other words, it is just to act as a backup plan.

3.10 Ethical Considerations

Ethical consideration is an essential element in research studies, particularly in studies that are related to human subjects. It is a collection of ethical principles or values that should be adhered to by researchers in conducting their studies (Arifin, 2018). Indeed, these ethical

principles are to ensure that participation in the studies is voluntary and safe, while at the same time, the considerations strive to protect respondents' rights.

First and foremost, the consideration of voluntary participation and informed consent are prioritized in this research. Researchers should always respect the participant's decision and they should get permission from the respondents before involving them in the research. This means that all respondents need to be well-informed about the research is on a voluntary basis, and they have the right and freedom to choose whether they want to participate in the survey without the exercise of any pressure. Moreover, researchers should make it clear for respondents to fully understand that there will be no negative consequences if they refuse to participate in the survey and they are allowed to withdraw themselves from the survey anytime if they wish to do so. Furthermore, informed consent indicates the process in which the respondents are given sufficient information before they accept or refuse to join the survey, such as the main objectives of the research, the potential advantages and risks involved in the participation of the studies, and also the duration of the participation in the survey will take. After informing all the relevant information to the respondents, respondents can sign the consent form as an agreement to join the survey. In the present study, a consent form will be included in the questionnaire. Respondents are required to choose whether they agree or disagree about the notice of personal data protection. Besides, the contact information of researchers will be included in the consent form as well.

Secondly, anonymity and confidentiality will be taken into ethical consideration in this research as well. The anonymity of the respondents is paramount in studies as researchers have the responsibility to guarantee the personal data of respondents will be kept private and confidential when analysing the data collected from them. In fact, the concept of confidentiality is established based on the ethic of respect for autonomy, whereas it signifies that the collected identifiable data of the respondents from the survey will not be revealed to anyone deliberately

or accidentally without permission (Wiles et al., 2008). Moreover, confidentiality is also to assure that the respondents' information will not be mentioned in the research reports. In like manner, the present study will strictly secure the confidentiality of the personal data of the respondents and promise to mention the respondents' data anonymously when analysing their demographic profiles.

Last but not least, the third ethical consideration for this research will be the avoidance of sensitive topics, such as political, ethnicity, and religious issues. On account of Malaysia being a multicultural nation, researchers have the obligation to highlight this ethical consideration in order to avoid triggering the negative emotions of the respondents. It is a sign of respect to them. Thus, in the questionnaire, these sensitive topics will not be mentioned.

3.11 Questionnaire Design

The questionnaire of the present study has referred to different questions from multiple past studies and the questions are modified to fit this study. The original questions from different studies and their sources, and also the modified questions which will be stated in the questionnaire of this study were listed out and attached in the appendix.

3.12 Pilot Test

Pilot test is referred to the preliminary study before the entire research protocol and the study is usually conducted in a smaller scale (In, 2017). The purpose of the pilot study is generally to test the instruments of data collection and other research techniques in order to evaluate and modify the feasibility of the main study. In this research, the sample of the pilot test will be 30 respondents, and the test will be conducted through an online questionnaire.

Table 3.12: Reliability Analysis for Pilot Test

	Variables	Cronbach's Alpha Value	Mean	Standard Deviation	N of Items
IV 1	Brand Recognition	0.738	20.0000	2.92433	5
IV2	Perceived Risks	0.669	20.1667	3.00670	5
IV3	Peer Pressure	0.905	18.6000	4.59835	5
IV4	E-Word of Mouth	0.766	21.2000	2.97576	5
IV5	Perceived Ease of Use	0.873	21.7333	3.07306	5
DV	Customer's Online Purchase Intention	0.798	24.2333	3.79367	6

Source: Developed from this research

Table 3.12.1: Coefficient Sizes of Cronbach's Alpha value

Cronbach's Alpha Value	Internal Consistency
$0.5 < \alpha < 0.6$	Poor
$0.6 \leqslant \alpha < 0.7$	Acceptable
$0.7 \leqslant \alpha < 0.9$	Good
$\alpha \geqslant 0.9$	Excellent

Source: Selwin et al. (2017)

Table 3.12 indicates the result of the reliability test of the pilot study whereas table 3.12.1 is the coefficient sizes of Cronbach's Alpha value. According to table 3.12.1, the internal consistency is considered acceptable when the value of Cronbach's Alpha is larger than 0.6, and if the value of Cronbach Alpha is greater than or equal to 0.9, the internal consistency is considered excellent.

Based on the result in table 3.12, all Cronbach's Alpha values of the variables are above 0.6. To elaborate, the Cronbach's Alpha values of peer pressure and perceived ease of use have excellent and very good internal consistency in the reliability analysis, which are 0.905 and 0.873 respectively. It was followed by the dependent variable, which is customer's online purchase intention with the Cronbach's Alpha value of 0.798. Meanwhile, e-WOM occupied the Cronbach's Alpha value with 0.766. It was then followed by brand recognition, which came with the Cronbach's Alpha value of 0.738. The internal consistencies of these three variables are considered good as all their Cronbach Alpha values are above 0.7. Lastly, the Cronbach's Alpha value of perceived risks is the lowest among all variables, which is 0.669. However, the internal consistency of perceived risks is still in the range of acceptable. Thus, we can conclude that all variables in this study are considered reliable.

3.13 Data Analysis

The online survey questionnaires will be collected from the respondents and will be filtered by selecting the received questionnaires based on the respondents that meet our target audience's requirements for data analysing process. The data collected will be processed and analysed through the use of SPSS software. SPSS software is being widely used by the researchers as it is a very user-friendly software, and it is able to perform various statistical tests (Ong & Puteh, 2017). The SPSS software has brought a lot of benefits for the researchers or academicians because it is very easy to use, the data analysing process is timesaving, and the interpretation of results can easily be performed (Milovanović & Perišić, 2020).

3.13.1 Descriptive Analysis

According to Kaur et al. (2018), descriptive analysis is defined as a statistical technique that is utilized to describe and summarize the features of the data collected from the

sample in an organized and constructive manner. The researchers also highlighted that descriptive analysis should always be the first step in quantitative research before conducting inferential analysis. In like manner, Zikmund et al. (2013) explained that descriptive analysis enables researchers to transform the raw data into quantitative facts. Thus, this data analysis technique helps the researchers to simplify the complex data.

3.12.2 Inferential Analysis

Generally, inferential analysis is a statistical method that enables researchers to draw conclusions or infer generalizations about populations from which the samples are taken through hypothesis testing and make predictions based on the analysed data (Marshall & Jonker, 2011). This statistical analysis technique can be used to identify the relationships between two or more variables as well. In the present study, Regression Analysis and Pearson Correlation Coefficient Analysis will be utilized.

3.13.2.1 Regression Analysis

In this research, regression analysis will be used as the inferential analysis technique. Regression analysis is used for investigating and examining the relationship between independent variables and dependent variable, as it can be used for understanding the relationship between the variables and can lead to a prediction of what will occur in a real-world setting (Gogtay et al., 2017). In the present research, relationships between brand recognition, perceived risks, peer pressure, e-WOM, and perceived ease of use (IVs) and customer's online purchase intention (DV) amongst Generation Z will be examined by using regression analysis.

3.13.2.2 Pearson Correlation Coefficient Analysis

Pearson Correlation Coefficient is generally utilized to measure the strength of the linear relationships between two quantitative variables (Sedgwick, 2012). According to Haldun (2018), the correlation between two continuous variables is signified by the letter r and quantified with a number, which is ranging from -1 to 1. Normally, there are three indications to explain the relationship:

- If the value of $r = 0$, it indicates that there is no linear relationship between two variables.

- If the value of $r = 1$, it indicates that there is a perfect linear relationship between two variables.

- It the value of $r = -1$, it indicates that there is a perfect negative linear relationship between two variables.

According to Hazra and Gogtay (2016), when the value of r is lower than 0.3, it means there is a poor correlation between the two variables, whereas the value of r between 0.3 and 0.5 shows the moderate correlation. Next, if the value of r falls between 0.5 and 0.7, it signifies the good correlation between the two variables, while when the value of r is greater than 0.7, the correlation between variables is considered strong. Moreover, Hon and Tsz (2015) also claimed that when the significant value (p-value) is less than 0.05, the relationship between the variables will be considered significant.

CHAPTER 4

DATA ANALYSIS

4.0 Overview

In this chapter, the summary of the analysis of the data collected will be discussed in depth to sum up the findings. A total of 396 set of questionnaires had been collected from the respondents whereas the data collected will be interpreted and analysed by using Statistical Package of Social Science (SPSS) software, version 28.0 to conduct Descriptive Analysis, Pearson Correlation Coefficient Analysis, and Regression Analysis.

4.1 Descriptive Analysis: Demographic Profile of Respondents

4.1.1 Gender

Table 4.1.1: Gender of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	84	21.2	21.2	21.2
	Female	312	78.8	78.8	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

According to Table 4.1.1, the majority of respondents are female. There are 312 female respondents, which contributed 78.8% of the overall respondents, whereas there are 84 male respondents, which occupied 21.2% in total.

4.1.2 Age

Table 4.1.2: Age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11-17	5	1.3	1.3	1.3
	18-21	79	19.9	19.9	21.2
	22-26	312	78.8	78.8	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Based on Table 4.1.2, there are 312 respondents are between 22-26 years old, which occupied the highest percentage in the age group category with 78.8%. It is followed by the second-highest percentage of age group, which is respondents aged between 18-21 years old, which occupied 19.9% of total respondents. The age group which consists of the least respondents is 11-17 years old, which only contributed 1.3% out of 100%.

4.1.3 Ethnicity

Table 4.1.3: Ethnicity of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	3	.8	.8	.8
	Chinese	380	96.0	96.0	96.7
	Indian	13	3.3	3.3	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Table 4.1.3 indicates that the majority of respondents are Chinese, with a percentage of 96% or 380 respondents. It is then followed by the Malay and Indian respondents which contributed 0.8% and 3.3% respectively in this research.

4.1.4 Working Status

Table 4.1.4: Working Status of respondents

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Employed Full Time	64	16.2	16.2	16.2
	Employed Part Time	11	2.8	2.8	18.9
	Freelancer	7	1.8	1.8	20.7
	Unemployed	5	1.3	1.3	22.0
	Student	309	78.0	78.0	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

According to Table 4.1.4, the majority of respondents are students, contributing with a percentage of 78%. It is followed by the second-highest percentage of working status, which is respondents who are employed full time, with a percentage of 16.2%. The remaining working statuses are employed part-time, freelancer, and unemployed, which occupied 2.8%, 1.8%, and 1.3% respectively.

4.1.5 Salary

Table 4.1.5: Salary of respondents

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Less than RM1000	292	73.7	73.7	73.7
	RM1000-RM1500	27	6.8	6.8	80.8
	RM1500-RM2000	20	5.1	5.1	85.6

		Frequency	Percent	Valid Percent	Cumulative Percent
	More than RM2000	57	14.4	14.4	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Based on table 4.1.5, there are 73.7% of respondents are having salaries that less than RM1000 per month, came with 292 out of 396 respondents, which became the majority. It is followed by 14.4% of the respondents who are having salaries of more than RM2000 per month, which became the second-highest respondent group. In addition, respondents who are having salaries between RM1000-RM1500 per month have occupied 6.8% in total. The lowest respondent group are respondents who are having salaries between RM1500-RM2000 per month, which only occupied 5.1% out of 100%.

