THE DETERMINANTS OF ONLINE SHOPPING BEHAVIOR AMONG GENERATION Y TOWARDS TAOBAO

BY

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CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This research is conducted to investigate on the determinants of online shopping behavior among Generation Y towards Taobao. This research is conducted in Klang Valley, Malaysia. The research intends to find out how online shopping behavior will be affected by Convenience, Web Design, Product Variety and Trust.

This chapter outlines the overview of this research and organized by research background, problem statement, research objectives, research questions, hypothesis of the study, significance of the study and layout of the chapter for whole research proposal.

1.1 Research Background

1.1.1 Internet Usage

Internet is a networking infrastructure. It is a tool for communication, gather information and now also as a platform to conduct business worldwide. The Internet usage of worldwide is increasing year by year. According to Internet World Stats (2017) stated that the number of internet users worldwide was 3.58 billion in the year of 2017, that increase from 3.39 billion in the previous year (Refer to Figure 1.1). This indicates that the global usage of Internet is growing tremendously. In addition, Asia has the highest number of Internet users which accounted for 49.7% among all the world regions (Refer to Figure 1.2).

Figure 1.1: Number of internet users worldwide from 2005 to 2017 (in millions)
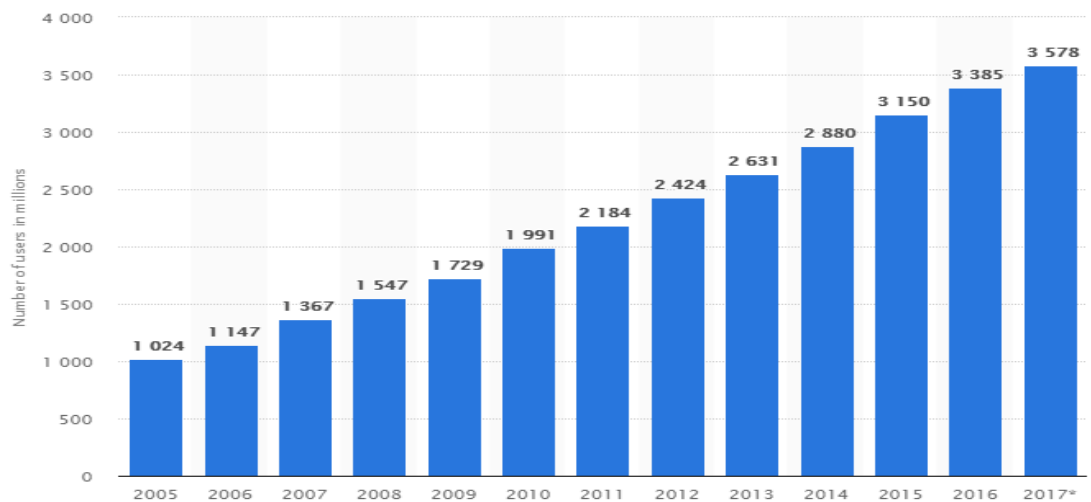
Source: Internet World Stats (2017). *Number of internet users worldwide from 2005 to 2017 (in millions)*

Figure 1.2: Internet Users in the World by Region – June 30, 2017
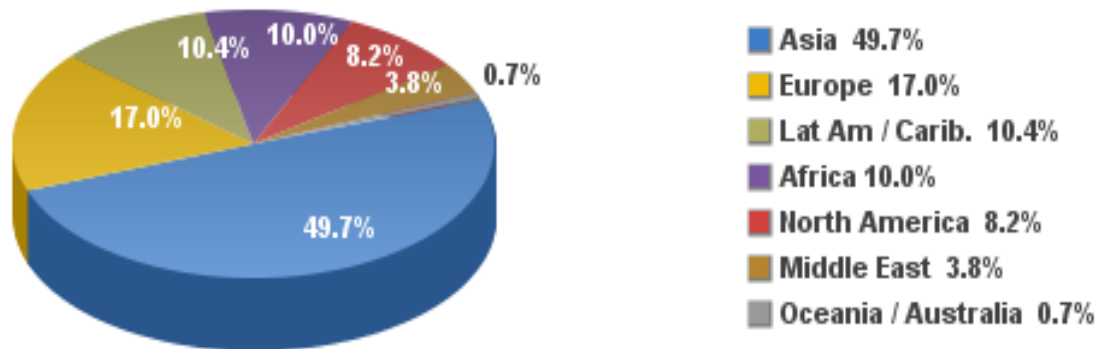
Source: Internet World Stats (2017). *Internet Users in the World by Region*

In Malaysia market, the number of Malaysia Internet users was 21,090,777 in 2016, up from 20,637,217 in 2015. This indicates the Malaysia Internet users have grown to 453,560 in 2016 which captured 68.6% of the total population in Malaysia (Internet Live Stats, 2016). According to Ee (2017) stated that Malaysian consumers are shopaholic, there are 7% of consumers making a purchase daily; 26% of consumers once a week; 54% of consumers are purchasing on monthly basis and 13% purchase once a year. Therefore, Internet is not only playing the role as a social network that connects people, but also serving as a venue to conduct international businesses.

1.1.2 Taobao

Taobao was established in May 10, 2003 and invested by the founder of Alibaba Group (Yu & Gao, 2012). At present, Taobao is the largest network of retail and business circle in Asia (Thakur, 2015). Taobao is a Chinese online shopping website that is similar with Amazon and Lazada. It is operated in Hangzhou, Zhejiang by Alibaba Group. Taobao Marketplace facilitates consumer-to-consumer (C2C) retail by supplying a platform for individual entrepreneurs and small businesses to start up or operate online business that are mainly serves consumers in Chinese-

speaking regions. In addition, Taobao provides a social element of peer selling that seldom appears on other platforms. Consumers can acquire product information, communicate with other customers, and receive real-time message from venders on Taobao. According to Sandeep Thakur (2015) stated that with over 600 million unique monthly visits, Taobao is the world's most visited ecommerce website in Asian.

1.1.3 Generation Y

Generation Y is also known as Millennial. Besides that, Generation Y is also defined as the specific generation born between the 1980's to the early 1996's (Bray & McClaskey, n.d.). Generation Y makes 44% of the population in Malaysia (Kavanagh, 2016). The characteristic of Generation Y is tech-savvy, which Generation Y grew up with technology. Generation Y is a heavy user of the Internet. Armed with smartphones, laptops, and other gadgets, this generation is plugged in 24 hours a day, 7 days a week. They like to communicate through email and text messaging rather than face-to-face contact and prefer webinars and online technology to traditional lecture-based presentations (Kane, 2017). There is a growth in using Internet among Generation Y. Generation Y believed is the biggest group of people who utilized the internet in online purchase and contributed to the growth in e-commerce market (Lim, Omar & Thurasamy, 2015). According to Ecommerce trends (2017) stated that 67% of Generation Y and 56% of Generation Xers prefer to shop on online rather than in-store.

1.2 Problem Statement

The Internet has become a highly used channel for businesses and service providers in transmitting information and delivering products and services to customers (Lim et al, 2015). Online shopping has changed the way of shopping of the ordinary people. Online shopping is becoming part of every other person and it has made shopping the most convenient to people (Nagrale, 2014). However, shopping has been recognized as a risky activity especially in the context of online shopping (Almousa, 2011). There are numerous consumers believed that online shopping is risky and lack of security as purchasing goods and service from fake websites and other reasons (Vijaindren, 2017). Worstall (2015) stated that 40% of the goods sold online in China are fake. Besides that, Taobao faced challenges of declining in online shopping as there is a growth of numerous competitors in the market. In Malaysia, there are numerous popular online retailers which are Zalora, Lazada, Lelong as well as other global e-commerce websites such as Amazon, and eBay. Other than that, Generation Y sometimes reluctant to purchase online because Generation Y do not trust the website as security is still an important issue for Gen Y shoppers, with 83% nominating it as critical (Fitzsimmons, 2013). Therefore, this study focuses on identify the determinants of online shopping behavior among Generation Y towards Taobao.

Although many researchers and studies have been conducted previously on the factor influencing online shopping behavior and hypotheses are formed. However, there is no any research has been conducted on the determinants of online shopping behavior among Generation Y towards Taobao. This research solely focuses on the determinants such as convenience, web design, product variety and trust in influencing online shopping behavior among Generation Y towards Taobao.

1.3 Research Objectives

The objective of this research is to solve the problem statement as identified above by establishing the general objective, where it will then be narrowed down to more specific objectives.

1.3.1 General Objective

The main objective of this research proposal is to identify the determinants of online shopping behavior among Generation Y towards Taobao.

1.3.2 Specific Objectives

The objectives for this research are as follows:

1. To examine the relationship between **convenience** and online shopping behavior among Generation Y towards Taobao.
2. To examine the relationship between **web design** and online shopping behavior among Generation Y towards Taobao.
3. To examine the relationship between **product variety** and online shopping behavior among Generation Y towards Taobao.
4. To examine the relationship between **trust** and online shopping behavior among Generation Y towards Taobao.

1.4 Research Questions

The research questions that aroused in this research proposal were:

1.   What is the relationship between **convenience** and online shopping behavior?

2.   What is the relationship between **web design** and online shopping behavior?

3.   What is the relationship between **product variety** and online shopping behavior?

4.   What is the relationship between **trust** and online shopping behavior?

1.5 Hypotheses of the Study

1.5.1 First Hypotheses

H0: There is no significant positive relationship between **convenience** and online shopping behavior among Generation Y towards Taobao.

H1: There is significant positive relationship between **convenience** and online shopping behavior among Generation Y towards Taobao.

1.5.2 Second Hypotheses

H0: There is no significant positive relationship between **web design** and online shopping behavior among Generation Y towards Taobao.

H2: There is significant positive relationship between **web design** and online shopping behavior among Generation Y towards Taobao.

1.5.3 Third Hypotheses

H0: There is no significant positive relationship between **product variety** and online shopping behavior among Generation Y towards Taobao.

H3: There is significant positive relationship between **product variety** and online shopping behavior among Generation Y towards Taobao.

1.5.4 Fourth Hypotheses

H0: There is no significant positive relationship between **trust** and online shopping behavior among Generation Y towards Taobao.

H4: There is significant positive relationship between **trust** and online shopping behavior among Generation Y towards Taobao.

1.6 Significance of the Study

Internet technology is updating rapidly to the extent where shopping is made possible through the Internet. Therefore, consumers can easily acquire products or services without leaving their home and with hassle free. The significance of this study is to have a better understanding on the determinants of online shopping behavior among Generation Y towards Taobao. Therefore, this research will discuss about the determinants that contributing to online shopping behavior.

Although similar research and studies have been conducted towards online shopping, this research mainly focuses on the four independent variables which includes convenience, wed design, product variety and trust. Through capturing behavior of online shopping among generation Y, it will be much easier to collect data and measure the behavioral patterns or repetitive habits of them. This will help the online retailers to gain competitive advantages in the market thus lead to generating more sales and profit. Based on this research, Taobao is able to identify the determinants of online shopping behavior which might help them to sustain in

the market. Last but not least, future discussion will be elaborated in the following chapters.

1.7 Chapter Layout

Chapter 1: Research Overview

This chapter provides overview of the research project including research background, problem statement, research objectives, research questions, significance of the study and chapter layout.

Chapter 2: Literature Review

This chapter presents a comprehensive literature review of the 4 variables which are Convenience, Web Design, Product Variety and Trust. In addition, the relevant theoretical models will be discussed. Besides, conceptual framework are developed and proposed here. Lastly, relevant hypotheses are developed based on the literature review the researchers done previously.

Chapter 3: Methodology

This chapter presents the procedures carried out to test against the hypotheses in term of research design, data collection methods, sampling design, research instrument, construct measurement, data processing and data analysis.

Chapter 4: Data Analysis

This chapter starts with analyzing and discussing of the results which presents the overall research findings by using tables and figures so that the readers could understand easier. In addition, descriptive analysis, scale measurement, inferential analysis are tested and then presented in this chapter.

Chapter 5: Discussions, Conclusion and Implications

The last chapter explains the overall statistical analysis, key findings and the results of hypothesis testing found in the previous chapters. Then, limitations of the study and recommendations are discussed for future research.

1.8 Conclusion

In general, chapter one provides a summary of the research proposal. This summarizes the brief introduction, background of study and problem statement. Besides that, this chapter proposed research objectives and research questions to examine the relationship between those variables and online shopping behavior among Generation Y towards Taobao.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The focus of this chapter is to understand the determinants of online shopping behavior and the relationship through past studies by previous researchers. Chapter 2 highlights the discussion of literature review, the conceptual framework, and hypotheses development. The literature review consists of dependent and independent variables that related to the research topic and research objectives. Further on by the conceptual framework, it explains the nature and the relationship between independent variables and dependent variable. The last section is the hypotheses development which is to test the validity of the theory formulated.

2.1 Review of Literature

2.1.1 Online Shopping Behavior

Online shopping behavior which is also known as online buying behavior, it is the process of buying products or services through websites on the Internet. Online shopping is defined as a type of electronic commerce which allows consumers to buy goods over Internet (Oxford Dictionaries, n.d.).

Internet shopping is one of the normally used channels for convenience shopping which it can directly purchase goods by using web browser. It also provides detailed information about the products such as price, and there will be various choices so that consumers can make a comparison on the price and products (Dost, Illyas & Rehman, 2015). In addition, Sakarya & Soyer (2013) mentioned that online shopping can ease customer shopping, time saving and the effort of buying products.

Several researchers were investigated several studies regarding online shopping behavior. Sulaiman & Abdullah (2016) conducted a research that the factors have significant positive relationship with the online buying behavior which includes price, trust as well as convenience. The researches study shown that the factors of convenience and wide variety will influence the decision of students in Ludhiana to shop online (Kanchan & Punjab, 2017). Besides that, the study of Maiyaki & Mokhtar (2016) indicated that price and product variety has significant positive relationship on online shopping behavior. According to the researches studies of Haider (2016) examined that identifying factors affecting of consumer behavior toward online shopping.