4.1.6 Online Shopping Experience

Table 4.1.6: Respondents' Online Shopping Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	396	100.0	100.0	100.0

Source: Developed from this research

According to Table 4.1.6, all of the 396 respondents who participated in this survey have experience in online shopping.

4.1.7 Duration of engaging in the practice of online shopping

Table 4.1.7: Respondents' duration of engaging in the practice of online shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 years	58	14.6	14.6	14.6

		Frequency	Percent	Valid Percent	Cumulative Percent
	2-3 years	115	29.0	29.0	43.7
	3-5 years	119	30.1	30.1	73.7
	More than 5 years	104	26.3	26.3	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Table 4.1.7 shows that the majority of respondents have experience in online shopping for 3-5 years, which contributed 30.1% in total, came with 119 out of 396 respondents. Besides, there are 29% of the respondents have experience in online shopping for 2-3 years, came with 115 out of 396 respondents. Meanwhile, 104 respondents have more than 5 years of online shopping experience while there are only 58 respondents have 1-2 years of online shopping experience.

4.1.8 Frequency of online shopping during the past six months

Table 4.1.8: Respondent's frequency of online shopping during the past six months

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-10 times	276	69.7	69.7	69.7
	11-20 times	76	19.2	19.2	88.9
	21 times or above	44	11.1	11.1	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Table 4.1.8 shows that there are 276 respondents have purchased products or services online 1-10 times during the past six months, which is the highest respondent group that occupied 69.7% in total. Meanwhile, there are 19.2% of respondents purchased products or

services online 11-20 times whereas 11.1% of respondents have purchased online 21 times or above during the past six months.

4.1.9 Estimate expenses of online shopping during the past six months

Table 4.1.9: Respondent's estimate expenses of online shopping during the past six months

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM100	59	14.9	14.9	14.9
	RM100-RM300	157	39.6	39.6	54.5
	More than RM300	180	45.5	45.5	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

According to Table 4.1.9, there are 180 respondents have spent more than RM300 in purchasing products or services from online shopping platforms during the past six months, which is 45.5% out of 100% and became the majority. Besides, 157 respondents with a percentage of 39.6% have spent between the range of RM100-RM300 in online shopping while 59 respondents with a percentage of 14.9% have spent less than RM100 in online shopping during the past six months.

4.2. Descriptive Analysis: IV & DV Questions

4.2.1 Independent Variable I: Brand Recognition

Q1: I can distinguish the brand compared to another similar brand.

Table 4.2.1.1: Brand Recognition Q1

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Disagree	10	2.5	2.5	2.5
	Neutral	78	19.7	19.7	22.2
	Agree	191	48.2	48.2	70.5
	Strongly Agree	117	29.5	29.5	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Among the 396 respondents, none of the respondents selected 'Strongly Disagree'. However, there were 191 respondents who selected 'Agree' with a percentage of 48.2%. The second highest is followed by 'Strongly Agree', which has been selected by 117 or 29.5% of respondents. There were 78 respondents with a percentage of 19.7% who selected 'Neutral', and there were only 10 respondents with a percentage of 2.5% who selected 'Disagree'.

Q2: I can recognize the brand logo in a short time of period.

Table 4.2.1.2: Brand Recognition Q2

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Disagree	17	4.3	4.3	4.3
	Neutral	74	18.7	18.7	23.0
	Agree	190	48.0	48.0	71.0
	Strongly Agree	115	29.0	29.0	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

In this question, there was no respondent selected 'Strongly Disagree'. The majority of respondents had selected 'Agree', which was 190 out of 396 respondents and contributed 48% in total. Meanwhile, there were 115 respondents with a percentage of 29% who selected

'Strongly Agree', 74 respondents with a percentage of 18.7% who selected 'Neutral', and only 17 respondents with a percentage of 4.3 % who selected 'Disagree'.

Q3: I feel annoyed when the brand published pointless advertisements.

<p align="center">Table 4.2.1.3: Brand Recognition Q3</p>

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	3	.8	.8	.8
	Disagree	11	2.8	2.8	3.5
	Neutral	96	24.2	24.2	27.8
	Agree	120	30.3	30.3	58.1
	Strongly Agree	166	41.9	41.9	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Among the 396 respondents, 166 respondents selected 'Strongly Agree' for this question, which occupied 41.9% out of 100%. There were 30.3% of respondents who selected 'Agree', which is 120 respondents. Next, 96 respondents selected 'Neutral', 11 respondents selected 'Disagree', and there were only 3 respondents selected 'Strongly Disagree'.

Q4: I am very conscious on the updated information about the brand, and I feel familiar about the brand.

<p align="center">Table 4.2.1.4: Brand Recognition Q4</p>

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.0	2.0	2.0
	Disagree	26	6.6	6.6	8.6
	Neutral	118	29.8	29.8	38.4
	Agree	166	41.9	41.9	80.3
	Strongly Agree	78	19.7	19.7	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

In this question, most of the respondents selected 'Agree', which is 166 out of 396 respondents. Next, 118 respondents selected 'Neutral', 78 respondents selected 'Strongly Agree', and 26 respondents selected 'Disagree'. There were only 8 respondents selected 'Strongly Disagree'.

Q5: I can visualize the characteristics of the brand such as logo design, slogan, social media graphic and other visual elements of promotion instantly.

Table 4.2.1.5: Brand Recognition Q5

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	1.5	1.5	1.5
	Disagree	25	6.3	6.3	7.8
	Neutral	94	23.7	23.7	31.6
	Agree	157	39.6	39.6	71.2
	Strongly Agree	114	28.8	28.8	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Among the 396 respondents, there were 157 respondents selected 'Agree', 114 respondents selected 'Strongly Agree', 94 respondents selected 'Neutral', 25 respondents selected 'Disagree', and 6 respondents selected 'Strongly Disagree' for this question.

4.2.2 Independent Variable II: Perceived Risks

Q1: I am aware that the practice of online shopping exposes me to a risk of financial fraud.

Table 4.2.2.1: Perceived Risks Q1

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	4	1.0	1.0	1.0
	Disagree	21	5.3	5.3	6.3
	Neutral	74	18.7	18.7	25.0
	Agree	167	42.2	42.2	67.2
	Strongly Agree	130	32.8	32.8	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

The result shows that majority of the respondents selected 'Agree', which occupied 42.2% and 167 respondents in total. Meanwhile, 130 respondents selected 'Strongly Agree', 74 respondents selected 'Neutral', and 21 respondents selected 'Disagree'. Next, in this question, there were only 4 respondents with 1% selected 'Strongly Disagree'.

Q2: I am aware of products or services that I purchase from online shopping platforms might not worth the money that I spent.

Table 4.2.2.2: Perceived Risks Q2

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	5	1.3	1.3	1.3
	Disagree	37	9.3	9.3	10.6
	Neutral	77	19.4	19.4	30.1
	Agree	145	36.6	36.6	66.7
	Strongly Agree	132	33.3	33.3	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Among the 396 respondents, there were 145 respondents selected 'Agree', which became the majority. It is followed by the second highest, which is 132 respondents with a percentage of 36.6% who selected 'Strongly Agree'. Next, 77 respondents selected 'Neutral', 37 respondents selected 'Disagree', and there were only 5 respondents selected 'Strongly Disagree'.

Q3: I am aware that I might receive fake or malfunctioning products when purchasing online.

Table 4.2.2.3: Perceived Risks Q3

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	5	1.3	1.3	1.3
	Disagree	12	3.0	3.0	4.3
	Neutral	57	14.4	14.4	18.7
	Agree	157	39.6	39.6	58.3

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Agree	165	41.7	41.7	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

In this question, there were 165 respondents selected 'Strongly Agree', which became the majority. It is followed by 157 respondents selected 'Agree', 57 respondents selected 'Neutral', 12 respondents selected 'Disagree', and only 5 respondents selected 'Strongly Disagree'.

Q4: I am unable to evaluate and examine the quality and characteristics of the product precisely when shopping online.

Table 4.2.2.4: Perceived Risks Q4

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	14	3.5	3.5	3.5
	Disagree	48	12.1	12.1	15.7
	Neutral	87	22.0	22.0	37.6
	Agree	132	33.3	33.3	71.0
	Strongly Agree	115	29.0	29.0	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Among the 396 respondents, there were 132 respondents selected 'Agree', 115 respondents selected 'Strongly Agree', 87 respondents selected 'Neutral', 48 respondents selected 'Disagree', and only 14 respondents selected 'Strongly Disagree' for this question.

Q5: I am aware that the quality of the product might not meet my expectation of the performance of the product.

Table 4.2.2.5: Perceived Risks Q5

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Disagree	10	2.5	2.5	2.5
	Neutral	55	13.9	13.9	16.4
	Agree	163	41.2	41.2	57.6
	Strongly Agree	168	42.4	42.4	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

In this question, none of the respondents selected 'Strongly Disagree'. However, majority of the respondents selected 'Strongly Agree', which is 168 respondents with 42.4%. Next, 163 respondents selected 'Agree', 55 respondents selected 'Neutral', and only 10 respondents selected 'Disagree'.

4.2.3 Independent Variable III: Peer Pressure

Q1: My peers would think that I should purchase products of services online.

Table 4.2.3.1: Peer Pressure Q1

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	11	2.8	2.8	2.8
	Disagree	26	6.6	6.6	9.3
	Neutral	121	30.6	30.6	39.9
	Agree	158	39.9	39.9	79.8

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Agree	80	20.2	20.2	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Among the 396 respondents, there were 158 respondents selected 'Agree', 121 respondents selected 'Neutral', 80 respondents selected 'Strongly Agree', 26 respondents selected 'Disagree', and 11 respondents selected 'Strongly Disagree' for this question.

Q2: My peers would want me to purchase products and services online.

Table 4.2.3.2: Peer Pressure Q2

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	13	3.3	3.3	3.3
	Disagree	30	7.6	7.6	10.9
	Neutral	131	33.1	33.1	43.9
	Agree	154	38.9	38.9	82.8
	Strongly Agree	68	17.2	17.2	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

In this question, majority of the respondents selected 'Agree', which is 154 respondents with 38.9% in total. Furthermore, 131 respondents selected 'Neutral', 68 respondents selected 'Strongly Agree', 30 respondents selected 'Disagree', and only 13 respondents selected 'Strongly Disagree'.

Q3: The opinions and experiences shared by my peers will affect my online purchase intention.

Table 4.2.3.3: Peer Pressure Q3

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	5	1.3	1.3	1.3
	Disagree	18	4.5	4.5	5.8
	Neutral	80	20.2	20.2	26.0
	Agree	170	42.9	42.9	68.9
	Strongly Agree	123	31.1	31.1	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

The result shows that there were 170 respondents selected 'Agree' with a percentage of 42.9%. Next, 'Strongly Agree' was chosen by 123 respondents and 'Neutral' was selected by 80 respondents. There were only 18 and 5 respondents selected 'Disagree' and 'Strongly Disagree' respectively.

Q4: I will prefer to buy products or services that my peers bought from online shopping platforms before.

Table 4.2.3.4: Peer Pressure Q4

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	2	.5	.5	.5
	Disagree	15	3.8	3.8	4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
	Neutral	80	20.2	20.2	24.5
	Agree	162	40.9	40.9	65.4
	Strongly Agree	137	34.6	34.6	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

In this question, there were 162 respondents who selected 'Agree' and 137 respondents who selected 'Strongly Agree'. For 'Neutral', there were 80 respondents selected this option. Meanwhile, there were only 15 respondents selected 'Disagree' and 2 respondents selected 'Strongly Disagree'.

Q5: I will exchange information regarding products and services that I purchased online with my peers.

Table 4.2.3.5: Peer Pressure Q5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.5	.5	.5
	Disagree	2	.5	.5	1.0
	Neutral	57	14.4	14.4	15.4
	Agree	175	44.2	44.2	59.6
	Strongly Agree	160	40.4	40.4	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

The result shows that there were 175 respondents who selected 'Agree' for this question, which became the majority. It is followed by 160 respondents who selected 'Strongly Agree',

57 respondents who selected 'Neutral', and there were equally 2 respondents who selected 'Strongly Disagree' and also 'Disagree'.

4.2.4 Independent Variable IV: Electronic Word of Mouth (e-WOM)

Q1: I have a better understand of a product or brand after reading relevant information and review online.

Table 4.2.4.1: e-WOM Q1

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	1	.3	.3	.3
	Neutral	34	8.6	8.6	8.8
	Agree	177	44.7	44.7	53.5
	Strongly Agree	184	46.5	46.5	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Among the 396 respondents, none of the respondents selected 'Disagree' for this question. However, there were 184 respondents who selected 'Strongly Agree', which occupied 46.5% in total and became the majority. Meanwhile, 'Agree' was selected by 177 respondents, which is 44.7% out of 100%. There were 34 of respondents selected 'Neutral' and only 1 respondent selected 'Strongly Disagree'.

Q2: Before I purchase a product or brand from online shopping platforms, I will collect information related to user product reviews from the internet.

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Disagree	5	1.3	1.3	1.3
	Neutral	40	10.1	10.1	11.4
	Agree	147	37.1	37.1	48.5
	Strongly Agree	204	51.5	51.5	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

In this question, there was no respondent selected 'Strongly Disagree'. Majority of the respondents which is 204 respondents with 51.5% selected 'Strongly Agree', and there were 147 respondents who selected 'Agree'. Meanwhile, there were 40 respondents who selected 'Neutral' whereas only 5 respondents selected 'Disagree' for this question.

Q3: Customer reviews give me confidence in purchasing a product or brand online.

Table 4.2.4.3: e-WOM Q3

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Neutral	39	9.8	9.8	9.8
	Agree	124	31.3	31.3	41.2
	Strongly Agree	233	58.8	58.8	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Among the 396 respondents, there was no respondent selected 'Strongly Disagree' and 'Disagree' in this question. Nevertheless, there were 233 respondents selected 'Strongly

Agree', 124 respondents selected 'Agree', and only 39 respondents selected 'Neutral' for this question.

Q4: I am more likely to have positive attitude towards products or services recommend by social media influencers.

Table 4.2.4.4: e-WOM Q4

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	10	2.5	2.5	2.5
	Disagree	31	7.8	7.8	10.4
	Neutral	111	28.0	28.0	38.4
	Agree	129	32.6	32.6	71.0
	Strongly Agree	115	29.0	29.0	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Based on the result, there were 129 respondents with 32.6% who selected 'Agree', 115 respondents with 29% who selected 'Strongly Agree', 111 respondents with 28% who selected 'Neutral', 31 respondents with 7.8% who selected 'Disagree', and only 10 respondents with 2.5% who selected 'Strongly Disagree' for this question.

Q5: I will recommend my friend and family to purchase the products or services promoted by social media influencers.

Table 4.2.4.5: e-WOM Q5

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	19	4.8	4.8	4.8
	Disagree	45	11.4	11.4	16.2
	Neutral	127	32.1	32.1	48.2
	Agree	113	28.5	28.5	76.8
	Strongly Agree	92	23.2	23.2	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

According to the result, majority of the respondents selected 'Neutral' for this question, which is 127 respondents with 32.1%. It is followed by the option of 'Agree' which was selected by 113 respondents with 28.5%. Next, there were 92 respondents selected 'Strongly Agree', 45 respondents selected 'Disagree', and only 19 respondents selected 'Strongly Disagree'.

4.2.5 Independent Variable V: Perceived Ease of Use

Q1: I am confident that the practice of online shopping is an easy task for me.

Table 4.2.5.1: PEOU Q1

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Disagree	6	1.5	1.5	1.5
	Neutral	53	13.4	13.4	14.9
	Agree	164	41.4	41.4	56.3
	Strongly Agree	173	43.7	43.7	100.0
	Total	396	100.0	100.0	

Among 396 of respondents, none of the respondent selected 'Strongly Disagree'. Meanwhile, there were 173 respondents who selected 'Strongly Agree' for this question, which contributed 43.7% in total. It is followed by 'Agree', which was selected by 164 respondents. Next, there were 53 respondents who selected 'Neutral' and only 6 respondents who selected 'Disagree'.

Q2: I can easily obtain and retrieve the information about the products or services when I am browsing the website.

Table 4.2.5.2: PEOU Q2

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	2	.5	.5	.5
	Disagree	8	2.0	2.0	2.5
	Neutral	55	13.9	13.9	16.4
	Agree	171	43.2	43.2	59.6
	Strongly Agree	160	40.4	40.4	100.0
	Total	396	100.0	100.0	

Based on the result, there were 171 respondents with 43.2% who selected 'Agree', 160 respondents with 40.4% who selected 'Strongly Agree', 55 respondents with 13.9% who selected 'Neutral', 8 respondents with 2% who selected 'Disagree', and only 2 respondents who selected 'Strongly Disagree' for this question.

Q3: I found that utilize the mobile shopping application would definitely increase the efficiency and productivity.

Table 4.2.5.3: PEOU Q3

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	1	.3	.3	.3
	Disagree	7	1.8	1.8	2.0
	Neutral	67	16.9	16.9	18.9
	Agree	155	39.1	39.1	58.1
	Strongly Agree	166	41.9	41.9	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

In this question, 'Strongly Agree' was selected by 166 respondents among the 396 respondents with a percentage of 41.9%. Meanwhile, there were 155 respondents with 39.1% who selected 'Agree', 67 respondents with 16.9% who selected 'Neutral', and only 1.8% and 0.3% of respondents who selected 'Disagree' and 'Strongly Disagree' respectively.

Q4: I feel that mobile shopping applications are user-friendly, and the layout of online shopping websites allowed customers to navigate the product easily.

Table 4.2.5.4: PEOU Q4

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	1	.3	.3	.3

		Frequency	Percent	Valid Percent	Cumulative Percent
	Disagree	7	1.8	1.8	2.0
	Neutral	57	14.4	14.4	16.4
	Agree	168	42.4	42.4	58.8
	Strongly Agree	163	41.2	41.2	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Based on the result, 'Agree' has become the highest selected option for this question with 168 respondents and 42.4% in total. Next, 163 respondents with 41.2% selected 'Strongly Agree', 57 respondents with 14.4% selected 'Neutral', and there were only 7 respondents and 1 respondent who selected 'Disagree' and 'Strongly Disagree' respectively.

Q5: I can access the platform easily when I wish to search for products or services.

Table 4.2.5.5: PEOU Q5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	2	.5	.5	.8
	Neutral	44	11.1	11.1	11.9
	Agree	167	42.2	42.2	54.0
	Strongly Agree	182	46.0	46.0	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Based on the result, 'Strongly Agree' was selected by 182 respondents in this question, which occupied 46% out of 100% and become the majority. Next, there were 167 respondents with 42.2% who selected 'Agree', 44 respondents with 11.1% who selected 'Neutral', and there

were only 0.5% and 0.3% of respondent who selected 'Disagree' and 'Strongly Disagree' respectively.

4.2.6 Dependent Variable: Customer's Online Purchase Intention

Q1: I intend to purchase products and services from brands that I have seen before in advertisement.

Table 4.2.6.1: Customer's Online Purchase Intention Q1

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	2	.5	.5	.5
	Disagree	2	.5	.5	1.0
	Neutral	57	14.4	14.4	15.4
	Agree	175	44.2	44.2	59.6
	Strongly Agree	160	40.4	40.4	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Among the 396 respondents, most of the respondents selected 'Agree', which are 175 respondents in total with 44.2%. Next, there were 160 respondents with 40.4% who selected 'Strongly Agree', 57 respondents with 14.4% who selected 'Neutral', and 2 respondents who selected 'Strongly Disagree' and 'Disagree' respectively for this question.

Q2: I intend to purchase products or services that advertised by brands that I am familiar with.

Table 4.2.6.2: Customer's Online Purchase Intention Q2

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	11	2.8	2.8	2.8
	Disagree	26	6.6	6.6	9.3
	Neutral	121	30.6	30.6	39.9
	Agree	158	39.9	39.9	79.8
	Strongly Agree	80	20.2	20.2	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

In this question, there were 158 respondents who selected 'Agree' with a percentage of 39.9%. Meanwhile, there were 121 respondents who selected 'Neutral', 80 respondents who selected 'Strongly Agree', 26 respondents who selected 'Disagree', and only 11 respondents who selected 'Strongly Disagree'.

Q3: I started using products and services after seeing my peers using them.

Table 4.2.6.3: Customer's Online Purchase Intention Q3

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	1	.3	.3	.3
	Disagree	7	1.8	1.8	2.0
	Neutral	67	16.9	16.9	18.9
	Agree	155	39.1	39.1	58.1
	Strongly Agree	166	41.9	41.9	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

Based on the result, most of the respondents selected 'Strongly Agree' for this question, which is 166 respondents with 41.9%. Next, the option of 'Agree' was selected by 155 respondents with 39.1% in total. It is followed by 67 respondents who selected 'Neutral', 7 respondents who selected 'Disagree', and the only 1 respondent who selected 'Strongly Disagree'.

Q4: I stop purchasing the products and services after aware that there are certain perceived risks.

Table 4.2.6.4: Customer's Online Purchase Intention Q4

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	1	.3	.3	.3
	Disagree	2	.5	.5	.8
	Neutral	46	11.6	11.6	12.4
	Agree	167	42.2	42.2	54.5
	Strongly Agree	180	45.5	45.5	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

The table shows that there were 180 respondents who selected 'Strongly Agree' for this question, with a percentage of 45.5%. Furthermore, 'Agree' was selected by 167 respondents with 42.2% in total whereas 'Neutral' was selected by 46 respondents with 11.6% in total. It is then followed by 'Disagree' and 'Strongly Disagree' which were only selected by 2 respondents and 1 respondent respectively.

Q5: I intend to purchase products and services when I see social media influencers using it.

Table 4.2.6.5: Customer's Online Purchase Intention Q5

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	13	3.3	3.3	3.3
	Disagree	30	7.6	7.6	10.9
	Neutral	131	33.1	33.1	43.9
	Agree	154	38.9	38.9	82.8
	Strongly Agree	68	17.2	17.2	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

In this question, most of the respondents selected 'Agree', which contributed 38.9% in total with 154 respondents. It is followed by 'Neutral' which was selected by 131 respondents with 33.1%, 'Strongly Agree' which was selected by 68 respondents with 17.2%, 'Disagree' which was selected by 30 respondents with 7.6%, and lastly, 'Strongly Disagree' which was selected by 13 respondents with 3.3%.

Q6: I would like to purchase products and services that appeared frequently on online shopping sites that is easier to use.