Taobao is one of the online shopping platforms as well as Taobao places the focus on consumer-to-consumer (C2C) businesses. Taobao has wide array of goods to encouraged buyers to shop. Besides that, Taobao introduced website features that designed to best appeal for users, such as an instant messaging tool to make ease of the communication between buyer-seller, and a payment tool, that offers both security and speed (Daxue Consulting, n.d.). Therefore, a number of Generation Y consumers are preferred to perform online shopping in Taobao (Zou, 2016).

2.1.2 Convenience

The major factor of online shopping among consumers is always convenience. During online shopping, consumers are allowed to check the product catalog and compare it with other sellers otherwise it is not easy by manually to go for traditional retail shopping and time taking as well (Haider, 2016). According to the research, online shopping is convenience in the way that consumers can shop anytime and purchase a huge amount of goods that will then be delivered to given address.

The research conducted by Sulaiman et al. (2016), mentioned that the online shopping is convenience as it is available for customers 24 hours a day, 7 days a week and around the clock compare to traditional stores. Hence, consumers who are busy working and are unable to spend their time to shop in traditional stores, they still managed to shop through online as it is available all day long which is very convenient.

Ganapathi (2015) concluded that convenience is one of the factors affecting online shopping behavior among consumers. The research stated that consumers can shop from any place using online shopping and does not need to physically visit the shops or outlets for shopping purposes. Hence, even if the consumers are staying in a distant or remote area that is far away from the city, they can easily shop through online. Online shopping also provides extensive choices to the consumers; therefore, consumers can easily search for the desired things (Ganapathi, 2015). According to the research of Bashir, Mehboob & Bhatti (2015), there are four opportunities of online shopping provided to consumers in terms of convenience which includes access, search, possession, and transaction.

The findings in all of the studies mentioned above proved that convenience has a significant impact on the online shopping behavior. Even though the convenience is observed to be one of the important factors in the prior studies, however, there are some studies are opposing the findings of the prior studies.

In the study of Maiyaki et al. (2016), convenience is anything that saves consumer's resources such as time or energy. The research stated that convenience and ease of online shopping encourage consumers to engage in online shopping, therefore, it proposed that convenience is related with consumers' online shopping behavior. However, the findings indicated differently where it is proved that convenience has no significant influence on the online shopping behavior. This is due to consumers' perceived convenience as less important comparing to price and product variety.

According to the research of Bajpai & Cheng-Wen (2014), stated that convenience is an important factor that can influence online shopping behavior. The research also revealed that the consumers who were much motivated by convenience were more likely to make purchases online. However, the findings proved that convenience has no significant influence on the online shopping behavior among consumers in India. This is due to the different promotional signage offers provided by online websites interests the India consumers very much comparing to the factor of convenience.

Hence, convenience is an important factor that Generation Y will consider when online shopping as Generation Y prefer to shop online compared to visiting traditional shops. This is due to Generation Y will be spending more time using mobiles and therefore, they will be spending more time on shop online rather than traditional shops. An article by Jing (2015),

states that the convenience of online shopping had increased the number of consumers in Taobao, especially young adults.

2.1.3 Web Design

The web design defines the appeal of the user interface design presented to consumers that strengthen the readiness of customers to visit the website more frequently and willing to spend more time with the website (Kim & Lee, 2002). In order to have an effective web design, it is critical to make the right web content decisions which includes graphics, text, motions, pictures, layout, sounds and other related contents.

According to the research of Haider (2016) on identifying the factors affecting online shopping behavior among consumers in Pakistan, stated that web design plays an important role towards online shopping which it influences the satisfaction and online shopping behavior among the consumers towards the particular website. Based on the study of Shahzad (2015), web design influence the consumer's online shopping attitude and concludes that in the online shopping circumstances, online consumer are more likely to have a user friendly website. The researcher also proposed that the website design should be easy to load webpage and use, saves time, and simple navigation. As the comfort of using a website increases, the probability of revisiting the website also increases.

The web design plays an important role in attracting, sustaining, and retaining the interest of a consumer at a website (Ranganathan & Ganapathy, 2002). The research highlighted that an efficacious web design is an important reason for online shopping behavior. Moreover, the

research of Putra, Rochman & Noermijati (2017) specifies that web design is determined by the display, navigation, and shopping process. The research proposed that the web design should be able to let the consumers found that the website is easy to use whenever they wanted to enjoy online shopping.

The findings in all of the prior researches mentioned above proved that web design has a significant impact on the online shopping behavior. Even though the web design is observed to be one of the important factors in the prior studies, however, there are some studies are opposing the findings of the prior studies.

Based on the study of Maiyaki et al. (2016), website design defines as the extent to which an online shopping's website is carefully developed and designed to enable easy access and navigation by consumers and the research proposed that the web design is related to the online shopping behavior among consumers. However, the findings shown that web design has no significant influence on online shopping behavior among consumers due to consumers prefer traditional shopping and regard traditional shopping as leisure.

Web design is one of the important factors that can influence consumers to purchase a product online where the design of the website reflects the image of website (Leyiaro, 2015). Based on the research of Alam, Bakar, Ismail & Ahsan (2008), states that web design is an important factor that influences online shopping behavior and with a graceful web design, it will serve better to its audiences. However, the findings of both of the studies showed that the consumers perceived web design as the least critical factor that would likely affect the consumers' online shopping behavior.

Nayyar, Nayyar & Gupta (2011) has examined the effect of website factors on consumer online buying behavior and concluded that the important factors while designing a website includes navigation; categorization of information; utilization of color; utilization of graphics, layout or space; and the display of information. However, the findings of the research proved that web design has no significant influence on the online shopping behavior due to web design are found to have comparatively less importance compared to reliability, customer service, and security.

Hence, Generation Y probably will consider on the web design factor when shopping though online because they value the overall design of the website itself. For example, Taobao is a popular online shopping platform as it is easy to navigate, comfortable display, and good overall presentation of website. Therefore, a number of Generation Y consumers are preferred to perform online shopping in Taobao (Zou, 2016).

2.1.4 Product Variety

Product variety refers to the number of brand or products provided by the retailer. There is a continuously rise of online shopping over the worldwide. Online retailers have provided various types of products or brand than the traditional store retailers. Consumers can purchase different type of goods over internet by web browser as well as make comparison of price to different website (Maiyaki et al., 2016; Delafrooz, Paim & Khatibi, 2016).

According to the previous study by Dost et al. (2015), stated that the product variety has a significant and visible effect on the online shopping

behavior. The research also indicated that the younger generation perceived the product variety as a major reason to shop and purchase online. Hence, online retailers provide more options to the customers that can attract younger generation to visit Taobao's website and make purchases through online and therefore, lead to success.

Maiyaki et al. (2016) mentioned that the product variety is a major reason to online shopping behavior. The research suggested that when the benefit of product variety are available, consumers are will be more towards online shopping rather than traditional shopping store. Therefore, the availability of detailed information or wide variety of products can be a success element of online businesses.

From the research study of Delafrooz et al. (2016), stated that the wide availability of product choices provided by online retailers will motivate consumers to buy goods or services over the Internet. In addition, Kanchan et al. (2017) also indicated that wide variety is a factor attracts consumers to shop online. The result proven that product variety has a significant influence on the online shopping behavior.

However, the prior study conducted by Bashir, Mehboob & Bhatti (2015) was examined on the effects of online shopping trends on consumer buying behavior. The result shows that product variety has no significant influence on the online shopping behavior. The research was found the most relevant factors affecting to online shopping behavior are trust and convenience. Apart from that, consumers with high choice uncertainty may experience difficulty making decision with wider options. Choice uncertainty refers to the consumers feel lack of security in deciding among various alternatives available to be selected (Chang, 2011).

Shang, Chen & Shen (2005) examined a study on the intrinsic and extrinsic motivations of online shopping behavior. The results shows that the intrinsic motivations such as perceived enjoyment are the main reason that drive consumers choose online shopping, while the effects of extrinsic motivations such as convenience, a wider selection of offerings, competitive pricing, ease access to information and lower search cost are perceived to be insignificant. In conclusion, the result showed that product variety would not influence the online shopping behavior.

2.1.5 Trust

Trust can be defined as the willingness of customers to place confidence in the course transacting online of online shopping store behavior (Sulaiman et al, 2016). In addition, trust can be given upon a person, a product, an organization, an institution or a role (Kwek, Lau & Tan, 2010).

From the past studies, Sulaiman et al. (2016) mentioned that lack of trust becomes the critical issue face of online businesses. The research also stated that trust is a significant factor for online businesses success as if there is no trust between buyer and seller on online transaction; it will be no buying decision. No matters there are past online shopping experiences. Besides that, Alam et al. (2008) indicated that trust plays a vital role in an online shopping circumstance. As Taobao developing the relationship of trust between Generation Y, it could instill sense of confidence and closeness.

According to the research by Kwek et al. (2010) pointed out trust can be included as security or privacy. Trust can create satisfaction and positive

expectation on online shopping behavior. Hence, the research suggested that to provide trustworthy information on web pages at all time in order to increase the level of online trust toward Generation Y.

Past studies proven trust on online shopping behavior has significant positive relationship among students (Daud, Mohd, Shamsudin, Zaidan & Mohamed, 2016). Dost et al. (2015), indicated that factors affecting online buying behavior when it comes to the younger generation; trust factor is the most likely relevant factor. This study also mentioned that trust can be implied risk taking, it will be affected by how much trust the consumers put into a web pages. Therefore, Generation Y purchase an item from an online shopping web page that they feel it can be trust.

However, the research study by Azzam & Mahmoud (2014) stated that trust has no significant positive relationship on online shopping behavior. As the research was found the elements of significant positive relationship on online shopping behavior which included attitude, perceived behavioral control, perceived usefulness and perceived ease of use.

Bajpai & Lee (2014) examined a study of online buying behavior. The result proven that trust has no any impact over online buying behavior among Indian consumers. In addition, Ali (2016) also indicated that trust has no significant influence on online buying behavior.

2.2 Review of Relevant Theoretical Models

Figure 2.1: Relevant Theoretical Framework
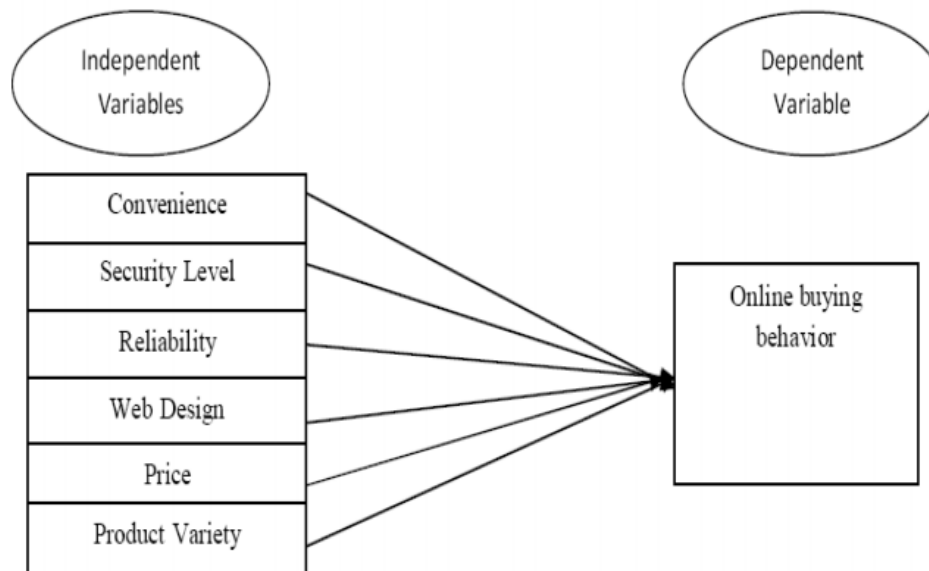
Source: Maiyaki, A. A., & Mokhtar, S. S. M. (2016). Correlates of Consumer Online Buying Behaviour. *International Journal of Management and Applied Science, 2*(1), 12-18.

Figure 2.1 shows that there are six independent variables and a dependent variable. The independent variables are convenience, security level, reliability, web design, price, and product variety. The dependent variable is online buying behavior. This model is proposed by Maiyaki et al. (2016). The purpose of this research is to ascertain the factors that influence consumer online buying behavior.

The independent variables that are selected from the model are convenience, web design, and product variety. According to the study, convenience is anything that saves consumer's resources such as time or energy and also refers to the avoidance of queues, 24-hour basis of availability of shopping, and time efficiency. Web design is defines as the extent to which an online shopping's website is carefully developed and designed to enable easy access and navigation

by consumers. Product variety is the quantity of different product types provided by online retailer.

Figure 2.2: Relevant Theoretical Framework
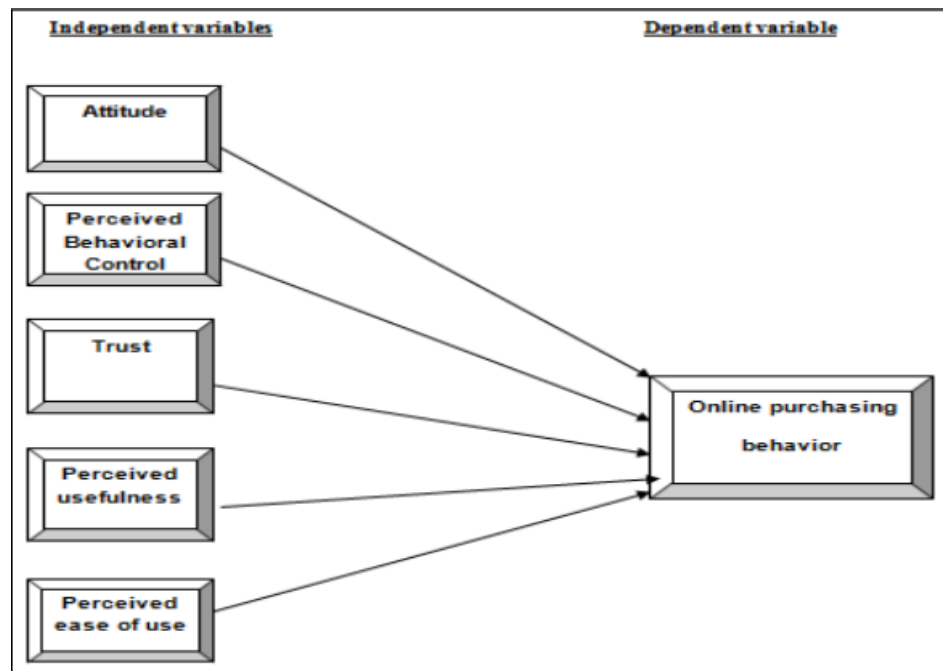
Source: Azzam, A., & Mahmoud, A. F. (2014). Evaluating the Antecedents of Online Consumer Behavior: an Empirical study Based on Theory of Planned Behavior. *International Journal of Economics, Commerce and Management, 2*(4), 1-18.