Table 4.2.6.6: Customer's Online Purchase Intention Q6

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	5	1.3	1.3	1.3

	Disagree	12	3.0	3.0	4.3
	Neutral	57	14.4	14.4	18.7
	Agree	157	39.6	39.6	58.3
	Strongly Agree	165	41.7	41.7	100.0
	Total	396	100.0	100.0	

Source: Developed from this research

The result shows that there were 165 respondents who selected 'Strongly Agree' with a percentage of 41.7%. Next, 'Agree' was selected by 157 respondents with a percentage of 39.6%, and 'Neutral' was selected by 57 respondents with a percentage of 14.4%. Meanwhile, there were only 12 respondents selected 'Disagree' and 5 respondents selected 'Strongly Disagree'.

4.3 Inferential Analysis

4.3.1 Regression Analysis

According to Sykes (1993), Regression Analysis is a mathematical tool to investigate the relationships between dependent variables and independent variables. Researchers can utilize this analysis technique to identify the causal effect of one variable upon another. In this study, linear regression analysis is chosen.

Table 4.3.1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimation
1	.932 [a]	.869	.868	1.18407

a. Predictors: (Constants), Perceived Ease of Use, Perceived Risks, Brand Recognition, Electronic Word of Mouth, Peer Pressure

Source: Developed from this research

Table 4.3.1 shows the correlation between the five independent variables and the dependent variable of this research. Based on the table, the value of R signifies 0.932, which indicates a high level of correlation since the value of R is greater than 0.7. Apart from that, the value of R square from the model summary is aimed to determine the level of variation in the dependent variable that can be explained by the combination set of the independent variables. From the table, it shows that the value of R square is 0.869, which means that the five independent variables will have 86.9% influence on the dependent variable. Therefore, we can determine that independent variables that were chosen in this study have significant effects in influencing the customer's online purchase intention. However, the leftover of 13.1% (100% - 86.9%) might be the other factors that do not consider as the independent variables in this research to study customer's online purchase intention.

Table 4.3.1.1: ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3632.820	5	726.564	518.230	<.001 [b]
	Residual	546.784	390	1.402		
	Total	4179.604	395			

a. Dependent Variable: Customer's Online Purchase Intention

b. Predictors: (Constant), Perceived Ease of Use, Perceived Risks, Brand Recognition, Electronic Word of Mouth, Peer Pressure

Source: Developed from research

According to the results of ANOVA in Table 4.3.1.1, the linear regression model in this study is statistically significant. The result shows that the *p*-value is <.001, which is lower than 0,05. This indicates the overall significance of the linear regression model to study the influence of brand recognition, perceived risks, peer pressure, e-WOM, and perceived ease of use on

customer's online purchase intention are statistically significant where at least one of the independent variables is able to influence the customer's online purchase intention.

Table 4.3.1.2: Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.142	.558		.255	.799
	Brand Recognition	-.041	.025	-.037	-1.659	.098
	Perceived Risks	.157	.020	.160	7.988	<.001
	Peer Pressure	.640	.024	.611	26.573	<.001
	Electronic Word of Mouth	.016	.027	.014	.610	.542
	Perceived Ease of Use	.418	.025	.388	16.616	<.001

a. Dependent Variable: Customer's Online Purchase Intention

Source: Developed from this research

Based on Table 4.3.1.2, the coefficients between certain independent variables and the customer's online purchase intention are statistically significant as some of their significant values are shown as lower than 0.05 in the result. Firstly, the significant value of perceived risks is <.001, which indicated that perceived risks are the significant predictor of customer's online purchase intention. Next, the significant value of peer pressure is <.001 as well, this indicated that peer pressure can also be one of the significant predictors in influencing the customer's online purchase intention. Moreover, the significant value of perceived ease of use is also <.001, which means this variable can have a significant influence on the customer's

online purchase intention. Nevertheless, the significant value of brand recognition is 0.098, which is greater than 0.05. Hence, this indicated that brand recognition is not a significant predictor of the customer's online purchase intention. Furthermore, e-WOM is unable to have a significant influence on the customer's online purchase intention as well since its significant value showed 0.542 in the table and the value is greater than 0.05. Apart from that, from the table above, it shows that peer pressure has the highest standardized coefficient value (β-value) among all independent variables, which is 0.611. Thereby, this illustrates that peer pressure is the most important independent variable that influence customer's online purchase intention amongst Generation Z.

4.3.2 Pearson Correlation Coefficient Analysis

Table 4.3.2: Pearson Correlation Coefficient Analysis

		Customer's Online Purchase Intention	Brand Recognition	Perceived Risks	Peer Pressure	Electronic Word of Mouth	Perceived Ease of Use
Customer's Online Purchase Intention	Pearson Correlation	1	.473**	.483**	.849**	.542**	.728**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
Brand Recognition	Pearson Correlation	.473**	1	.313**	.442**	.436**	.471**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
Perceived Risks	Pearson Correlation	.483**	.313**	1	.347**	.291**	.304**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001

Peer Pressure	Pearson Correlation	.849**	.442**	.347**	1	.487**	.493**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
e-WOM	Pearson Correlation	.542**	.436**	.291**	.487**	1	.514**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
Perceived Ease of Use	Pearson Correlation	.728**	.471**	.304**	.493**	.514**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	

** Correlation is significant at the 0.01 level (2-tailed)

Source: Developed from this research

Based on the Table 4.3.2, it shows that overall, there are moderate and strong relationships between the dependent variable and independent variables as the Pearson Correlation value (*r*-value) are generally between 0.4 and 0.8. Firstly, from the table, it indicates that the *r*-value between customer's online purchase intention and brand recognition is 0.473, which means the variables are 47.3% moderately and positively correlate with each other. Next, the table shows the *r*-value between customer's online purchase intention and perceived risks is 0.483, which means there is a 48.3% positively moderate relationship between these two variables. Moreover, there is an 84.9% positively strong relationship between customer's online purchase intention and peer pressure, as the *r*-value shows 0.849, which is more than 0.7. Apart from that, the *r*-value between customer's online purchase intention and e-WOM is 0.542, which is equal to 54.2% positively moderate correlation. Last but not least, there is a positive strong relationship between customer's online purchase intention and perceived ease of use as the *r*-value between these two variables is 0.728. Apart from that, all the significant value (*p*-value) that shown in table 4.3.2 are <0.001, which means all the variables are significantly related to each other.

To sum up, peer pressure has the strongest relationship with customer's online purchase intention compared to other independent variables, which are brand recognition, perceived risks, electronic word of mouth, and perceived ease of use. In contrast, among all the independent variables, brand recognition has the weakest relationship with customer's online purchase intention.

4.4 Hypothesis Testing

H1: Brand recognition has a positive relationship on customer's online purchase intention of Generation Z.

Based on the results of Table 4.3.2, the r-value between brand recognition and customer's online purchase intention is 0.473. It indicates that brand recognition is having a positive and moderate relationship with customer's online purchase intention. Therefore, H1 is accepted.

H2: Perceived risks have a negative relationship on customer's online purchase intention of Generation Z.

Based on the results of Table 4.3.2, the r-value between perceived risks and customer's online purchase intention is 0.483. It indicates that the independent variable is having a positive and moderate relationship with customer's online purchase intention. Thus, H2 is rejected as the value of r is not negative as expected.

H3: Peer pressure has a positive relationship on customer's online purchase intention of Generation Z.

Based on the results of Table 4.3.2, the *r*-value between peer pressure and customer's online purchase intention is shown as 0.849. It signifies that peer pressure is having a positive and strong relationship with customer's online purchase intention. Hence, H3 is accepted.

H4: Electric word of mouth (e-WOM) has a positive relationship on customer's online purchase intention of Generation Z.

Based on the results of Table 4.3.2, the *r*-value between the electronic word of mouth (e-WOM) and customer's online purchase intention is 0.542. It signifies that electronic word of mouth is having a positive and moderate relationship with customer's online purchase intention. Thereby, H4 is accepted.

H5: Perceived ease of use has a positive relationship on customer's online purchase intention of Generation Z.

Based on the results of Table 4.3.2, the *r*-value between perceived ease of use and customer's online purchase intention is 0.728. This signifies that perceived ease of use is having a positive and strong relationship with customer's online purchase intention. Therefore, H5 is accepted.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.0 Overview

In this chapter, the summary of the statistical analysis and the major findings of the study will be further discussed based on the data analysed in the previous chapter. Apart from that, the implications and limitations of the present study will be discussed as well, and recommendations will be proposed to support future researchers in conducting similar studies.

5.1 Summary of Statistical Analysis

5.1.1 Summary of Descriptive Analysis

A total of 396 sets of questionnaires had been distributed to targeted respondents for data collecting purposes. Based on the data analysis in Chapter 4, majority of the respondents are female (78.8%) as compared with male respondents (21.2%). Most of the respondents fall under the age group of 22-26, which occupied 78.8% out of 100%. In terms of ethnicity, there are 96% of respondents are Chinese, which became the majority. Meanwhile, most of the respondents in this survey are students, with a percentage of 78%. Next, respondents whose salaries are lower than RM1000 per month have the highest response with a percentage of 73.7%.

Furthermore, based on the data analysis, all respondents had at least one time of experience in online shopping before, whereas most of them are having 3-5 years of experience in online shopping, which occupied a percentage of 30.1%. Moreover, the result also indicated that there are 69.7% of respondents had purchased online 1-10 times during the past six months, which became the majority. Last but not least, the

majority of respondents had spent more than RM300 in purchasing products or services online during the past six months.

5.1.2 Summary of Inferential Analysis

The strength of the linear relationship between the variables had been tested in the Pearson Correlation Analysis. By referring to Table 4.3.2, the results indicated that r-value of the variables are between 0.4 and 0.8. This signified that there are moderate and good relationship between the dependent variable (Customer's Online Purchase Intention) and the five independent variables (Brand Recognition, Perceived Risks, Peer Pressure, Electronic Word of Mouth, and Perceived Ease of Use), and all variables are positively correlated with each other. To elaborate, peer pressure has the strongest relationship with customer's online purchase intention among all independent variables, with the r-value of 0.849. On the contrary, brand recognition has the weakest relationship with customer's online purchase intention with the r-value of 0.473. Moreover, the results of Pearson Correlation Analysis also demonstrated that all variables are significantly correlated with each other as the p-value are all presented as <.001 in Table 4.3.2. Meanwhile, in the regression analysis, the R-square value shown is 0.869, which symbolized that the proposed independent variables in this study will have 86.9% of influence on the dependent variable. Besides, the results of ANOVA showed that the significant value is <.001, while this illustrated that the study in which to investigate the influence of the five independent variables on the dependent variable is statistically significant overall. Last but not least, the results from the table of coefficients pointed out that perceived risks, peer pressure, and perceived ease of use are the significant predictors of customer's online purchase intention, whereas brand recognition and electronic word of mouth are tested as insignificant predictors of customer's online purchase intention.

5.2 Discussion of Major Findings

5.2.1 Brand Recognition

(H1: Brand Recognition has a positive relationship on customer's online purchase intention of Generation Z)

The first objective of this study is to examine the relationship between brand recognition and customer's online purchase intention amongst Generation Z. The relationship between brand recognition and customer's online purchase intention is examined by Pearson Correlation Analysis and the results are shown in Table 4.3.2. According to the results, the *p*-value is <.001, which is lower than 0.05. Thus, this means that brand recognition has a significant influence on customer's online purchase intention while the *r*-value is 0.473 which indicates there is a moderate and positive linear relationship between the two variables. Hence, H1 is accepted.

The findings are aligned with a previous study by Memon et al. (2016). The researchers mentioned that brand recognition brings an important influence on the customer's online purchase intention. Past researchers found that SNS marketing activities could affect brand recognition which contributed to a positive impact on the customer's online purchase intention (Chun et al., 2020). Moreover, Dabbous & Barakat (2020) suggested that brand recognition is the most important factor which will influence the consumer's purchase intention. Advertising value could impact the brand awareness among consumers on their recognition towards the brand and eventually lead to their willingness to conform to the buying decision (Martins et al., 2019). Therefore, this indicates that there is a direct positive relationship between brand recognition and customer's online purchase intention.

5.2.2 Perceived Risks

(H2: Perceived risks have a negative relationship on customer's online purchase intention of Generation Z.)

The second objective of this study is to examine the relationship between perceived risks and customer's online purchase intention amongst Generation Z. The relationship is examined by the Pearson Correlation Analysis. Based on the results, the p-value is <.001, which is lower than 0.05. Thus, it means that there is a significant relationship between perceived risks and customer's online purchase intention. Meanwhile, the result showed that the r-value is 0.483, which means there is a positive and moderate relationship between perceived risks and customer's online purchase intention. This explained that perceived risks are able to influence the customer's online purchase intention significantly and positively. Therefore, H2 is not supported since the r-value is not negative as expected.

The findings in the present study are contrary to the results in the past research conducted by Bhukya and Singh (2015) which indicated that perceived risks would have negative effects on customer's online purchase intention. The researchers argued that customer's online purchase intention will be increased only when the perceived risks are minimized. Furthermore, a study conducted by Yaraş et al. (2017) also found that perceived risks are having a reverse relationship with customer's online purchase intention. It means that when the perceived risks increased, customers' favourable attitude toward online shopping will be affected, and it will directly diminish their online purchase intentions. Nevertheless, the findings in the present study are still consistent with a past study by Wang and Tsai (2014) which stated that perceived risks have significant and positive impacts on customer's purchase intention. In addition,

there is another explanation and support from a past research by Ariff et al. (2014). The researchers argued that there is a positive relationship between certain perceived risks such as convenience risk and customers' attitudes alongside their purchase intentions. In the past study, an assumption was made by the authors based on the findings of Zhang et al. (2012) when explaining the reasons for getting the positive result for perceived risks. The assumption explained that when the customers have very strong trust in the online sellers, they would somehow ignore the perceived risks. For instance, customers might not really concern about the issue of they are unable to examine the product quality before making their purchase decisions as they are having confidence in the online sellers. Hence, even though the result obtained in the present study is not synchronized with the hypothesis, it is still aligned with some past studies for certain possible reasons.

5.2.3 Peer Pressure

(H3: Peer pressure has a positive relationship on customer's online purchase intention of Generation Z.)

The third objective of this study is to examine the relationship between peer pressure and customer's online purchase intention amongst Generation Z. In this study, Pearson Correlation Analysis was utilized to test the relationship between peer pressure and customer's online purchase intention, and the results are shown in Table 4.3.2. Based on the result, the p-value is $<.001$, which is lower than 0.05. This result indicates that there is a significant relationship between peer pressure and customer's online purchase intention. Furthermore, the result showed that the r-value between peer pressure and customer's online purchase intention is 0.849, which means that there is a strong and

positive relationship between these two variables. In other words, peer pressure is able to influence customer's online purchase intention significantly and positively. Hence, H3 is accepted.

The findings in the present study can be supported by a few past research. According to Sheth & Kim (2017), peer pressure will influence the customer's attitude and purchase intention towards a brand. Besides, there is another past research indicated that there is a positive relationship between peer pressure and customer's purchase intention (Qasim et al., 2017). The results showed that the customer's purchase intention is high when the level of peer pressure is high as well. In addition, the findings on the relationship between peer pressure and customer's online purchase intention are also consistent with a previous study by Chang and Nguyen (2018) which addressed that peer pressure has a significant impact on customer's purchase intention as the more the peer pressure is, the higher possibility that the customer will follow his or her peer to purchase certain products or services. Lastly, the present finding is also in agreement with the previous finding by Akar et al. (2015). The past research indicated that peer pressure will influence customer's purchase intention positively. It is because the researchers found out that when the level of peer pressure is higher, the customer's purchase intention towards a product will be higher.

5.2.4 Electronic-Word of Mouth

(H4: Electronic-Word of mouth (e-WOM) has a positive relationship on customer's purchase intention of Generation Z.)

The fourth objective of this study is to examine the relationship between e-WOM and customer's online purchase intention amongst Generation Z. The relationship between

the variables is examined by the Pearson Correlation Analysis while the results are shown in Table 4.3.2. Based on the results, the p-value is $<.001$, which is lower than 0.05. Thus, it means that there is a significant relationship between perceived risks and customer's online purchase intention. Meanwhile, the result showed that the r-value is 0.542, which means that there is a positive and moderate relationship between e-WOM and customer's online purchase intention. This explained that e-WOM will have a significant and positive influence on the customer's online purchase intention. Therefore, H4 is accepted.

The results of the past study conducted by Dwidienawati et al. (2020) provided evidence that e-WOM has an impact on customer's online purchase intention. This is because the information that "experienced" customers provided to potential customers is considered valuable when the potential customers are making their online purchasing decisions. Besides, e-WOM plays a key role in minimizing information asymmetry among potential consumers in online shopping. His study was also supported by previous research which has found that e-WOM can help customers to reduce their uncertainty and increase their purchasing confidence and intentions in online shopping. Furthermore, the findings of the research which were done by Naujoks & Benkenstein (2020) determined that customer's online purchase intention can be influenced by combined ratings and single relevant reviews. Moreover, based on the research by Rahman et al. (2020), e-WOM has proven to have a significant impact on enhancing the company's brand image among Malaysian consumers, which will consequently influence the customer's purchase intention. The researchers also argued that e-WOM is often used as an informal form of advertising for online businesses. For digital businesses, a successful e-WOM is not only able to enhance a brand image, but also can influence consumers' purchase decisions and increase their purchase interests. Thus,

the findings in the present study are consistent with most previous studies that there is a significant and positive relationship between e-WOM and customer's online purchase intention.

5.2.5 Perceived Ease of Use

(H5: Perceived ease of use has a positive relationship on customer's online purchase intention of Generation Z.)

The fifth objective of this study is to examine the relationship between perceived ease of use and customer's online purchase intention amongst Generation Z. The purpose of carrying out the Pearson Correlation Analysis is to examine the relationship between perceived ease of use and customer's online purchase intention and the results are shown in Table 4.3.2. According to the results, the p-value is $<.001$, which is smaller than 0.05. Thus, this result indicated that the relationship between perceived ease of use and customer's online purchase intention is significant. Apart from that, the r-value based on the result is 0.728, which means that perceived ease of use and customer's online purchase intentions are sharing a positive and strong relationship. This explained that there is a correlation between these two variables as perceived ease of use is able to influence the customer's online purchase intention significantly and positively. Hence, H5 is accepted.

The findings in the present study are aligned with the past studies conducted by Hanjaya et al. (2019). The researchers mentioned that perceived ease of use on the mobile application during shopping online will influence consumer behaviour and eventually generate their online purchase intentions. Moreover, past research conducted by Cho & Sagynov (2015) identifies that there is a significant influence on the perceived ease of

use towards the consumer's intention to conduct shopping online. Moslehpour et al. (2018) also suggested that a customer's online purchase intention would be strongly mediated through the smart tools of technological appliances from online shopping platforms which provide convenience to customers.

5.3 Implications of Study

5.3.1 Managerial Implication

Assuredly, the advancement of technologies and innovations has led to a new turning point for online retailers to transform their businesses from traditional brick-and-mortar stores to online stores. Therefore, the result in the present research is able to provide some managerial implications for online retailers to understand the factors that will influence customer's online purchase intention in order to be more competitive in the online market nowadays.

Firstly, the result of this study addressed that brand recognition has a significant influence on customer's purchase intention. Brooks (2022) claimed that brand recognition is the first step of the marketing funnel. In other words, establishing brand recognition among potential customers is the crucial process that will eventually bring brand loyalty. Moreover, Chaudhry et al. (2017) argued that consistently posting snappy visuals advertisements on social media platforms could bring an added value to the brand visibility which could contribute to delivering brand messages as well as devoted to the consumer's positive attitude towards the brand. Therefore, online retailers are suggested to understand the consumer's behaviour to develop the consumer's positive attitude towards the brand as affective commitment could bring positive impacts on customer's purchase intention (Isotalo & Watanen, 2015).

Secondly, the findings in this study showed that perceived risks are one of the significant factors in influencing customer's online purchase intention and these two variables

are sharing a positive relationship with each other. As mentioned in the discussion of perceived risks above, an assumption was made by Ariff et al. (2014) that customers will not care too much about their perceptions of risks during online shopping as there are having confidence in the online sellers. In other words, trust is an essential pillar in online shopping (Abou Ali et al., 2020). Thus, this research has reinforced that it is crucial for online retailers to build trust bonds with their customers in order to increase their purchase intention, which will eventually boost sales. For example, customers tend to be more concerned about their data privacy during the buying process when they are making payments for the product and services (Whitney, 2021). Hence, online retailers are suggested to adopt risk reduction strategies on minimizing the risks such as security risks or financial risks in order to enhance customer's perceptions of risks and also build their confidence and trust in online shopping.

Furthermore, peer pressure is found to have a significant and positive relationship with the consumer's purchase intention in this study. Therefore, the marketing strategy that could be implemented among online retailers to attract the customer's purchase intention is the peer endorser in order to create a positive brand association amongst Generation Z (Munnukka et al., 2016). This could provide a strategic tactic for online retailers to target customer groups by following current trends. In addition, peer endorsement and influencers will impact consumer behaviour to make decisions on the product. For example, youngsters tend to follow their peer's expectations and conform to the preferences of their groups on purchasing certain products (Gupta & Gupta 2015). Hence, online retailers are encouraged to focus on influencing the perception of referent opinions of their customers in order to enhance their online purchase intentions.

Apart from that, electronic word of mouth (e-WOM) is proved to have a positive and significant relationship with customer's purchase intention according to the findings. Mohseni & Tutu (2020) stated that customers will look for the product review and make comparisons

through different websites to obtain information related to the brand before making a purchase decision. Likewise, customers tend to focus more on the accuracy of messages as the updated customer review will increase the potential of the customers to trust the brand. Thereby, this research provides a suggestion for online retailers to keep an eye on the e-WOM to monitor how the customers mention their brands through ratings and reviews, recommendations, and so on. It is because the positive review could have a significant impact on the reputation of the brand, which will ultimately enhance the customer's favourable attitude and trust towards the brand, and directly increase their online purchase intentions.

Lastly, it is revealed that perceived ease of use is positively and significantly correlated with the customer's purchase intention. Hence, online retailers are encouraged to take the customer's shopping experience into consideration as the customers will prefer the efficient and easy-to-use applications when they are shopping online, such as help services of the shopping websites which provide assistance and customer support. Thereby, online retailers should enhance the functions of the online shopping websites or applications in order to be more user-friendly and provide great purchase experiences for the customers for the sake of boosting their online purchase intentions.