Figure 2.2 shows that there are five independent variables and a dependent variable. The independent variables are attitude, perceived behavioral control, trust, perceived usefulness, and perceived ease of use. The dependent variable is online purchasing behavior. This model is proposed by Azzam et al. (2016). The purpose of this research is to increase the understanding of young consumers' attitude towards online shopping.

The independent variable that is chosen from the model is trust. This research covers the theory of planned behavior (TPB) by comprising five important factors as external beliefs to online buying behavior. The Theory of Planned Behavior (TPB) clarifies the human decision making method, as an extension of theory of reasoned action, (Azzam et al., 2014).

Moreover, Technology Acceptance Model (TAM) is used for a projection of the information, which is associated to the technology such as online shopping. Technology Acceptance Model (TAM) can explain the acceptance of information technology and an individual's attitude among applying that technology.

2.3 Proposed Conceptual Framework

Figure 2.3: Proposed Conceptual Framework
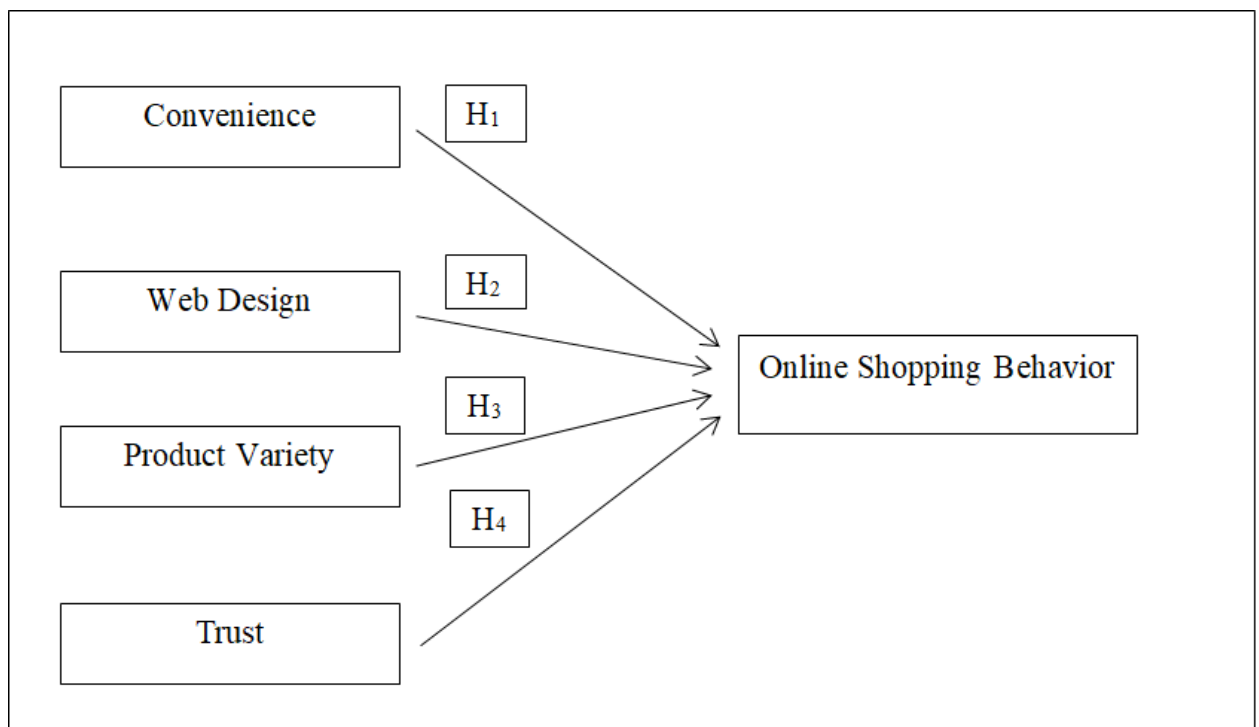
Source: Developed for the research

The conceptual framework is formed based on the research objectives and research questions. It presents both dependent variable and independent variables. These variables are connected and associated to construct a test on this study.

However, grounded on extant literature review, a conceptual framework was developed and tested by employing data information gathered throughout survey questionnaires examined on the determinants of online shopping behavior among Generation Y towards Taobao.

In this research, as shown in Figure 2.3 is the conceptual framework that focuses on four factors that affecting online buying behavior among Generation Y. The four factors which are the independent variables include convenience, web design, product variety, and trust; whereas the online shopping behavior will be the dependent variable.

2.4 Hypotheses Development

2.4.1 Convenience

Online shopping is convenience in the way that consumers can shop anytime and purchase a huge amount of goods that will then be delivered to given address (Haider, 2016). The research conducted by Sulaiman et al. (2016), mentioned that the online shopping is convenience as it is available for customers 24 hours a day, 7 days a week and around the clock compare

to traditional stores. Therefore, consumers who are busy working and are unable to spend their time to shop in traditional stores, they still managed to shop through online as it is available all day long which is very convenient.

Ganapathi (2015) concluded that convenience is one of the factors affecting online shopping behavior among consumers as well as consumers can shop from any place using online shopping and does not need to physically visit the shops or outlets for shopping purposes. Therefore, even if the consumers are staying in a distant or remote area that is far away from the city, they can easily shop through online.

According to Bashir, Mehboob & Bhatti (2015), there are four opportunities of online shopping provided to consumers in terms of convenience which includes access, search, possession, and transaction.

As a result, based on the above prior studies and researches conducted, the researchers conclude that:

H1: There is significant positive relationship between convenience and online shopping behavior among Generation Y towards Taobao.

2.4.2 Web Design

The web design defines the appeal of the user interface design presented to consumers that will strengthen the readiness of customers to visit the

website more frequently and willing to spend more time with the website (Kim & Lee, 2002).

Web design plays an important role towards online shopping which it influences the satisfaction and online shopping behavior among the consumers towards the particular website (Haider, 2016). Besides that, Shahzad (2015) concludes that in the online shopping environment, a user friendly website is preferable by online consumer. The research also proposed that the web design should be easy to load webpage and use, saves time, and simple navigation. As the comfort of using a website increases, the probability of revisiting the website also increases.

The web design plays an important role in attracting, sustaining, and retaining the interest of a consumer at a website (Ranganathan & Ganapathy, 2002). The research highlighted that an efficacious web design is an important reason for online shopping behavior.

In addition, the research of Putra, Rochman & Noermijati (2017) proven the design of web should be able to let the consumers found that the website is easy to use whenever they wanted to enjoy online shopping.

As a result, based on the above prior studies and researches conducted, the researchers conclude that:

H2: There is significant positive relationship between web design and online shopping behavior among Generation Y towards Taobao.

2.4.3 Product Variety

Product variety refers to the number of brand or products provided by the retailer. The product variety is a major reason to online shopping behavior (Maiyaki et al., 2016).

Dost et al. (2015) also indicated that the younger generation perceived the product variety as a major reason to shop and purchase online. Hence, online retailers provide more options to the customers that can attract younger generation to visit Taobao's website through online and therefore, lead to success.

Maiyaki et al. (2016) mentioned that the product variety is a major reason to online shopping behavior. The research suggested that when the benefit of product variety are available, consumers are will be more towards online shopping rather than traditional shopping store. Therefore, the availability of detailed information or wide variety of products can be a success element of online businesses.

In addition, Kanchan et al. (2017) proven wide variety of product can attracts consumers to shop online. The result proven that product variety has a significant influence on the online shopping behavior.

Besides that, the wide availability of product selections provided by online retailers will motivate consumers to buy goods or services over the Internet (Delafrooz et al., 2016).

As a result, based on the above prior studies and researches conducted, the researchers conclude that:

H3: There is significant positive relationship between product variety and online shopping behavior among Generation Y towards Taobao.

2.4.4 Trust

Trust is a significant factor for online businesses success as if there is no trust between buyer and seller on online transaction; it will be no buying decision (Sulaiman et al., 2016).

Alam et al. (2008) indicated that trust plays a vital role in an online shopping circumstance. According to Kwek et al. (2010) pointed out trust can be included as security or privacy as well as trust can create satisfaction and positive expectation on online shopping behavior. Hence, the research suggested that to provide trustworthy information on web pages at all time in order to increase the level of online trust toward Generation Y.

Besides that, Dost et al. (2015) indicated that factors affecting online buying behavior when it comes to the younger generation; trust factor is the most likely relevant factor. This study also mentioned that trust can be implied risk taking, it affected by how much trust the consumers put into a web pages. Therefore, Generation Y purchase an item form an online web page that they feel they can trust. Other than that, past studies proven trust

on online shopping behavior has significant positive relationship among students (Daud, Mohd, Shamsudin, Zaidan & Mohamed, 2016).

As a result, based on the above prior studies and researches conducted, the researchers conclude that:

H4: There is significant positive relationship between trust and online shopping behavior among Generation Y towards Taobao.

2.5 Conclusion

The literature regarding determinates (convenience, wed design, product variety and trust) and online shopping behavior were being reviewed in this chapter. Furthermore, the hypotheses and relationship between those variables are supported using the findings and relevant theoretical models of previous researchers. Next, the conceptual framework is proposed. This chapter will serve as the basis for hypothesis to be tested and examined by appropriate data analysis techniques in next chapter.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

This chapter illustrates the major research methodologies adopted for collecting and analyzing the data into a systematic way which was used to explain the hypotheses and research questions. In this chapter, it consists of how the research is carried out in terms of research design, data collection methods, sampling design, research instrument, constructs measurement, data processing as well as data analysis. The objective of this chapter is to ensure that the applicable research procedures are followed in order to facilitate the reader to better understand and evaluate the result of the research.

3.1 Research Design

Research is very important and essential that it covers a wide range of phenomena. Research design is clarified as a detailed plan for conducting a research study (Collis and Hussey, 2003).

In this research, causal research method was used in conducting our research. The purpose of causal research is to identify the determinants of online shopping behavior among Generation Y towards Taobao. By using causal research, causal inferences are made and it is used to identify cause-and-effect relationships (Zikmund, Babin, Garr & Griffin, 2013). Causal research is used to test whether or not one variable causes another to change.

The intention to conduct a causal research is to be able to disclose that independent variables caused dependent variable. In this research, the factors that may influence the online shopping behavior among Generation Y towards Taobao are convenience, web design, product variety, and trust.

Quantitative research is the numerical data that are collected from questionnaire and using numerical form such as graph or statistic. Quantitative data represent circumstance by assigning numbers in an ordered and meaningful way. In this research, quantitative research was implanted for the purpose of determine the determinants of online shopping behavior among Generation Y towards Taobao.

3.2 Data Collection Methods

Data collection methods are an essential component of research design. In order to conduct this research, both primary data and secondary data were collected. Primary data refers to the information acquired first-hand on the variables of interest for the defined purpose of study (Sekaran & Bougie, 2013). Secondary data refers to which the data that have been formerly collected for some purpose other than the one at hand (Zikmund et al., 2013). Secondary data also refer to information gathered by researchers from previous research.

3.2.1 Primary Data

In this research, the method used to collect primary data is by survey questionnaires as the main source of information. The objective of survey

questionnaires is to collect primary data which then the data are gathered and assembled specifically for the research. By using survey to collect the primary data, it provides a quick, inexpensive, efficient, and accurate means of assessing information about a population.

In this research, self-administered questionnaires are used where the questionnaires were distributed to target respondents through by Internet. Self-administered questionnaires are surveys in which the respondent takes the responsibility for reading and answering the questions. There are a total of 150 sets of questionnaires were distributed to the target respondents through by Internet.

3.2.2 Secondary Data

Secondary data are indispensable for most business research. In this research, the secondary data is collected through internet online which includes online journals, articles and e-books. As the ease of accessibility and reliability, this research utilize Google as the main search engine and the tools to collect the secondary data includes Google Scholar, and Library OPAC which provided by Universiti Tunku Abdul Rahman (UTAR). By fully accessing and utilization of the relative online source such as journals and articles, it is able to strengthen the research result by supporting with the relevant journals and articles.

3.3 Sampling Design

3.3.1 Target Population

Target population refers to the group of individuals that carries similar characteristics. The group of individuals in which the researchers would source the data from is defined as target population. The target population in this research would be the Generation Y consumers of Taobao. The Generation Y consumers are individuals that are aged between 21 years old to 36 years old.

3.3.2 Sampling Frame and Sampling Location

Sampling frame is a list of elements from which the sample may be drawn. As we are using nonprobability sampling, there is no sampling frame is provided for this research.

The sampling location for this research is around Klang Valley, including Kuala Lumpur and Sungai Long area.

3.3.3 Sampling Element

The single unit of the target population which information will be obtained is refers to sampling element. In this research, researchers choose individual candidate as respondents to answer the questions and the respondents are those Generation Y consumers of Taobao from age 21 to 36 who stays in Klang Valley. The respondents will either is a student, employee, unemployed, self-employed, or homemaker.