5.3.2 Theoretical Implications

In general, this study has effectively identified the factors that influence customer's online purchase intention amongst Generation Z from the theoretical perspective by applying the Theory of Planned Behaviour (TPB) which was developed by Ajzen (1991) as this theory is appropriate in explaining human behaviours. Specifically, the study revealed how the constructs of TPB, which are attitudes, subjective norms, and perceived behavioural control are interrelated to the five independent variables of this study. For instance, this study explained

how brand recognition and perceived risks can influence attitudes of the customers, which will eventually affect their behavioural intentions, which is the dependent variable in this study, namely customer's purchase intention. Besides, peer pressure and e-WOM are having a significant correlation with subjective norms as these two variables are directly related to the customer's reference groups. Last but not least, the present study has also proposed the idea that how perceived ease of use can influence perceived behavioural control. Thereby, the proposed theoretical framework of this study is able to be a reference to enhance future researchers' understanding of the factors that influence the customer's online purchase intention by applying the Theory of Planned Behaviour.

5.4 Limitations of Study

Throughout the research, there are a few limitations that can be acknowledged. Firstly, the ethnicity of the respondents is one of the limitations of this study. It is due to there are 96% of respondents belong to Chinese, whereas Malay and Indian respondents occupied the lesser percentage of respondents, which are only 0.8% and 3.3% respectively. In fact, the group members did send out the questionnaire to many Malay and Indian targeted respondents through different platforms as proposed earlier in Chapter 3 such as Facebook group, Instagram, Microsoft Team, and even private messaging the targeted respondents. However, only a few of the messages were replied. Since this online survey questionnaire is on a voluntary basis, therefore we are not encouraged to spam the target respondent's inbox to avoid any inconvenience to them. Another reason Chinese respondents occurred among the highest percentage is because the researchers of the present study are Chinese and Generation Z, and most of the friends of the researchers shared similar characteristics too. Therefore, it explained why Chinese targeted respondents were easier to be reached compared to Malay and Indian

respondents for this online survey. According to Sreen et al., (2018), consumers from different cultural backgrounds tend to have different attitudes and behaviours towards purchase intention. In this research, the purchase intention of Generation Z could not accurately be tested because most of the respondents of Generation Z are from Chinese cultural backgrounds. Therefore, the findings of this research are unable to completely generalize the factors that influence customer's online purchase intention amongst Generation Z in Malaysia.

The second limitation of this research is the use of the close-ended questionnaires survey method. Although many benefits of using close-ended questionnaires for the survey had been mentioned previously in Chapter 3 such as saving time and effort for both researchers and respondents, there are still some limitations of using this survey method. According to Jenn (2006), respondents will be given limited options for them to choose when answering close-ended questionnaires. Since the answers had been designed, the respondents had no choice but to choose from the answers provided for them such as 'Yes' or 'No', or 5-point Likert scale options ranging from 'Strongly Disagree' to 'Strongly Agree'. Although they can choose the answers based on the one that suits their opinions the most, they will be unable to express their inner thoughts and ideas fully and accurately for the answer. However, this matter depends on the researcher's choice of which survey method to be used by them.

Lastly, the third limitation of this research is that most of the respondents are students. Since this research is to examine the customer's online purchase intention, therefore it is undeniable that the individual's purchasing power will be one of the most significant factors in affecting their decisions in answering the survey. The targeted respondents are from Generation Z, and most of the respondents who filled up the questionnaire are mostly students who are still pursuing their studies whether are in college, university, or even secondary school. They are not financially independent yet. Although some of the respondents are already graduated and

fully employed, they only occupied 16.2% of the total 396 respondents. Thus, the accuracy of results might be affected by the purchasing power of the respondents.

5.5 Recommendations

There are some recommendations for future researchers that are described as follows. Firstly, future researchers are encouraged to approach the respondents physically instead of through online platform. By approaching physically, the facial expression of the respondents can be observed clearly which could avoid miscommunication as much as possible, as the verbal communication will take place during the physical approach. Next, carrying out a physical approach is more effective than online approach as it can ensure the respondents fill in the survey form accordingly and correctly and researchers could clarify misunderstandings from respondents on the spot. Besides, physical approach can avoid the situation that the respondents might ignore the questionnaire received online since researchers are able to assist the respondents to fill in the questionnaire on the spot. Apart from that, future researchers are encouraged to approach the respondents from different ethnicity. By this token, it could prevent the problem of being biased on one type of ethnicity. By targeting respondents from different ethnicity, researchers are able to get different answers as they are sharing different thoughts based on their cultures.

Secondly, if future researchers are going to carry out a similar study on customer's online purchase intention, it is better to look for the respondents who are employing full-time jobs. It is because they have a stable and consistent monthly income. For instance, the respondents who have a stable monthly income might allocate an amount of budget for purchasing items online consistently for every month. Thus, their decisions or answers in the questionnaire will not be affected by their purchasing powers. When future researchers are

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generating the answers or feedback from the respondents, the result will not be so much manipulation as well. Meanwhile, if the respondents are from different category includes part-time job, unemployed or full-time job, the feedback on the survey form will have big differences as the purchasing power of an unemployed person is definitely not capable as the person who has a full-time job.

Thirdly, in terms of the independent variables, there are some recommendations that future researchers can look into in their studies. As mentioned in the discussion of the findings of perceived risks, the outcome of this study is actually contradicted with some past journals which argued that perceived risks are supposed to have negative and reverse relationship with customer's online purchase intention. Therefore, future researchers are encouraged to have a deeper investigation on the controversy in results of the relationship between perceived risks and customer's online purchase intention. In addition, it was proven that e-WOM has a positive relationship with customer's online purchase intention amongst Generation Z. Reviews from digital celebrities, family members, close friends, and experienced consumers influence customer's willingness to buy a product or service. However, future researchers can look deeper into how negative e-WOM will affect customer's online purchase intention.

5.6 Conclusion

In a nutshell, all findings in this study were discussed comprehensively and the results revealed that all the variables including brand recognition, perceived risks, peer pressure, e-WOM, and perceived ease of use are having positive and significant relationships with customer's online purchase intention amongst Generation Z. Despite that, all the hypotheses were accepted except for perceived risks, which is H2 was rejected. Meanwhile, the implications and limitations were discussed thoroughly, and a few recommendations were proposed as references for future researchers. Indeed, this research provides a conducive insight

for future researchers about the possible factors which will influence customer's online purchase intention. It is important to conduct this study as the trend of online shopping is rising in this era of technology and innovation. Undeniably, the emergence of online shopping not only drastically changed the way people purchase products or services, but also brought enormous impacts to the online retailers and marketers to reconsider their business and marketing strategies. Thereby, this study has provided a direction for online retailers to construct the marketing strategies that allow them to attract their customers effectively and satisfy their customer's needs by knowing the factors that influence their online purchase intentions the most.

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APPENDIX

<u>Questionnaire</u>

Dear respondents, we are final year undergraduate students from Bachelor of Communication (Hons) Public Relations, Universiti Tunku Abdul Rahman (UTAR), Kampar. This survey aims to study the factors influencing customer's online purchase intention amongst Generation Z in Malaysia.

You are invited to complete this survey as long as you are:

1. Malaysian

2. 11-26 years old (Generation Z)

This survey consists of SEVEN sections, namely Section A to Section G. Section A is about the demographic profile of respondents, whereas Section B to F are about the independent variables that influencing customer's online purchase intention amongst Generation Z in Malaysia, namely Brand Recognition, Perceived Risks, Peer Pressure, Electronic Word of Mouth, and Perceived Ease of Use. Last but not least, Section G is the dependent variable, customer's online purchase intention.

This survey might take you approximately 10 minutes to complete. Kindly answer all questions in all sections. We assure that all collected responses in this survey are only for academic purpose and will be kept in a private and confidential manner. There will be no risk involved on your participation in this survey.

Thank you for your cooperation and participation in answering this survey!

SECTION A: DEMOGRAPHIC PROFILE DATA

You are required to fill in general information in this section. Please select the relevant answer for the question given below. Your answers will be kept strictly confidential.

1. Gender
□ Male

□ Female

2. Age
□ 11-17

□ 18-21

□ 22-26

3. Ethnicity

□ Malay

□ Chinese

□ Indian

□ Others

4. Working Status
□ Employed Full Time

□ Employed Part Time

□ Freelancer

□ Unemployed

□ Student

5. Salary
□ Less than RM1000

□ RM1000-RM1500

□ RM1500-RM2000

□ More than RM 2000

6. Have you ever made an online purchase before?

□ Yes   □No

7. How long have you been shopping online?
□ Never

□ 1-2 years

□ 2-3 years

□ 3-5 years

□ More than 5 years

8. How many times have you bought things online (during the past six months)?
□ Never

□ 1-10 times

□ 11-20 times

□ 21 times or above

9. What would be your estimate of online shopping expenditure (during the past six months)?

□ Less than RM100

□ RM100-RM300

□ More than RM300

From Section B onwards, respondents are required to indicate the extent to which they agree or disagree with each statement based on the 5 Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree and (5) = strongly agree].

Please choose only ONE for each question below.

SECTION B: FACTORS INFLUENCING CUSTOMER'S ONLINE PURCHASE INTENTION AMONGST GENERATION Z

IV 1: BRAND RECOGNITION

No.	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	I can distinguish the brand compared to another similar brand.	1	2	3	4	5
2.	I can recognize the brand logo in a short time of period.	1	2	3	4	5
3.	I feel annoyed when the brand published pointless advertisements.	1	2	3	4	5
4.	I am very conscious on the updated information about the brand, and I feel familiar about the brand.	1	2	3	4	5
5.	I can visualize the characteristics of the brand such as logo design, slogan, social media graphic and other visual elements of promotion instantly.	1	2	3	4	5

SECTION C: FACTORS INFLUENCING CUSTOMER'S ONLINE PURCHASE INTENTION AMONGST GENERATION Z

IV 2: PERCEIVED RISKS

No.	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	I am aware that the practice of online shopping exposes me to a risk of financial fraud.	1	2	3	4	5
2.	I am aware of products or services that I purchase from online shopping platforms might not worth the money that I spent.	1	2	3	4	5
3.	I am aware that I might receive fake or malfunctioning products when purchasing online.	1	2	3	4	5
4.	I am unable to evaluate and examine the quality and characteristics of the product precisely when shopping online.	1	2	3	4	5
5.	I am aware that the quality of the product might not meet my expectation of the performance of the product.	1	2	3	4	5

SECTION D: **FACTORS INFLUENCING CUSTOMER'S ONLINE PURCHASE INTENTION AMONGST GENERATION Z**

IV 3: PEER PRESSUE

No.	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	My peers would think that I should purchase products of services online.	1	2	3	4	5
2.	My peers would want me to purchase products and services online.	1	2	3	4	5
3.	The opinions and experiences shared by my peers will affect my online purchase intention.	1	2	3	4	5
4.	I will prefer to buy products or services that my peers bought from online shopping platforms before.	1	2	3	4	5
5.	I will exchange information regarding products and services that I purchased online with my peers.	1	2	3	4	5

SECTION E: FACTORS INFLUENCING CUSTOMER'S ONLINE PURCHASE INTENTION AMONGST GENERATION Z

IV 4: ELECTRONIC WORD OF MOUTH (e-WOM)

No.	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	I have a better understand of a product or brand after reading relevant information and review online.	1	2	3	4	5
2.	Before I purchase a product or brand from online shopping platforms, I will collect information related to user product reviews from the internet.	1	2	3	4	5
3.	Customer reviews give me confidence in purchasing a product or brand online.	1	2	3	4	5
4.	I am more likely to have positive attitude towards products or services recommend by social media influencers.	1	2	3	4	5