3.3.4 Sampling Technique

Sampling technique had grouped into two categories which include probability techniques and nonprobability techniques. Probability sampling is a sampling technique in which every member of the population has a known, nonzero probability of selection; whereas nonprobability sampling is a sampling technique in which units of the sample are selected on the basis of personal judgment or convenience; the probability of any particular member of the population being chosen is unknown (Zikmund et al., 2013).

In this research, nonprobability sampling technique is been used. Under the nonprobability sampling technique, convenience sampling and judgment sampling are used in this research.

Convenience sampling refers to the procedure of acquiring those individuals that are conveniently available. In this research, convenience samples are used to obtain more completed questionnaires in a quick and

economic way. In order to receive the information speedily and efficiently, the questionnaires are distributed through Internet to the respondents so that the respondents are convenience to answer the questionnaire.

Judgment (purposive) sampling is a nonprobability sampling technique in which a knowledgeable individual chooses the sample based on personal judgment about some applicable characteristic of the sample member. This is where the researchers choose samples that satisfy their defined purposes. In this research, it is accessing to the individuals who are categorized in Generation Y and the consumers of Taobao who stays in Klang Valley. Therefore, individuals who did not suit the requirement of the research are voided.

3.3.5 Sampling Size

According to Barlett, Kotrlik & Higgins (2001), using an adequate sample along with high quality data collection efforts will result in more reliable, valid, and generalizable results. A minimum 30 of sample size is recommended for research project design (Charles & Mertler, 2002; Creswell, 2005). Meanwhile, Roscoe (1975) has proposed the use of simple rule of thumb determining the appropriate sample size and the appropriate sample size is within 30 to 500 respondents.

Therefore, in this research, 150 sets of survey questionnaires were distributed but there are only 141 sets were collected. Among the 141 sets, there are 41 sets of survey questionnaires were void due to the unmet of requirements required for this research.

In conclusion, the sample size is 100 respondents. The 100 sets of questionnaires were completed by the respondents who are categorized in Generation Y and the consumers of Taobao who stays in Klang Valley.

3.4 Research Instrument

The research instrument consists of questionnaire design and pilot test results that discuss about the instrument have been applied to measure the behavior.

3.4.1 Questionnaire Design

In this research, survey questionnaire are used as the research instrument. Survey questionnaires are used as a tool used to collect and record information from respondents. Questionnaires are preferably being use to saves cost and when the sample size is large. In this research, self-administered questionnaires are used where the questionnaires were distributed to the respondents through by Internet. In the self-administered questionnaire, respondents are necessary to complete the questionnaire via Internet without the aid of researchers. Electronic questionnaires (by Internet) are used in this research.

In this research, closed-ended questions are adopted in the questionnaire. The main reason of using closed-ended questions is because it requires less time for the respondents to complete and it is easier to answer. Closed-ended questions are the questions in which respondents are given specific,

limited-alternative responses and respondents are asked to choose the one which is closest to their own viewpoint.

The questionnaire consists of three main sections. Section A has 5 questions surveying the general information of the respondents. The questions are regarding whether the respondents are a consumer of Taobao, are individuals who are in Generation Y, and are individuals who stays in Klang Valley; the duration of using Taobao for online shopping; and the amount that respondents bought goods from Taobao during the past six months. In Section B, there are a total of 18 questions that are surveying respondents on the determinants of online shopping behavior towards Taobao. It is about the level of agreement of respondents towards the items in five different variables. Lastly, Section C has 4 questions that are surveying the demographic profiles of respondents. It includes questions that inquire respondents' gender, age, occupation, and income level.

3.4.2 Pilot Test

In this research project, a pilot test of 30 samples was carried out before the actual questionnaires were distributed. The 30 sets of questionnaires are disseminated to the respondents by hand delivery to closely receive feedbacks from the respondents. The pilot testing is conducted to avoid errors and mistakes in the actual survey questionnaires. Besides, it allows the collection of feedback from the respondent to ensure the questions are clear and understood. Moreover, pilot testing is a significant step to find out the acceptability of the questions asked and willingness of respondents to co-operate. After the questionnaires were collected, the reliability test is conducted. The table 3.1 shows the result from 30 respondents in the pilot testing.

Table 3.1: Pilot Test

Construct	Cronbach's Alpha	Number of Items
Online Shopping Behavior	0.737	3
Convenience	0.756	3
Web Design	0.713	5
Product Variety	0.764	3
Trust	0.733	4

Source: Developed for the research

Based on the results in table 3.1, it shows that the Cronbach's Alpha of the dependent variable and independent variables are all above 0.7 which indicates that the constructs are reliable.

3.5 Constructs Measurement

Construct is a term used for concepts that are measured with multiple variables. In Section A, nominal scale and ordinal scale is used, while in Section B, interval scale is used, and in Section C, nominal scale and ordinal scale are used.

3.5.1 Nominal Scale

Nominal scales are the most basic level of measurement in which values are assigned to an object for identification or classification purposes only (Zikmund et al., 2013). In this research, the nominal scale is applied to collect the general information and demographic profiles of respondents.

For instance, the information about gender of respondents is using the nominal scale.

Figure 3.1: Example of Nominal Scale

1. What is your gender?

   ☐ Male

   ☐ Female

3.5.2 Ordinal Scale

Ordinal scale is ranking scales allowing things to be arranged based on how much of some concept they possess. In short, ordinal scale is a ranking scale.

In this research, the ordinal scale is used in Section C which is used to collect the data regarding the age and income level while ordinal scale is used in Section A to collect the data regarding the duration of using Taobao for online shopping and the amount that respondents bought goods from Taobao during the past six months.

Figure 3.2: Example of Ordinal Scale

2. What is your age?
   ☐ 21 - 25 years old
   ☐ 26 - 30 years old
   ☐ 31 - 36 years old

3.5.3 Interval Scale

Interval scale is the scales that have both nominal and ordinal properties, but that also record information about differences in quantities of a concept from one observation to the next (Zikmund et al., 2013).

In this research, the interval scale is used in Section B that surveying respondents on the determinants of online shopping behavior towards Taobao.

According to Sekaran et al. (2013), it stated that Likert scales are generally treated as interval scales. In this research, Likert scale is developed to investigate how strongly subjects agree or disagree with statements on a five-point scale with the scoring are in numbers. The measurement items for variables were attached on a five point-Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Figure 3.3: Likert Scale

1	2	3	4	5
Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly (SA)

Table 3.2: Origin of Construct

Variables	Items	References
Online Shopping Behavior	When have the opportunity to surf the internet, I will visit shopping website and will like to participate in the shopping.	Zhang, Long, Xu & Tan (2013)
	I will increase the proportion and frequency of online shopping.	
	I will recommend the online shopping way to relatives and friends.	
Convenience	It takes only a little time and effort to make a purchase through Taobao.	Clemes, Gan & Zhang (2014)
	Online shopping through Taobao saves me time, so I can do other activities.	
	It is more convenient to shop through Taobao when compared to traditional retail shopping.	
Web Design	The website is visually appealing.	Wolfinbarger & Gilly (2003) and Clemes, Gan & Zhang (2014)
	The organization and layout of the website facilitate searching for products.	
	The links within the website allow me to move back and forth easily between pages of the website.	
	The website is easy to navigate.	
	It is quick and easy to complete a transaction at this website.	

Product Variety	Taobao offers a wide variety of products.	Clemes, Gan & Zhang (2014)
	I always purchase the types of products I want from Taobao.	
	I can buy the products that are not available in traditional retail shopping through Taobao.	
Trust	I select online stores, which I believe are honest.	Ali (2016)
	I feel that Taobao is trustworthy.	
	I feel safe in my transactions with Taobao.	
	I believe that Taobao can protect my privacy.	

3.6 Data Processing

Data processing refer to the process that guided by preliminary plan of data analysis which come from the data analysis (Malhotra & Birks, 2007). In this research, data processing consists of few steps, questionnaire checking, data editing, data coding, data transcribing and data cleaning.

3.6.1 Questionnaire Checking

According to Malhotra et al. (2007), researchers will review all the questionnaires for completeness and the completion quality. In this research, not every questionnaire distributed is acceptable, which some questionnaires are not usable or unacceptable due to the questionnaires were distributed to those who does not qualify for participation such as not the consumer of Taobao, not an individual of Generation Y, or does not stay in Klang Valley. Some questionnaires are also unacceptable such as parts of the questionnaire are incomplete.

3.6.2 Data Editing

Data editing can also be known as a review of unsatisfied results from the respondents (Malhotra et al., 2007). It is to increase the precision and accuracy of the questionnaire. The collected answers were justified and detected by the researchers and may reject the incomplete, inconsistent, or ambiguous responses.

3.6.3 Data Coding

According to Malhotra et al. (2007), data coding refers to assigning a code, usually a number, to each possible answer to each question in the questionnaire. The data coding can be categorize in numerical numbers or any other characters. For example, a code of 1 represents strongly disagree;

2 represents disagree; 3 represents neutral; 4 represents agree and 5 represents strongly agree. Data coding is used for the purpose to reduce the possibility of errors occur and increase the reliability of data.

3.6.4 Data Transcribing

Data transcribing involves keying the coded data from the collected questionnaires into computers (Malhotra et al., 2007). In this research, Statistical Project of Social Science (SPSS) Version 23 software was run to obtain results.

3.6.5 Data Cleaning

Data cleaning includes consistency checking that helps to recognize those data that are out of range, logically inconsistent or have extreme value (Malhotra et al., 2007). Statistical Project of Social Science (SPSS) Version 23 is computer software that runs data cleaning process to make a thorough and extensive checking towards the data collected.

3.7 Data Analysis

In this study, the Statistical Packages for Social Science (SPSS) Version 23 software is used to process, summarize and analyze the data collected from the survey questionnaires.

The data of 100 sets of questionnaires from Taobao consumers that are categorized in Generation Y will be collected. In this research, the descriptive analysis and internal reliability analysis (scale measurement) are carried out; and inferential analysis is discussed to show the relationship between dependent variable and the independent variables.

3.7.1 Descriptive Statistics

According to Zikmund et al. (2013), descriptive statistics are statistics that summarize and describe the data in a simple, straightforward and understandable manner. Descriptive analysis is the elementary transformation of data in a way that describes the basic characteristics such as central tendency, distribution, and variability.

In this research, the findings and the data obtained are calculated statistically, and the findings are recorded into table form. In addition, in order to make the representation of data easier to be understood, the findings are illustrated graphically. The graphical representations of the data include bar chart and pie chart. The bar charts and pie charts are very effective in communicating frequency tabulations.

As for the Section A and Section C of the questionnaire, frequency analysis and percentage count were used to evaluate the data collected. Meanwhile, mean test, ranking, range, standard deviation, variance analysis and skewness analysis were used to analyze the data that had been collected in the Section C of the questionnaire. The descriptive analysis was used in this study as it enables the researchers to present the data in a more meaningful way, which allows for simpler interpretation of data.

3.7.2 Internal Reliability Analysis

The reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across various items in the instrument. In other words, the reliability of a measure is an indication of the stability and consistency with which the instrument measures the concept and helps to assess the "goodness" of a measure. The reliability of a measure is established by testing both consistency and stability.

Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. Cronbach's alpha is computed in terms of average intercorrelations among the items measuring the concept. The closer Cronbach's alpha is to 1, the higher the internal consistency reliability.

In general, reliabilities less than 0.60 are considered to be poor, those in the 0.70 range, acceptable, and those over 0.80 good (Sekaran et al., 2013). It is important to note that all the negatively worded items in the questionnaire should first be reversed before the items are submitted for

reliability tests. Unless all the items measuring a variable are in the same direction, the reliabilities obtained will be incorrect. The dependent variable and independent variables need to achieve 0.70 and above.

3.7.3 Inferential Statistics

Inferential statistics are used to make inferences or to project characteristics from a sample to an entire population (Zikmund et al., 2013). In short, inferential statistics are used to generalize from a sample to a population. In this research, Spearman's rank correlation is conducted. Spearman's rank correlation is best used in this research as nonparametric statistics are used. According to Zikmund et al. (2013), nonparametric statistics are appropriate when the variables being analysed do not conform to any known or continuous distribution.

3.7.3.1 Spearman's Rank Correlation

The Spearman's rank correlation is a nonparametric measure of the strength and direction of association that exists between two variables. It is denoted by the symbol r_s.

The direction, strength, and significance of the bivariate relationships among all the variables can be indicated using Spearman's Rank Correlation (Sekaran et al., 2013). The correlation is derived by assessing the variations in one variable as another variable varies.

The Spearman's Correlation Coefficient (r_s) is used to determine the relationship between the variables; while the two-tailed significant level is used to test the null hypothesis. The correlation coefficient (r_s) is within the range of "-1" to "+1". Theoretically, there could be a perfect positive correlation between two variables, which is represented by 1.0 (plus 1), or a perfect negative correlation which would be -1.0 (minus 1). Meanwhile, the value "0" signifies that there is no correlation between two variables.

Spearman's rank correlation is used to test the direction and significance between the independent variables (convenience, web design, product variety, and trust) and dependent variable (online shopping behavior). According to Sekaran et al. (2013), Spearman's rank correlation is appropriate for research that is using nonparametric statistics. In this research, nonparametric statistics is used where the variables being analysed do not conform to any known or continuous distribution. Therefore, Spearman's rank correlation is effective to indicate the significant value and the direction among the key constructs.

3.8 Conclusion

This chapter discussed the various research methodologies used to conduct the research project. In this research, target respondents were Generation Y consumers of Taobao who stays in Klang Valley. Besides, survey approach was adopted and a total of 100 sets of survey questionnaires were distributed through Internet. The Statistical Package for the Social Science (SPSS) Version 23 software was used for data analysis. In the next chapter, statistical analysis will be discussed based on the data collected.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter discussed on the data analysis in this study which is obtained through the survey questionnaires. SPSS version 23 was adopted to examine the descriptive analysis, central tendencies measurement of construct, scale measurement, Pearson correlation analysis, and multiple regression analysis. Descriptive analysis, central tendencies measurement of construct, scale measurement, Pearson correlation analysis, and multiple regression analysis will be presented in order to find out the relationship between the independent variables and dependent variable. Lastly, the results and testing of hypotheses were discussed.

4.1 Descriptive Analysis

In this study, there were 141 respondents took part in this questionnaire survey. Among the 141 sets of questionnaires, there are 118 respondents who have experience in Taobao online shopping and 23 respondents who have no experience in Taobao online shopping. Therefore, the respondents that have experience in Taobao online shopping were required to proceed to Question 2 in order to determine whether they are an individual who are Gen-Y customers of Taobao. Next, among these 118 respondents, there are 112 respondents who are Gen-Y customer and 6 respondents who are not. The respondents who are Gen-Y customer is required to proceed to Question 3 and the results signify that among these 112 respondents, there are 100 respondents who are staying in the area within Klang Valley and 12 respondents who are not staying in the area within Klang Valley. In conclusion, there are a total of 41 respondents that do not fulfill the requirements of this research, this includes the respondents that do not have experience in Taobao online shopping, are not Gen-Y customers as well as not

staying in the area with Klang Valley. Thus, 41 respondents were void. In conclusion, the number of respondents that fulfill the requirements of this research is 100.

4.1.1 General Information

In this study, total of five questions were asked under the general information of respondents which included customer of Taobao; Gen-Y customer; stay in the area within Klang Valley; the duration of using Taobao for online shopping, and the frequency of goods bought in Taobao during the past six months (in times).

Table 4.1: Customer of Taobao

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	118	83.7	83.7	83.7
	No	23	16.3	16.3	100.0
	Total	141	100.0	100.0	

Source: Developed for the research

Figure 4.1: Customer of Taobao
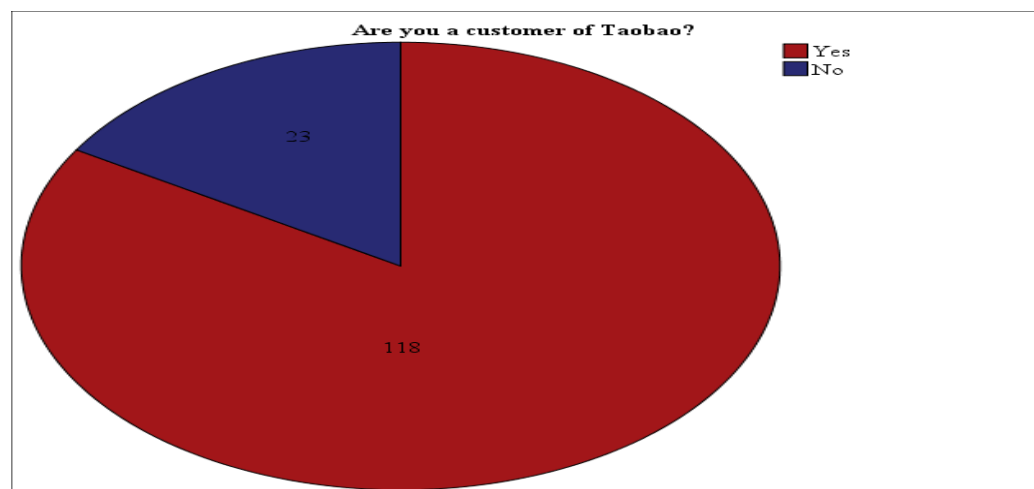
Source: Developed for the research

According to the Table 4.1 and Figure 4.1, the numbers of respondents who are customers of Taobao are more than those who are not customers of Taobao. There are 118 respondents are customers of Taobao which consists of 83.7%. Meanwhile, there are 23 respondents who are not customers of Taobao which consists of 16.3%.

Table 4.2: Gen-Y customer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	112	94.9	94.9	94.9
	No	6	5.1	5.1	100.0
	Total	118	100.0	100.0	

Source: Developed for the research

Figure 4.2: Gen-Y customer
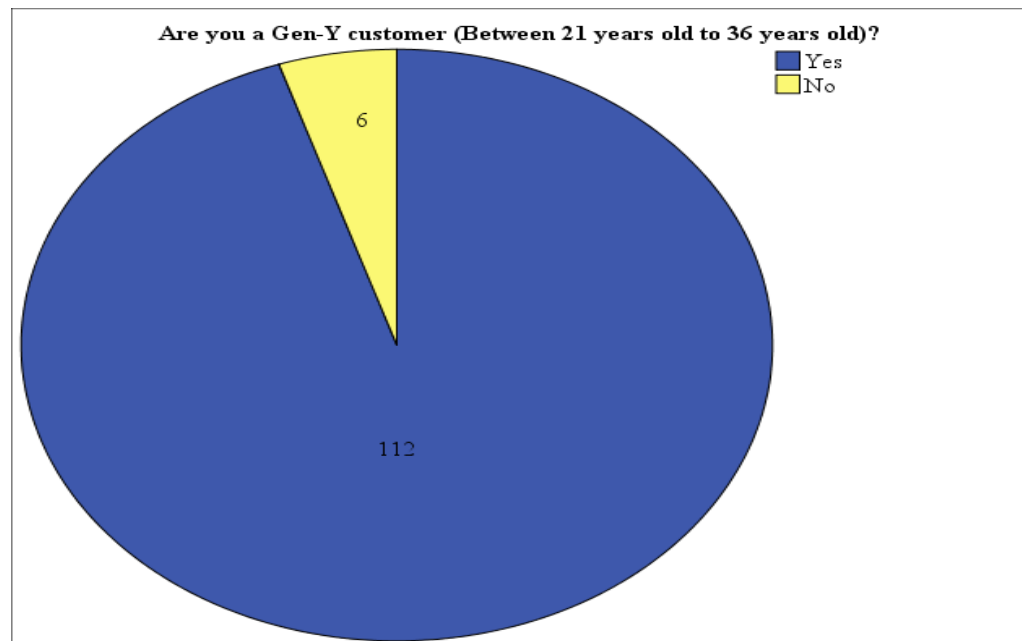
Source: Developed for the research

Based on the Table 4.2 and Figure 4.2, the numbers of respondents who are Gen-Y customers are more than those are not Gen-Y customers. There are 94.9% or 112 respondents are Gen-Y customers and 5.1% or 6 respondents who are not Gen-Y customers.

Table 4.3: Staying in the area within Klang Valley

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	100	89.3	89.3	89.3
	No	12	10.7	10.7	100.0
	Total	112	100.0	100.0	

Source: Developed for the research

Figure 4.3: Staying in the area within Klang Valley
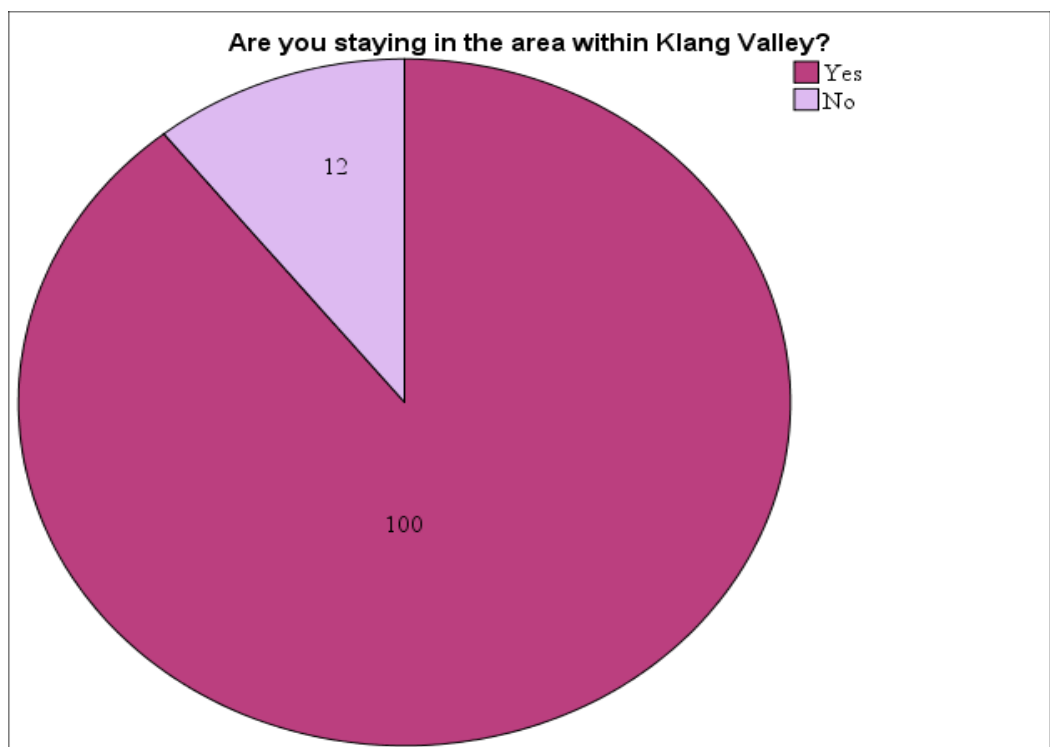
Source: Developed for the research

According to the Table 4.3 and Figure 4.3, the numbers of respondents who are staying in the area within Klang Valley are more than those who are not staying in the area within Klang Valley. There are 100 respondents or 89.3% who are staying in the area within Klang Valley. Meanwhile, there are only 12 respondents or 10.7% who are not staying in the area within Klang Valley.

Table 4.4: Duration of using Taobao for online shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 3 months	8	8.0	8.0	8.0
	3 - 6 months	13	13.0	13.0	21.0
	6 - 12 months	18	18.0	18.0	39.0
	1 - 2 years	30	30.0	30.0	69.0
	2 - 3 years	30	30.0	30.0	99.0
	Others	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Figure 4.4: Duration of using Taobao for online shopping
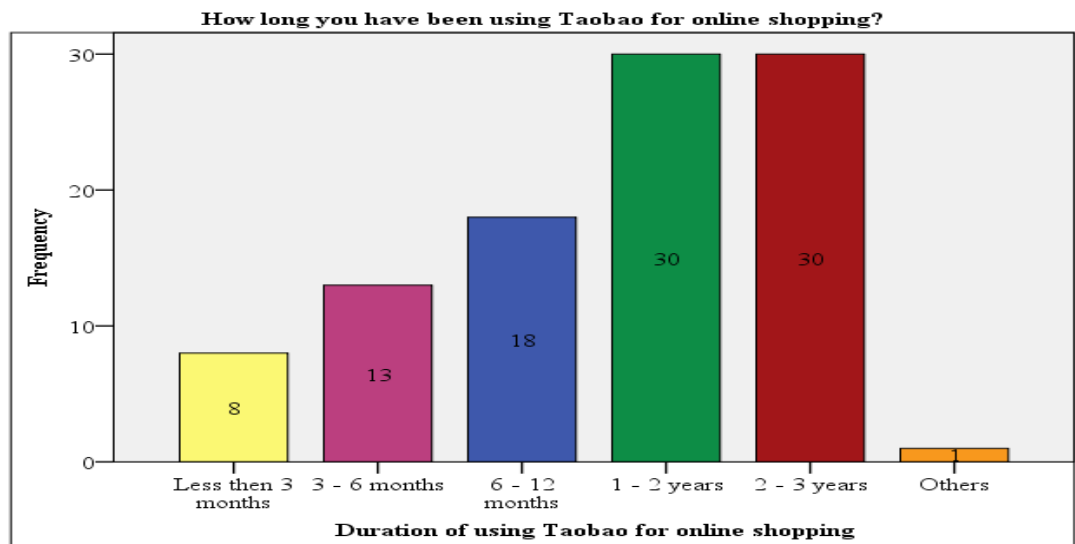
Source: Developed for the research

According to Table 4.4 and Figure 4.4, there are 2 groups of respondents who used Taobao online shopping for 1 to 2 years and 2 to 3 years with having the same percentage and frequency which is 30 respondents or 30% as well as made up the equal highest. Besides that, there are 18 respondents or 18% who used Taobao online shopping for 6 to 12 months which made up the second higher in the total sample. In addition, there are 13 respondents or 13% who used Taobao online shopping for 3 to 6 months. Furthermore, there are 8 respondents or 8% who used Taobao online shopping for less than 3 months and only 1 respondent or 1% who choose others which is none of the selection given.

Table 4.5: Frequency of goods bought in Taobao during the past six months (in times)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - 2 times	23	23.0	23.0	23.0
3 - 5 times	32	32.0	32.0	55.0
6 - 10 times	24	24.0	24.0	79.0
11 - 15 times	14	14.0	14.0	93.0
More than 15 times	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Source: Developed for the research

Figure 4.5: Frequency of goods bought in Taobao during the past six months (in times)
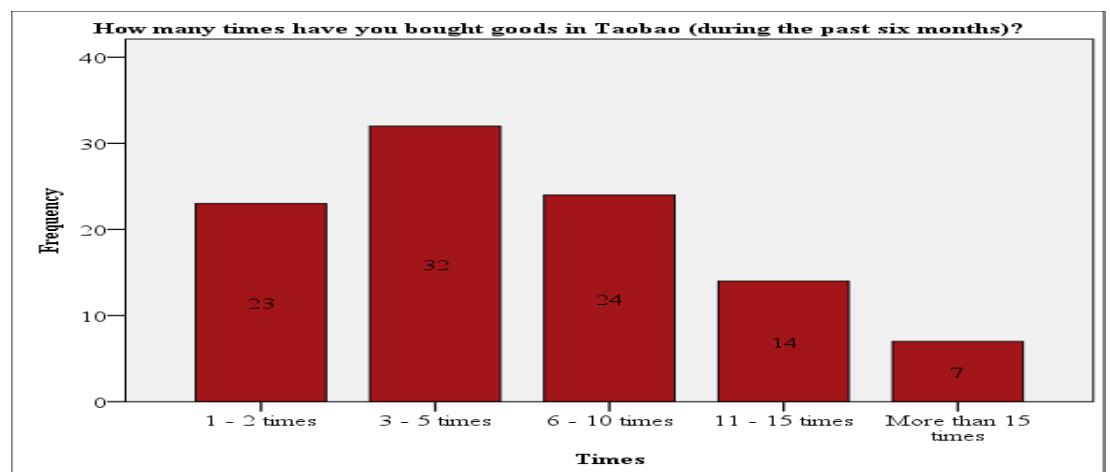
Source: Developed for the research

Based on Table 4.5 and Figure 4.5, there are 32% or 32 respondents have purchased goods in Taobao for 3 to 5 times during the past six months which is the highest proportion among all. Subsequently, 24% or 24 respondents have purchased goods in Taobao for 6 to 10 times during the past six months. In addition, there are 23% or 23 respondents used Taobao for 1 to 2 times to purchased goods during the past six months. Furthermore, 14% or 14 respondents bought goods in Taobao during the

past six months for 11 to 15 times. Lastly, there are 7% or 7 respondents purchased goods in Taobao more than 15 times during the past six months.