5.	I will recommend my friend and family to purchase the products or services promoted by social media influencers.	1	2	3	4	5

SECTION F: **FACTORS INFLUENCING CUSTOMER'S ONLINE PURCHASE INTENTION AMONGST GENERATION Z**

IV 5: PERCEIVED EASE OF USE

No.	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	I am confident that the practice of online shopping is an easy task for me.	1	2	3	4	5
2.	I can easily obtain and retrieve the information about the products or services when I am browsing the website.	1	2	3	4	5
3.	I found that utilize the mobile shopping application would definitely increase the efficiency and productivity.	1	2	3	4	5
4.	I feel that mobile shopping applications are user-friendly, and the layout of online shopping websites allowed customers to navigate the product easily.	1	2	3	4	5
5.	I can access the platform easily when I wish to search for products or services.	1	2	3	4	5

SECTION G: **FACTORS INFLUENCING CUSTOMER'S ONLINE PURCHASE INTENTION AMONGST GENERATION Z**

DV: CUSTOMER'S ONLINE PURCHASE INTENTION

No.	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	I intend to purchase products and services from brands that I have seen before in advertisement.	1	2	3	4	5
2.	I intend to purchase products or services that advertised by brands that I am familiar with.	1	2	3	4	5
3.	I started using products and services after seeing my peers using them.	1	2	3	4	5

4.	I stop purchasing the products and services after aware that there are certain perceived risks.	1	2	3	4	5
5.	I intend to purchase products and services when I see social media influencers using it.	1	2	3	4	5
6.	I would like to purchase products and services that appeared frequently on online shopping sites that is easier to use.	1	2	3	4	5

PERSONAL DATA PROTECTION NOTICE

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

a) Name

b) Identity card

c) Place of Birth

d) Address

e) Education History

f) Employment History

g) Medical History

h) Blood type

i) Race

j) Religion

k) Photo

l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:

a) For assessment of any application to UTAR

b) For processing any benefits and services

c) For communication purposes

d) For advertorial and news

e) For general administration and record purposes

f) For enhancing the value of education

g) For educational and related purposes consequential to UTAR

h) For replying any responds to complaints and enquiries

i) For the purpose of our corporate governance

j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

<u>Consent:</u>

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by writing to us at

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□ I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.

Thank you for your participation.

Appendix 3.11: Source of Questions

Variables	Source	Item
Brand Recognition	Khurram, M., Qadeer, F., & Sheeraz, M. (2018).	1
	Oktavianti, E., & Antoni, C. (2021).	2
	Shaily, S. A., & Emma, N. N. (2021).	1
	Foroudi, P., (2018).	1
Perceived Risks	Marriott, H. R., & Williams, M. D. (2018).	2
	Ariffin, S. K., Mohan, T., & Goh, Y. N. (2018).	1
	Abou Ali, A., Abbass, A., & Farid, N. (2020).	1
	Yaraş, E., Özbük, M. Y., & Ünal, D. A. (2017).	1
Peer Pressure	Bai, L., Wang, M., & Gong, S. (2019).	1
	Wong et al. (2018).	1
	Le-Hoang, P. V. (2020).	1
	Chang, S. C., & Nguyen, T. A. (2018).	1
	Mei, O. J., Ling, K. C., & Piew, T. H. (2012).	1
e-WOM	Kala, D., & Chaubey, D. S. (2018).	1
	Bansal & Voyer (2000); Cheung et al. (2008); Bambauer- Sachse & Mangold (2011).	1
	Jalilvand (2012).	1
	Su et al. (2016).	1
	Karina & Hajer (2020).	1
PEOU	Wilson, N., Alvita, M., & Wibisono, J. (2021).	2
	Ageeva, E., Melewar, T. C., Foroudi, P., Dennis, C., & Jin, Z. (2018).	1
	He, Y., Chen, Q., & Kitkuakul, S. (2018).	1
	Natarajan, T., Balasubramanian, S. A., & Kasilingam, D. L. (2018).	1
Customer's Online Purchase Intention	KPD Balakrishnan, B., Shuaib, A. S. M., Dousin, O., & Permarupan, P. (2012	6
	Total	31

Appensix 3.11: Original questions and modified questions for questionnaire

No.	Independent Variables/ Dependent Variable	Original Questions	Modified Questions
1	Brand Recognition	I can recognize brand X among other competing brands.	I can distinguish the brand compared to another similar brand.
2	Brand Recognition	I easily remember the logo of the brand X.	I can recognize the brand logo in a short time of period.
3	Brand Recognition	I get irritated when brands show irrelevant advertisements.	I feel annoyed when the brand published pointless advertisements.
4	Brand Recognition	I am very aware of "X", the brand X is very familiar to me.	I am very conscious on the updated information about the brand, and I feel familiar about the brand.
5	Brand Recognition	I can easily imagine the brand in my mind.	I can visualize the characteristics of the brand such as logo design, slogan, social media graphic and other visual elements of promotion instantly.
6	Perceived Risks	Shopping on my mobile device increases the risk of financial fraud.	I am aware that the practice of online shopping exposes me to a risk of financial fraud.
7	Perceived Risks	Product may not be worth the money I spent	I am aware of products or services that I purchase from online shopping platforms might not worth the money that I spent.

8	Perceived Risks	I am worried about the quality of the product and the situation that I might buy fake goods.	I am aware that I might receive fake or malfunctioning products when purchasing online.
9	Perceived Risks	I would find it very difficult to evaluate the characteristics of the products accurately.	I am unable to evaluate and examine the quality and characteristics of the product precisely when shopping online.
10	Perceived Risks	Products purchased on mobile devices have high risk of being defective or not as expected.	I am aware that the quality of the product might not meet my expectation of the performance of the product.
11	Peer Pressure	Those who influence your behaviours, such as family, close friends, and sex partners, think you should purchase organic foods.	My peers would think that I should purchase products of services online.
12	Peer Pressure	Most people, important to me, would want me to purchase suboptimal food.	My peers would want me to purchase products and services online.
13	Peer Pressure	Your friends' opinions have a great influence on your purchase intentions.	The opinions and experiences shared by my peers will affect my online purchase intention.
14	Peer Pressure	In general, do you buy stuff that your friends buy?	I will prefer to buy products or services that my peers bought from online shopping platforms before.
15	Peer Pressure	I often share information regarding environmental products with my friends.	I will exchange information regarding products and services that I purchased online with my peers.

16	e-WOM	I understand a product better after receiving relevant information about the product on online reviews.	I have a better understand of a product or brand after reading relevant information and review online.
17	e-WOM	I frequently gather information from online customer's product reviews before I buy a certain product/brand.	Before I purchase a product or brand from online shopping platforms, I will collect information related to user product reviews from the internet.
18	e-WOM	When I buy a product, customer review makes me confident in purchasing product.	Customer reviews give me confidence in purchasing a product or brand online.
19	e-WOM	I am likely to say positive things about the product that the digital celebrity sends through the Weibo.	I am more likely to have positive attitude towards products or services recommend by social media influencers.
20	e-WOM	I would encourage people close to me to buy the products promoted by the blogger.	I will recommend my friend and family to purchase the products or services promoted by social media influencers.
21	PEOU	Learning to use this website is easy for me.	I am confident that the practice of online shopping is an easy task for me.
22	PEOU	When I am navigating the website, I feel that I am in control of what I can do.	I can easily obtain and retrieve the information about the products or services when I am browsing the website.
23	PEOU	Using the software would increase my productivity.	I found that utilize the mobile shopping application would definitely increase the efficiency and productivity.

24	PEOU	I think that I am able to shop using Mobile Shopping Applications without the help of an expert.	I feel that mobile shopping applications are user-friendly, and the layout of online shopping websites allowed customers to navigate the product easily.
25	PEOU	My interactions with the website are clear and understandable.	I can access the platform easily when I wish to search for products or services.
26	Customer's Online Purchase Intention	I would purchase brands I have seen in movies.	I intend to purchase products and services from brands that I have seen before in advertisement.
27	Customer's Online Purchase Intention	Brand placements in movies make me want to buy the products being shown.	I intend to purchase products or services that advertised by brands that I am familiar with.
28	Customer's Online Purchase Intention	I started using brand after seeing them in movies.	I started using products and services after seeing my peers using them.
29	Customer's Online Purchase Intention	I stop using the brand that appeared in movie after watching it.	I stop purchasing the products and services after aware that there are certain perceived risks.
30	Customer's Online Purchase Intention	I buy brands I see movie stars using or holding in movies.	I intend to purchase products and services when I see social media influencers using it.
31	Customer's Online Purchase Intention	I would like to buy the brands that appeared longer in length/frequency in movies.	I would like to purchase products and services that appeared frequently on online shopping sites that is easier to use.

Appendix 3.12: Reliability Test for Pilot Study (IV 1: Brand Recognition)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.738	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.0000	8.552	2.92433	5

Appendix 3.12: Reliability Test for Pilot Study (IV 2: Perceived Risks)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.669	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.1667	9.040	3.00670	5

167

Appendix 3.12: Reliability Test for Pilot Study (IV 3: Peer Pressure)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.905	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.6000	21.145	4.59835	5

Appendix 3.12: Reliability Test for Pilot Study (IV 4: e-WOM)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.766	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.2000	8.855	2.97576	5

Appendix 3.12: Reliability Test for Pilot Study (IV 5: PEOU)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.873	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.7333	9.444	3.07306	5

Appendix 3.12: Reliability Test for Pilot Study (DV: Customer's Online Purchase Intention)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.798	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.2333	14.392	3.79367	6

Appendix 4.1.6: Respondents' Online Shopping Experience

A8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	396	100.0	100.0	100.0

Appendix 4.1.7: Respondents' duration of engaging in the practice of online shopping

A9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 2 Years	58	14.6	14.6	14.6
	2 - 3 Years	115	29.0	29.0	43.7
	3 - 5 Years	119	30.1	30.1	73.7
	More Than 5 Years	104	26.3	26.3	100.0
	Total	396	100.0	100.0	

Appendix 4.1.8: Respondent's frequency of online shopping during the past six months

A10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 10 Times	276	69.7	69.7	69.7
	11 - 20 Times	76	19.2	19.2	88.9
	21 Times or Above	44	11.1	11.1	100.0
	Total	396	100.0	100.0	

Appendix 4.1.9: Respondent's estimate expenses of online shopping during the past six months

A11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Than RM100	59	14.9	14.9	14.9
	RM100 - RM300	157	39.6	39.6	54.5
	More Than RM300	180	45.5	45.5	100.0
	Total	396	100.0	100.0	

Appendix 4.2.1.1: Brand Recognition Q1

BR1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	10	2.5	2.5	2.5
	Neutral	78	19.7	19.7	22.2
	Agree	191	48.2	48.2	70.5
	Strongly Agree	117	29.5	29.5	100.0
	Total	396	100.0	100.0	

Appendix 4.2.1.2: Brand Recognition Q2

BR2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	17	4.3	4.3	4.3
	Neutral	74	18.7	18.7	23.0
	Agree	190	48.0	48.0	71.0
	Strongly Agree	115	29.0	29.0	100.0
	Total	396	100.0	100.0	

Appendix 4.2.1.3: Brand Recognition Q3

BR3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	.8	.8	.8
	Disagree	11	2.8	2.8	3.5
	Neutral	96	24.2	24.2	27.8
	Agree	120	30.3	30.3	58.1
	Strongly Agree	166	41.9	41.9	100.0
	Total	396	100.0	100.0	