4.1.2 Respondent Demographic Profile

In this study, there are a total of four questions were asked under the demographic profile of respondents which included gender, age, occupation and monthly income.

Table 4.6: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	40	40.0	40.0	40.0
	Female	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

Source: Developed for the research

Figure 4.6: Gender
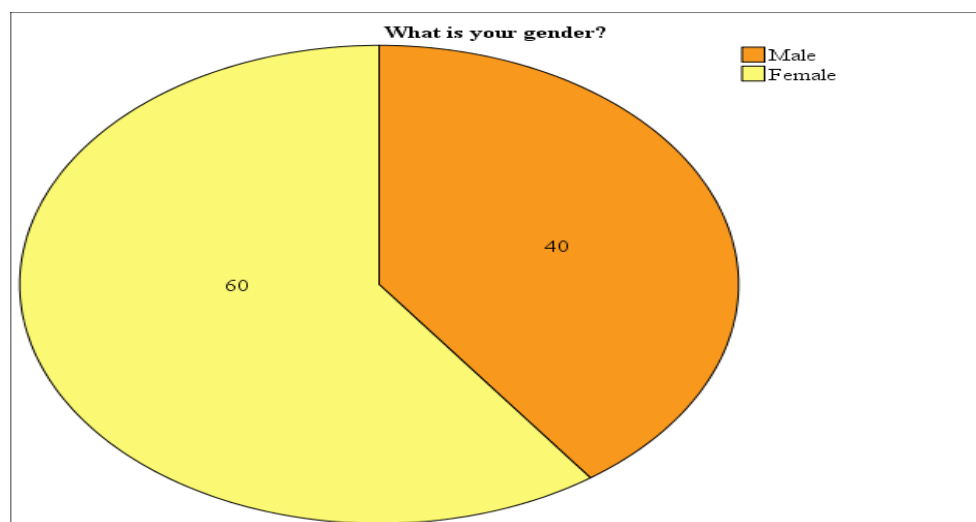
Source: Developed for the research

According to Table 4.6 and Figure 4.6, female contributed a higher proportion than male. Female contributed 60% or 60 respondents while male contributed 40% or 40 respondents.

Table 4.7: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 - 25 years old	43	43.0	43.0	43.0
	26 - 30 years old	37	37.0	37.0	80.0
	31 - 36 years old	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Source: Developed for the research

Figure 4.7: Age
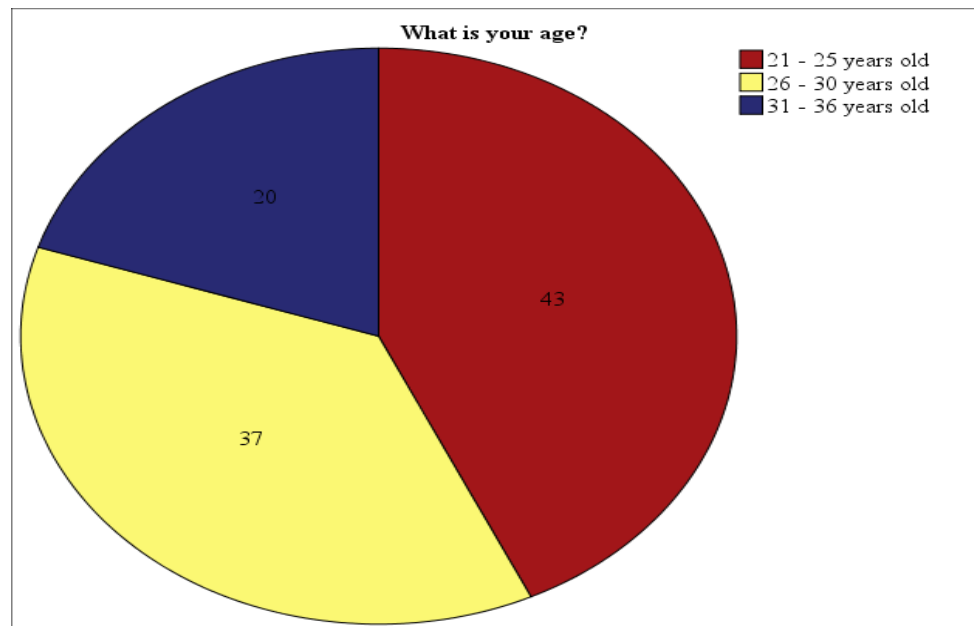
Source: Developed for the research

Based on the Table 4.7 and Figure 4.7, the respondents' age ranges between 21 to 25 years old are the highest which consist of 43% or 43 respondents. Subsequently, there are 37% or 37 respondents who fall between 26 to 30 years old. Lastly, there are 20% or 20 respondents with the age range between 31 to 36 years old.

Table 4.8: Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed for wages	45	45.0	45.0	45.0
	Self-employed	19	19.0	19.0	64.0
	A homemaker	7	7.0	7.0	71.0
	A student	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Source: Developed for the research

Figure 4.8: Occupation
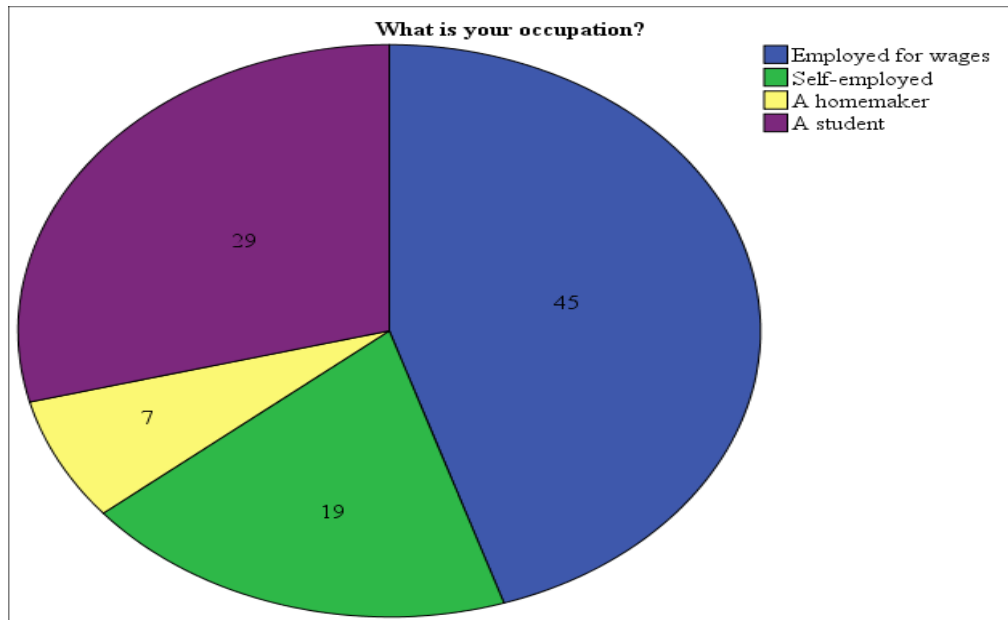
Source: Developed for the research

According to Table 4.8 and Figure 4.8, respondents who are employed for wages accounted the highest proportion among 100 respondents which is 45% or 45 respondents. Besides that, there are 29% or 29 respondents who are student. In addition, there are 19% or 19 respondents who are self-employed. Lastly, the lowest proportion is made up to 7% or 7 respondents who are homemaker.

Table 4.9: Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No income	27	27.0	27.0	27.0
	< RM1,000	10	10.0	10.0	37.0
	RM1,000 - RM3,000	28	28.0	28.0	65.0
	RM3,000 - RM5,000	24	24.0	24.0	89.0
	RM5,000 - RM7,000	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Source: Developed for the research

Figure 4.9: Monthly Income
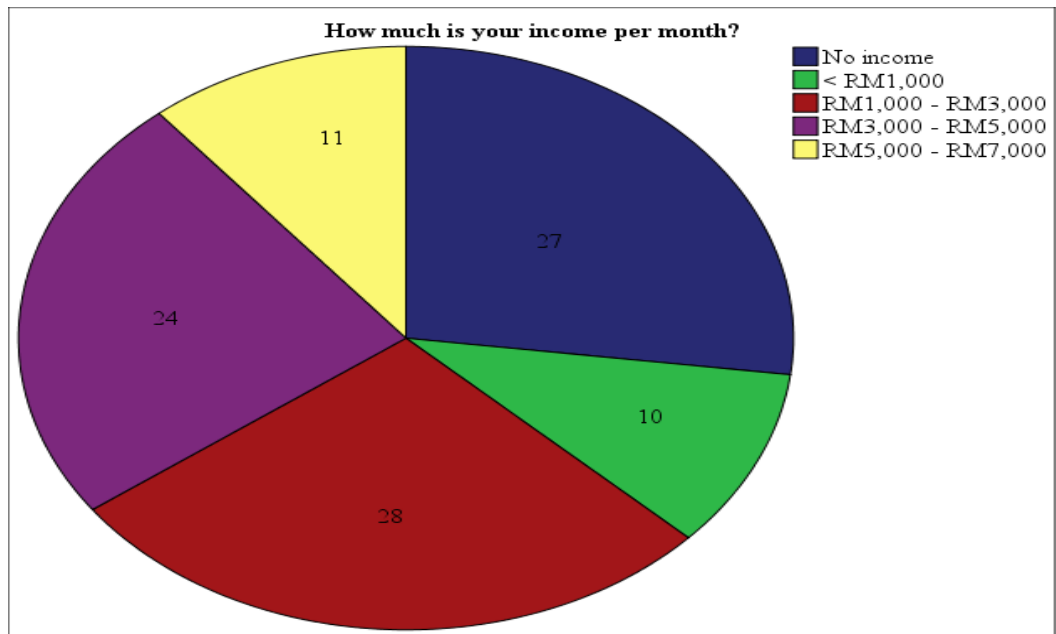
Source: Developed for the research

Based on Table 4.9 and Figure 4.9, there are 28 respondents with the monthly income between RM 1,000 to RM 3,000 has the highest proportion with 28%. Subsequently, there are 27% or 27 respondents with no income. Besides that, there are 24 respondents with the monthly income between RM 3,000 to RM 5,000 who made up 24% of the sample. In addition, 11% or 11 respondents have monthly income between RM 5,000 to RM 7,000. Lastly, the lowest proportion is contributed by 10% or 10 respondents who are having the monthly income of below RM 1,000.

4.1.3 Central Tendencies Measurement of Construct

In this section, the central tendencies measurement of construct is to disclose the mean score for the 5 interval scale which consists of Online Shopping Behavior, Convenience, Web Design, Product Variety and Trust. All of the constructs are measured on 5-point Likert scale which range from strongly disagree to strongly agree.

4.1.3.1 Online Shopping Behavior

Table 4.10: Central Tendencies Measurement of Online Shopping Behavior

Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
When have the opportunity to surf the internet, I will visit shopping website and will like to participate in the shopping.	3	3	14	59	21	3.92	0.861	3
I will increase the proportion and frequency of online shopping.	1	6	10	40	43	4.18	0.914	1
I will recommend the online shopping way to relatives and friends.	1	2	17	59	21	3.97	0.745	2

Source: Developed for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

Table 4.10 shows the descriptive statistics such as mean scores, standard deviation and percentage score of Online Shopping Behavior. The statement "I will increase the proportion and frequency of online shopping" scored the highest mean score which is 4.18. The statement "I will recommend the online shopping way to relatives and friends" is the second ranked mean which is 3.97. Lastly, the statement "When have the opportunity to surf the internet, I will visit shopping website and will like to participate in the shopping" obtained the lowest mean score of 3.92.

4.1.3.2 Convenience

Table 4.11: Central Tendencies Measurement of Convenience

Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
It takes only a little time and effort to make a purchase through Taobao.	2	3	14	59	22	3.96	0.816	3
Online shopping through Taobao saves me time, so I can do other activities.	2	4	14	40	40	4.12	0.935	2
It is more convenient to shop through Taobao when compared to traditional retail shopping.	1	4	13	44	38	4.14	0.865	1

Source: Developed for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

Table 4.11 shows the descriptive statistics such as mean scores, standard deviation and percentage score of Convenience. The statement "It is more convenient to shop through Taobao when compared to traditional retail shopping" scored the highest mean score among all which is 4.14. The statement "Online shopping through Taobao saves me time, so I can do other activities" is the second ranked mean which is 4.12. Lastly, the statement "It takes only a little time and effort to make a purchase through Taobao" obtained the lowest mean score of 3.96.

4.1.3.3 Web Design

Table 4.12: Central Tendencies Measurement of Web Design

Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
The website is visually appealing.	2	8	29	39	22	3.71	0.967	5
The organization and layout of the website facilitate searching for products.	1	7	24	49	19	3.78	0.871	4
The links within the website allow me to move back and forth easily between pages of the website.	1	6	22	52	19	3.82	0.845	3
The website is easy to navigate.	1	5	29	40	25	3.83	0.9	2

It is quick and easy to complete a transaction at this website.	2	5	16	50	27	3.95	0.903	1

Source: Developed for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

Table 4.12 shows the descriptive statistics such as mean scores, standard deviation and percentage score of Web Design. The statement "It is quick and easy to complete a transaction at this website" scored the highest mean score among all which is 3.95. The statement "The website is easy to navigate" is the second ranked mean which is 3.83. The third ranked mean with the statement of "The links within the website allow me to move back and forth easily between pages of the website" has the mean score of 3.82. Furthermore, the fourth ranked mean with the statement of "The organization and layout of the website facilitate searching for products" has the mean score of 3.78. Lastly, the statement "The website is visually appealing" obtained the lowest mean score of 3.71.

4.1.3.4 Product Variety

Table 4.13: Central Tendencies Measurement of Product Variety

Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
Taobao offers a wide variety of products.	1	5	11	44	39	4.15	0.880	1
I always purchase the types of products I want from Taobao.	1	3	21	39	36	4.06	0.886	2

	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
I can buy the products that are not available in traditional retail shopping through Taobao.	1	3	18	49	29	4.02	0.829	3

Source: Developed for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

Table 4.13 shows the descriptive statistics such as mean scores, standard deviation and percentage score of Product Variety. The statement "Taobao offers a wide variety of products" scored the highest mean score among all which is 4.15. The statement "I always purchase the types of products I want from Taobao" is the second ranked mean which is 4.06. Lastly, the statement "I can buy the products that are not available in traditional retail shopping through Taobao" obtained the lowest mean score of 4.02.

4.1.3.5 Trust

Table 4.14: Central Tendencies Measurement of Trust

Statement	SD	D	N	A	SA	Mean	Standard Deviation	Ranking
I select online stores, which I believe are honest.	1	7	20	51	21	3.84	0.873	1
I feel that Taobao is trustworthy.	0	11	39	37	13	3.52	0.858	4
I feel safe in my transactions with	1	9	28	44	18	3.69	0.907	2

	SD	D	N	A	SA			
Taobao.								
I believe that Taobao can protect my privacy.	2	14	27	40	17	3.56	0.998	3

Source: Developed for the research

SD = Strongly Disagree

D = Disagree

N = Neutral

A = Agree

SA = Strongly Agree

Table 4.14 shows the descriptive statistics such as mean scores, standard deviation and percentage score of Trust. The statement "I select online stores, which I believe are honest" scored the highest mean score which is 3.84. The statement "I feel safe in my transactions with Taobao" is the second ranked mean which is 3.69. The third ranked mean score with the statement of "I believe that Taobao can protect my privacy" has the mean score of 3.56. Lastly, the statement "I feel that Taobao is trustworthy" obtained the lowest mean score of 3.52.

4.2 Scale Measurement

Table 4.15: Reliability Test

Construct	Cronbach's Alpha	Number of Items
Online Shopping Behavior	0.833	3
Convenience	0.747	3
Web Design	0.817	5
Product Variety	0.840	3
Trust	0.825	4

Source: Developed for the research

As shown in table 4.15, the reliability test result has revealed that all the 5 constructs are above satisfactory as the alpha values are above 0.7. Based on the outcome, product variety has the highest internal consistency reliability with the alpha value of 0.840. On the other hand, convenience has the lowest reliability among these 5 constructs with the alpha value of 0.747. Moreover, online shopping behavior, web design, and trust have the alpha values of 0.833, 0.817, and 0.825 respectively. In conclusion, the reliability of all constructs is indicated as reliable as the alpha values are above 0.7.

4.3 Inferential Analysis

4.3.1 Spearman's Rank Correlation

Table 4.16: Spearman's Rank Correlation

Correlations

			Online Shopping Behavior	Convenience
Spearman's rho	Online Shopping Behavior	Correlation Coefficient	1.000	.388**
		Sig. (2-tailed)	.	.000
		N	100	100
	Convenience	Correlation Coefficient	.388**	1.000
		Sig. (2-tailed)	.000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Developed for the research

Correlations

			Online Shopping Behavior	Web Design
Spearman's rho	Online Shopping Behavior	Correlation Coefficient	1.000	.346**
		Sig. (2-tailed)	.	.000
		N	100	100
	Web Design	Correlation Coefficient	.346**	1.000
		Sig. (2-tailed)	.000	.
		N	100	100

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

Source: Developed for the research

Correlations

			Online Shopping Behavior	Product Variety
Spearman's rho	Online Shopping Behavior	Correlation Coefficient	1.000	.345**
		Sig. (2-tailed)	.	.000
		N	100	100
	Product Variety	Correlation Coefficient	.345**	1.000
		Sig. (2-tailed)	.000	.
		N	100	100

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

Source: Developed for the research

Correlations

			Online Shopping Behavior	Trust
Spearman's rho	Online Shopping Behavior	Correlation Coefficient	1.000	.416**
		Sig. (2-tailed)	.	.000
		N	100	100
	Trust	Correlation Coefficient	.416**	1.000
		Sig. (2-tailed)	.000	.
		N	100	100

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

Source: Developed for the research

Based on Table 4.16, the correlation of each independent variable (Convenience, Web Design, Product Variety, and Trust) is significant at the 0.01 level (2-tailed) towards the dependent variable (Online Shopping Behavior). The result indicated that there is a significant positive association among all the independent variables and dependent variable. As shown in Table 4.16, Trust has the strongest significant positive association with the Online Shopping Behavior, which is (r_s= 0.416), $p<$ 0.01. Then, it is followed by the significant positive correlation of Convenience (r_s= 0.388), $p<$ 0.01 and Web Design (r_s= 0.346), $p<$ 0.01 with Online Shopping Behavior. Furthermore, the result of Product Variety that correlated with the Online Shopping Behavior has the weakest significant positive association among others variables, which is (r_s=0.345), $p<$ 0.01.

4.3.2 Hypotheses Testing

Hypothesis 1

H0: There is no significant positive relationship between Convenience and Online Shopping Behavior among Generation Y towards Taobao.

H1: There is a significant positive relationship between Convenience and Online Shopping Behavior among Generation Y towards Taobao.

Reject H0 if $p<0.05$

According to Table 4.16, the significant value for Convenience is 0.000. This value is lesser than the P value of 0.05. Therefore, H0 is rejected and H1 is accepted. It means that there is a significant positive relationship between Convenience and Online Shopping Behavior among Generation Y towards Taobao.

Hypothesis 2

H0: There is no significant positive relationship between Web Design and Online Shopping Behavior among Generation Y towards Taobao.

H2: There is a significant positive relationship between Web Design and Online Shopping Behavior among Generation Y towards Taobao.

Reject H0 if p<0.05

According to Table 4.16, the significant value for Web Design is 0.000. This value is lesser than the P value of 0.05. Therefore, H0 is rejected and H2 is accepted. It shows that there is a significant positive relationship between Web Design and Online Shopping Behavior among Generation Y towards Taobao.

Hypothesis 3

H0: There is no significant positive relationship between Product Variety and Online Shopping Behavior among Generation Y towards Taobao.

H3: There is a significant positive relationship between Product Variety and Online Shopping Behavior among Generation Y towards Taobao.

Reject H0 if p<0.05

According to Table 4.16, the significant value for Product Variety is 0.000. This value is more than the P value of 0.05. Therefore, H0 is rejected and H3 is accepted. It shows that there is a significant positive relationship between Product Variety and Online Shopping Behavior among Generation Y towards Taobao.

Hypothesis 4

H0: There is no significant positive relationship between Trust and Online Shopping Behavior among Generation Y towards Taobao.

H4: There is a significant positive relationship between Trust and Online Shopping Behavior among Generation Y towards Taobao.

Reject H0 if p<0.05.

According to Table 4.16, the significant value for Trust is 0.000. This value is lesser than the P value of 0.05. Therefore, H0 is rejected and H4 is accepted. It indicates that there is a significant positive relationship between Trust and Online Shopping Behavior among Generation Y towards Taobao.

4.4 Conclusion

In conclusion, this chapter has been conducted by using SPSS version 23. The respondents' general information and demographic profile have been described by descriptive analysis. In addition, the collected data has been measured in the central tendencies for independent variables and dependent variable. Besides that, the reliability test has been conducted to check on the reliability of the variables. Under the inferential analysis, Spearman's Rank Correlation and the hypotheses testing have been explained in this chapter. Lastly, further discussion and findings will be carried out in the following chapter.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Chapter 5 discussed about the research results that obtained from data analysis in Chapter 4. Research results will be further discussed with the possible implications. Besides, limitations for this study and obstacles faced by the researchers will be discussed in order to provide platforms for future researches. Lastly, suggestions for future researches and conclusion will be provided.

5.1 Summary of Statistical Analyses

This includes the summary of descriptive analysis, central tendencies measurement of construct, scale measurement, and inferential analysis.

5.1.1 Descriptive Analysis

Under the descriptive analysis, there are two parts which contains general information and respondent demographic profile.

5.1.1.1 General Information

Under the general information, there were 141 respondents took part in this survey questionnaires. Among the 141 sets of questionnaires, there are 118 respondents (83.7%) who have experience in Taobao online shopping and 23 respondents (16.3%) who have no experience in Taobao online shopping. Therefore, the respondents that have experience in Taobao online shopping were required to proceed to Question 2 in order to determine whether they are an individual who are Gen-Y customers of Taobao.

Next, among these 118 respondents, there are 112 respondents (94.9%) who are Gen-Y customer and 6 respondents (5.1%) who are not. The respondents who are Gen-Y customer is required to proceed to Question 3 and the results signify that among these 112 respondents, there are 100 respondents (89.3%) who are staying in the area within Klang Valley and 12 respondents (10.7%) who are not staying in the area within Klang Valley.

Among the 100 respondents who fulfilled the requirements for this research, most of the respondents have used Taobao for 1 to 2 years (30%) and 2 to 3 years (30%) with having the same percentage, followed by 6 to 12 months (18%), 3 to 6 months (13%), and less than 3 months (8%), and others (1%). Moreover, 32% of respondents bought goods in Taobao for 3 to 5 times during the past six months. It is then followed by those who purchased goods in Taobao for 6 to 10 times (24%), 1 to 2 times (23%), 11 to 15 times (14%), and more than 15 times (7%) during the past six months.

5.1.1.2 Respondent Demographic Profile

Under the respondent demographic profile, there are 40 male respondents (40%) and 60 female respondents (60%). Majority of them are in the age range of 21 to 25 years old (43%), followed by 26 to 30 years old (37%) and 31 to 36 years old (20%). Moreover, employed for wages is the largest group of respondents in this research which occupied 45%, followed by students (29%), self-employed (19%), and homemakers (7%). In terms of respondents' monthly income, 28% of them earns RM 1,000 to RM 3,000, followed by no income (27%), RM 3,000 to RM 5,000 (24%), RM 5,000 to RM 7,000 (11%), and less than RM 1,000 (10%).

5.1.2 Central Tendencies Measurement of Construct

The results for the central tendencies measurement of construct shows that the statement "I will increase the proportion and frequency of online shopping" has the highest mean score of 4.18 under Online Shopping Behavior. While for Convenience, the statement "It is more convenient to shop through Taobao when compared to traditional retail shopping" obtained the highest mean score of 4.14. Moreover, in Web Design, the statement "It is quick and easy to complete a transaction at this website" has the highest mean score of 3.95. In addition, under Product Variety, the statement "Taobao offers a wide variety of products" scored the highest mean score of 4.15. Lastly, in terms of Trust, the statement "I select online stores, which I believe are honest" has the highest mean score of 3.84.

5.1.3 Scale Measurement

Scale measurement is based on the reliability test. The Cronbach's Alpha is applied to observe the reliability of 18 items that are developed to measure the five constructs. Among the five constructs, Product Variety has the highest score with the Cronbach's Alpha of 0.840. It is then followed by Online Shopping Behavior (0.833), Trust (0.825), Web Design (0.817), and Convenience (0.747).

5.1.4 Inferential Analysis

5.1.4.1 Spearman's Rank Correlation

The results of Spearman's Rank Correlation indicates all of the independent variables which including Convenience, Web Design, Product Variety, and Trust with the dependent variable which is Online Shopping Behavior. All of the constructs are significant at the 0.01 level ($p<0.01$). Trust has the strongest significant positive association with the Online Shopping Behavior, which is $r_s= 0.416$ with the p-value is 0.000. It is followed by the Convenience with the correlation of 0.388 ($p= 0.000$), Web Design with the correlation of 0.346 ($p= 0.000$), and Product Variety with the correlation of 0.345 ($p= 0.000$).

5.2 Discussions of Major Findings

Table 5.1 Summary of the Results of Hypotheses Testing

Hypotheses	Results	Supported
H1: There is a significant positive relationship between Convenience and Online Shopping Behavior among Generation Y towards Taobao.	$r_s = 0.388$ $p = 0.000 < 0.05$	Yes
H2: There is a significant positive relationship between Web Design and Online Shopping Behavior among Generation Y towards Taobao.	$r_s = 0.346$ $p = 0.000 < 0.05$	Yes
H3: There is a significant positive relationship between Product Variety and Online Shopping Behavior among Generation Y towards Taobao.	$r_s = 0.345$ $p = 0.000 < 0.05$	Yes
H4: There is a significant positive relationship between Trust and Online Shopping Behavior among Generation Y towards Taobao.	$r_s = 0.416$ $p = 0.000 < 0.05$	Yes

Source: Developed for the research

H1: There is a significant positive relationship between Convenience and Online Shopping Behavior among Generation Y towards Taobao.

Based on Spearman's Rank Correlation, it shows that Convenience has a positive association with Online Shopping Behavior ($r_s = 0.388$). Besides, there is a

significant relationship between Convenience and Online Shopping Behavior among Generation Y towards Taobao as $p < 0.05$ which is 0.000. Hence, H1 is supported.

According to Haider (2016), the major factor of online shopping among consumers is always convenience. The research states that during online shopping, consumers are allowed to check the product catalog and compare it with other sellers otherwise it is not easy by manually to go for traditional retail shopping and time taking as well. Moreover, the research disclosed that online shopping is convenience in the way that consumers can shop anytime and purchase a huge amount of goods that will then be delivered to given address.