Appendix 4.2.1.4: Brand Recognition Q4

BR4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.0	2.0	2.0
	Disagree	26	6.6	6.6	8.6
	Neutral	118	29.8	29.8	38.4
	Agree	166	41.9	41.9	80.3
	Strongly Agree	78	19.7	19.7	100.0
	Total	396	100.0	100.0	

Appendix 4.2.1.5: Brand Recognition Q5

BR5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	1.5	1.5	1.5
	Disagree	25	6.3	6.3	7.8
	Neutral	94	23.7	23.7	31.6
	Agree	157	39.6	39.6	71.2
	Strongly Agree	114	28.8	28.8	100.0
	Total	396	100.0	100.0	

Appendix 4.2.2.1: Perceived Risks Q1

PR1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.0	1.0	1.0
	Disagree	21	5.3	5.3	6.3
	Neutral	74	18.7	18.7	25.0
	Agree	167	42.2	42.2	67.2
	Strongly Agree	130	32.8	32.8	100.0
	Total	396	100.0	100.0	

Appendix 4.2.2.2: Perceived Risks Q2

PR2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.3	1.3	1.3
	Disagree	37	9.3	9.3	10.6
	Neutral	77	19.4	19.4	30.1
	Agree	145	36.6	36.6	66.7
	Strongly Agree	132	33.3	33.3	100.0
	Total	396	100.0	100.0	

Appendix 4.2.2.3: Perceived Risks Q3

PR3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.3	1.3	1.3
	Disagree	12	3.0	3.0	4.3
	Neutral	57	14.4	14.4	18.7
	Agree	157	39.6	39.6	58.3
	Strongly Agree	165	41.7	41.7	100.0
	Total	396	100.0	100.0	

Appendix 4.2.2.4: Perceived Risks Q4

PR4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	3.5	3.5	3.5
	Disagree	48	12.1	12.1	15.7
	Neutral	87	22.0	22.0	37.6
	Agree	132	33.3	33.3	71.0
	Strongly Agree	115	29.0	29.0	100.0
	Total	396	100.0	100.0	

Appendix 4.2.2.5: Perceived Risks Q5

PR5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	10	2.5	2.5	2.5
	Neutral	55	13.9	13.9	16.4
	Agree	163	41.2	41.2	57.6
	Strongly Agree	168	42.4	42.4	100.0
	Total	396	100.0	100.0	

Appendix 4.2.3.1: Peer Pressure Q1

PP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	2.8	2.8	2.8
	Disagree	26	6.6	6.6	9.3
	Neutral	121	30.6	30.6	39.9
	Agree	158	39.9	39.9	79.8
	Strongly Agree	80	20.2	20.2	100.0
	Total	396	100.0	100.0	

Appendix 4.2.3.2: Peer Pressure Q2

PP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	3.3	3.3	3.3
	Disagree	30	7.6	7.6	10.9
	Neutral	131	33.1	33.1	43.9
	Agree	154	38.9	38.9	82.8
	Strongly Agree	68	17.2	17.2	100.0
	Total	396	100.0	100.0	

Appendix 4.2.3.3: Peer Pressure Q3

PP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.3	1.3	1.3
	Disagree	18	4.5	4.5	5.8
	Neutral	80	20.2	20.2	26.0
	Agree	170	42.9	42.9	68.9
	Strongly Agree	123	31.1	31.1	100.0
	Total	396	100.0	100.0	

Appendix 4.2.3.4: Peer Pressure Q4

PP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.5	.5	.5
	Disagree	15	3.8	3.8	4.3
	Neutral	80	20.2	20.2	24.5
	Agree	162	40.9	40.9	65.4
	Strongly Agree	137	34.6	34.6	100.0
	Total	396	100.0	100.0	

Appendix 4.2.3.5: Peer Pressure Q5

PP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.5	.5	.5
	Disagree	2	.5	.5	1.0
	Neutral	57	14.4	14.4	15.4
	Agree	175	44.2	44.2	59.6
	Strongly Agree	160	40.4	40.4	100.0
	Total	396	100.0	100.0	

Appendix 4.2.4.1: e-WOM Q1

EWOM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Neutral	34	8.6	8.6	8.8
	Agree	177	44.7	44.7	53.5
	Strongly Agree	184	46.5	46.5	100.0
	Total	396	100.0	100.0	

Appendix 4.2.4.2: e-WOM Q2

EWOM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	1.3	1.3	1.3
	Neutral	40	10.1	10.1	11.4
	Agree	147	37.1	37.1	48.5
	Strongly Agree	204	51.5	51.5	100.0
	Total	396	100.0	100.0	

Appendix 4.2.4.3: e-WOM Q3

EWOM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	39	9.8	9.8	9.8
	Agree	124	31.3	31.3	41.2
	Strongly Agree	233	58.8	58.8	100.0
	Total	396	100.0	100.0	

Appendix 4.2.4.4: e-WOM Q4

EWOM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	2.5	2.5	2.5
	Disagree	31	7.8	7.8	10.4
	Neutral	111	28.0	28.0	38.4
	Agree	129	32.6	32.6	71.0
	Strongly Agree	115	29.0	29.0	100.0
	Total	396	100.0	100.0	

Appendix 4.2.4.5: e-WOM Q5

EWOM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	19	4.8	4.8	4.8
	Disagree	45	11.4	11.4	16.2
	Neutral	127	32.1	32.1	48.2
	Agree	113	28.5	28.5	76.8
	Strongly Agree	92	23.2	23.2	100.0
	Total	396	100.0	100.0	

Appendix 4.2.5.1: PEOU Q1

PEOU1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	1.5	1.5	1.5
	Neutral	53	13.4	13.4	14.9
	Agree	164	41.4	41.4	56.3
	Strongly Agree	173	43.7	43.7	100.0
	Total	396	100.0	100.0	

Appendix 4.2.5.2: PEOU Q2

PEOU2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.5	.5	.5
	Disagree	8	2.0	2.0	2.5
	Neutral	55	13.9	13.9	16.4
	Agree	171	43.2	43.2	59.6
	Strongly Agree	160	40.4	40.4	100.0
	Total	396	100.0	100.0	

Appendix 4.2.5.3: PEOU Q3

PEOU3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	7	1.8	1.8	2.0
	Neutral	67	16.9	16.9	18.9
	Agree	155	39.1	39.1	58.1
	Strongly Agree	166	41.9	41.9	100.0
	Total	396	100.0	100.0	

Appendix 4.2.5.4: PEOU Q4

PEOU4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	7	1.8	1.8	2.0
	Neutral	57	14.4	14.4	16.4
	Agree	168	42.4	42.4	58.8
	Strongly Agree	163	41.2	41.2	100.0
	Total	396	100.0	100.0	

Appendix 4.2.5.5: PEOU Q5

PEOU5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	2	.5	.5	.8
	Neutral	44	11.1	11.1	11.9
	Agree	167	42.2	42.2	54.0
	Strongly Agree	182	46.0	46.0	100.0
	Total	396	100.0	100.0	

Appendix 4.2.6.1: Customer's Online Purchase Intention Q1

OPI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.5	.5	.5
	Disagree	2	.5	.5	1.0
	Neutral	57	14.4	14.4	15.4
	Agree	175	44.2	44.2	59.6
	Strongly Agree	160	40.4	40.4	100.0
	Total	396	100.0	100.0	

Appendix 4.2.6.2: Customer's Online Purchase Intention Q2

OPI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	2.8	2.8	2.8
	Disagree	26	6.6	6.6	9.3
	Neutral	121	30.6	30.6	39.9
	Agree	158	39.9	39.9	79.8
	Strongly Agree	80	20.2	20.2	100.0
	Total	396	100.0	100.0	

Appendix 4.2.6.3: Customer's Online Purchase Intention Q3

OPI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	7	1.8	1.8	2.0
	Neutral	67	16.9	16.9	18.9
	Agree	155	39.1	39.1	58.1
	Strongly Agree	166	41.9	41.9	100.0
	Total	396	100.0	100.0	

Appendix 4.2.6.4: Customer's Online Purchase Intention Q4

OPI4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	2	.5	.5	.8
	Neutral	46	11.6	11.6	12.4
	Agree	167	42.2	42.2	54.5
	Strongly Agree	180	45.5	45.5	100.0
	Total	396	100.0	100.0	

Appendix 4.2.6.5: Customer's Online Purchase Intention Q5

OPI5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	3.3	3.3	3.3
	Disagree	30	7.6	7.6	10.9
	Neutral	131	33.1	33.1	43.9
	Agree	154	38.9	38.9	82.8
	Strongly Agree	68	17.2	17.2	100.0
	Total	396	100.0	100.0	

Appendix 4.2.6.6: Customer's Online Purchase Intention Q6

OPI6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.3	1.3	1.3
	Disagree	12	3.0	3.0	4.3
	Neutral	57	14.4	14.4	18.7
	Agree	157	39.6	39.6	58.3
	Strongly Agree	165	41.7	41.7	100.0
	Total	396	100.0	100.0	

Appendix 4.3.1: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.932[a]	.869	.868	1.18407

a. Predictors: (Constant), PERCEIVEDEASEOFUSE, PERCEIVEDRISK, BRANDRECOGNITION, EWOM, PEERPRESSURE

Appendix 4.3.1.1: ANOVA [a]

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ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3632.820	5	726.564	518.230	<.001[b]
	Residual	546.784	390	1.402		
	Total	4179.604	395			

a. Dependent Variable: CUSTOMERONLINEPURCHASEINTENTION

b. Predictors: (Constant), PERCEIVEDEASEOFUSE, PERCEIVEDRISK, BRANDRECOGNITION, EWOM, PEERPRESSURE

Appendix 4.3.1.2: Coefficients [a]

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.142	.558		.255	.799
	BRANDRECOGNITION	-.041	.025	-.037	-1.659	.098
	PERCEIVEDRISK	.157	.020	.160	7.988	<.001
	PEERPRESSURE	.640	.024	.611	26.573	<.001
	EWOM	.016	.027	.014	.610	.542
	PERCEIVEDEASEOFUSE	.418	.025	.388	16.616	<.001

a. Dependent Variable: CUSTOMERONLINEPURCHASEINTENTION

Appendix 4.3.2: Pearson Correlation Coefficient Analysis

Correlations

		CUSTOMERO NLINEPURCH ASEINTENTIO N	BRANDRECO GNITION	PERCEIVEDRI SK	PEERPRESSU RE	EWOM	PERCEIVEDEA SEOFUSE
CUSTOMERONLINEPURC HASEINTENTION	Pearson Correlation	1	.473**	.483**	.849**	.542**	.728**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	396	396	396	396	396	396
BRANDRECOGNITION	Pearson Correlation	.473**	1	.313**	.442**	.436**	.471**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	396	396	396	396	396	396
PERCEIVEDRISK	Pearson Correlation	.483**	.313**	1	.347**	.291**	.304**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	396	396	396	396	396	396
PEERPRESSURE	Pearson Correlation	.849**	.442**	.347**	1	.487**	.493**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	396	396	396	396	396	396
EWOM	Pearson Correlation	.542**	.436**	.291**	.487**	1	.514**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	396	396	396	396	396	396
PERCEIVEDEASEOFUSE	Pearson Correlation	.728**	.471**	.304**	.493**	.514**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	396	396	396	396	396	396

**. Correlation is significant at the 0.01 level (2-tailed).