In addition, a research of Sulaiman et al. (2016) proves that convenience was identified as important factors which lead to the buying behavior in online shopping. The research states that the online shopping is convenience as it is available for customers 24 hours a day, 7 days a week and around the clock compare to traditional stores, therefore, consumers who are busy working and are unable to spend their time to shop in traditional stores, they still managed to shop through online as it is available all day long which is very convenient.

Ganapathi (2015) concluded that convenience is one of the factors affecting online shopping behavior among consumers. The research states that consumers can shop from any place and need not physically visit the shops or outlets for shopping purposes. In the research of Bashir et al. (2015), convenience is a significant factor when it comes to online shopping as people preferred to stay at home and shop as opposed to going out and browsing through stores.

Based on the results, it shows that the relationship between Convenience and Online Shopping Behavior among Generation Y towards Taobao is significant and

positively correlated. Hence, the research objective has been achieved for this research.

H2: There is a significant positive relationship between Web Design and Online Shopping Behavior among Generation Y towards Taobao.

The Spearman's Rank Correlation indicates that Web Design has positive correlation with Online Shopping Behavior ($r_s = 0.346$). Moreover, there is a significant relationship between Web Design and Online Shopping Behavior among Generation Y towards Taobao as $p < 0.05$ which is 0.000. Hence, H2 is supported.

Based on the study of Haider (2016), indicates that web design plays an important role towards online shopping which it influences the satisfaction and online shopping behavior among the consumers towards the particular website. In the study of Shahzad (2015), signifies that web design influences the consumer's online shopping behavior and concludes that online consumer prefers to have a user friendly website in online shopping environment; therefore, the design of websites should be easy to load webpage and use, time saving, and simple navigation. The research suggests as the comfort of using a website increases, the probability of revisiting the website also increases.

Ranganathan et al. (2002) signifies that the design of a website plays an important role in attracting, sustaining, and retaining the interest of a consumer at a site. Therefore, an effective web design is an important reason for online shopping behavior. The research proves that consumers pay attention to delays and ease of navigation. In the research of Putra et al. (2017), specifies that web design have an effect on consumer's online buying behavior, and web design is determined by the

display, navigation, and shopping process. The research indicates that the design of web should be able to let the consumers found that the website is easy to use whenever they wanted to enjoy online shopping. The researcher suggested that a website must be designed with all features planned, artistic, coherent, and also useful in an attempt to influence a user's affective condition and to increase online shopping behavior.

Based on the results, it shows that the relationship between Web Design and Online Shopping Behavior among Generation Y towards Taobao is significant and positively correlated. Hence, the research objective has been achieved for this research.

H3: There is a significant positive relationship between Product Variety and Online Shopping Behavior among Generation Y towards Taobao.

The Spearman's Rank Correlation indicates that Product Variety has positive correlation with Online Shopping Behavior ($r_s = 0.345$). Moreover, there is a significant relationship between Product Variety and Online Shopping Behavior among Generation Y towards Taobao as $p < 0.05$ which is 0.000. Hence, H3 is supported.

In the study of Dost et al. (2015), the researcher indicated that the younger generation sees the availability of more products as a major reason to shop and purchase online. Therefore, product variety is proven that has a visible effect on the online shopping behavior. According to Maiyaki et al. (2016), mentioned that when the benefit of product variety are available, consumers are will be more towards online shopping rather than traditional shopping store. Therefore, the availability of detailed information or wide variety of products can be a major

reason to online shopping behavior and can be a success element of online businesses.

In addition, the study of Delafrooz et al. (2016), states that one of the motivations of consumers to buy goods or services over the Internet is the wide availability of product choices provided by the online retailers. In other words, the online shopping motivation scales capture a wide variety of reasons of consumers' online buying behavior. Moreover, a study of Kanchan et al. (2017) also indicated that wide variety of products is a factor attracts consumers to shop online. The consumers agree that online shopping provide wide variety of products and therefore, stimulates their online shopping behavior. In conclusion, this shows that the consumers are concerning on the product variety factor when they are making a buying decision.

Based on the results, it shows that the relationship between Product Variety and Online Shopping Behavior among Generation Y towards Taobao is significant and positively correlated. Hence, the research objective has been achieved for this research.

H4: There is a significant positive relationship between Trust and Online Shopping Behavior among Generation Y towards Taobao.

From the Pearson Correlation Analysis, it proves that Trust has positive correlation with Online Shopping Behavior ($r_s = 0.416$). In addition, there is a significant relationship between Trust and Online Shopping Behavior among Generation Y towards Taobao as $p < 0.05$ which is 0.000. Hence, H4 is supported.

From the study of Sulaiman et al. (2016), mentioned that lack of trust becomes the critical issue face of online businesses. Therefore, trust is a significant factor for online businesses success as if there is no trust between buyer and seller on online transaction; it will be no buying decision. The research concluded that trust is one of the factors that influencing online shopping behavior. A study of Alam et al. (2008) indicated that trust is also play a vital role in an online shopping situation. The research signifies that as the trust of consumers towards the online shopping store increases, the online shopping behavior among consumers also increases. The research disclosed that consumer's trust in an online shopping store can be thought as the consumer's trust directly in the store.

The result is supported by the research of Daud et al. (2016) which states that insufficient trust that individuals and organizations are willing to place on online purchasing is one of the most important barriers to the use of the internet for conducting business today. This signifies that trust is an important factor to be concerned which it will influence the online shopping behavior. Moreover, the research of Dost et al. (2015) indicated that factors affecting online buying behavior when it comes to the younger generation; trust factor is the most likely relevant factor. The research concluded that if the consumers trusted the website, they were prone to buy more from it which increases their online shopping behavior.

Based on the results, it shows that the relationship between Trust and Online Shopping Behavior among Generation Y towards Taobao is significant and positively correlated. Hence, the research objective has been achieved for this research.

5.3 Implications of the Study

5.3.1 Managerial Implications

Figure 5.1: Proposed Conceptual Model (The determinants of online shopping behavior among Generation Y towards Taobao)
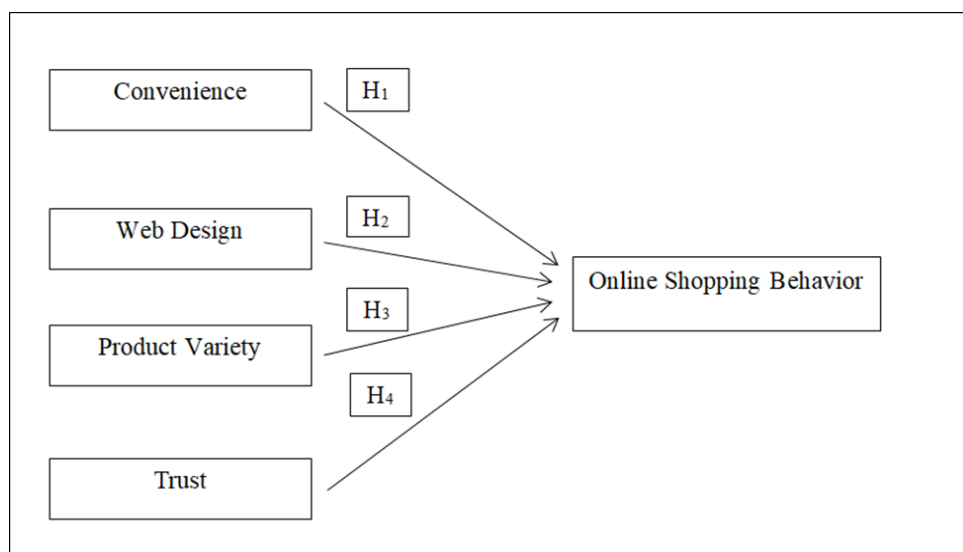
Source: Developed for the research

This research is basically studying on the determinants of online shopping behavior among Generation Y towards Taobao. This study has explored a conceptual model (Figure 5.1) that examined the relationship among all the variables. Therefore, this research will provide managerial implications to the online retailers who concern on the determinants of online shopping behavior among Generation Y towards Taobao.

5.3.1.1 Convenience

Based on the research findings, it shows that there is a significant positive relationship between Convenience and Online Shopping Behavior among Generation Y towards Taobao. According to Sulaiman et al. (2016) stated that consumers who are busy working and are unable to spend their time to shop in traditional stores, they still managed to shop through online as it is available all day long. Therefore, it tends to stimulate consumers' online shopping behavior. In order to attract more convenience-oriented consumers, Taobao should minimize the process of completing a transaction. Moreover, they should offer different payment options in terms of e-banking to the consumers. For example, Taobao should collaborate with more banks so that the consumers can have variety options of online banking payments in terms of e-banking such as paying through Public Bank, Am Bank, Hong Leong Bank and so on, rather than just able to pay using Maybank.

5.3.1.2 Web Design

From the research, it shows that there is a significant positive relationship between Web Design and Online Shopping Behavior among Generation Y towards Taobao. According to Kim & Lee (2002) web design defined as the appeal of the user interface design presented to consumers that will increase the willingness of customers to visit the website more often and willing to stay longer with the site. Besides that, the study of Shahzad (2015) stated that web design influence the consumer's online shopping attitude and concludes that online consumer prefers to have a user friendly website in online shopping environment. Therefore, Taobao can design the websites that are more easy to use, time saving, as well as simple

navigation where the consumers are feeling comfortable when using Taobao's website. For instance, Taobao can create a more attractive websites that are attractive in terms of visual appeal to attract consumers to purchase more.

5.3.1.3 Product Variety

According to the research findings, it indicates that Product Variety has a significant positive relationship with the Online Shopping Behavior among Generation Y towards Taobao. Based on the study of Maiyaki et al. (2016) mentioned that the product variety is a major reason to online shopping behavior. When the benefits of product variety are available, consumers are will be more towards online shopping rather than traditional shopping store. Therefore, the availability of detailed information or wide variety of products can be a success element of online businesses. For example, Taobao should provide more options to the customers and provide detailed information to attract younger generation to visit Taobao's website through online and this may lead Taobao to success.

5.3.1.4 Trust

Lastly, Trust also plays another important role in influencing the Generation Y's online shopping behavior towards Taobao. According to the research by Kewk et al. (2010) indicated that trust can be included as security or privacy. This is because the security and privacy, it tends to attract more consumers to purchase online. As a result, Taobao must provide trustworthy information on web pages at all time in order to increase the level of online trust toward Generation Y. For example,

Taobao should stop or block the online retailer in Taobao to sell their products when consumers complain that the products purchased are fake or when Taobao suspect that the online retailer selling fake products.

5.4 Limitations of the Study

During the progress of research, there are some shortcomings that have to be highlighted. Firstly, there are limited research studies that were done in term of Malaysia context. Thus, the researchers found fewer journals to support this research project. Since different countries practice different cultures, values and beliefs, the research studies done in overseas may not fully reflect to Malaysia. As a result, the past studies that the researches have reviewed may not provide accurate information to this research study.

Secondly, the study only focused on 100 respondents of Generation Y consumers from the area of Klang Valley of Malaysia. As such, the results of the study may not able to completely reflect the attitudes of all Generation Y online shoppers. The data collected from a small sample size may not provide accurate and reliable results to this research study.

Lastly, rapid changes characterize dynamic environments such as technological change, societal change, economic and political change can lead to the attitude change of individuals. Therefore, the independent variables or determinants of the research will keep changing due to the dynamic environment.

5.5 Recommendations for Future Research

Several suggestions and recommendations can be included for future research study. Through this research, it is able to provide an in-depth understanding on the determinants of online shopping behavior among Generation Y towards Taobao.

First, the researchers can conduct the research with more available relevant journals. They could still focus in Malaysia context. However, more supportive journals that are done by other Asian researchers should be adopted. This is because other Asian countries are more likely to share similar thoughts and beliefs as Malaysians. Thus, the researchers are suggested to conduct research that they can find supporting journals from similar background.

Besides that, future studies could expand the sample size and collection to different areas in Malaysia including Klang Valley. A greater sample size will help to generate more appropriate output and more completely reflect the attitudes of all Generation Y online shoppers.

Lastly, the future researchers can develop or discover more determinants of online shopping behavior among Generation Y towards Taobao according to the changes of environment. For example, future researchers may conduct the research using variables such as promotion, price, or other determinants that are related to the research on that time of period's environment. The researchers can conduct the research with more relevant variables to understand more on this study.

5.6 Conclusion

In conclusion, this research has successfully achieved the research objectives, which is to examine the relationship between Convenience, Web Design, Product Variety, Trust and online shopping behavior among Generation Y towards Taobao. There are all four independent variables which included Convenience, Web Design, Product Variety and Trust are supporting the dependent variable, online shopping behavior among Generation Y towards Taobao.

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FACULTY OF ACCOUNTANCY AND MANAGEMENT

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

QUESTIONNAIRE SURVEY

Dear respondents,

We are students from Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM) majoring in Bachelor of International Business (Hons). We are conducting our research proposal on **"The Determinants of Online Shopping Behavior among Generation Y towards Taobao"**. Our objective of this survey is to understand the relationship between online shopping behavior and the four variables.

This questionnaire consists of three sections and it will take approximately 5 minutes to complete. Please be informed that all information collected from this survey is solely for research proposal writing. Under the Personal Data Protection Act (PDPA) 2010, we assure you that all information collected will be kept confidential and no publications will contain information from which you may be identified.

We thank you for your time and effort in completing this questionnaire.

From:

NAME	STUDENT ID
Chan Kar Wai	14UKB04529
Lee Yan Joey	15UKB02009

I hereby acknowledge that I have read and understood the purpose of providing my personal data from this survey solely for research proposal writing.

Signature,

_____

Section A: General Information

Please tick (✓) the box that best corresponds to your answer for each question below.

1. Are you a customer of Taobao?
   ☐ Yes (If yes, please proceed to the following questions)
   ☐ No (If no, you may stop here. Thank you)

2. Are you a Gen-Y customer (Between 21 years old to 36 years old)?
   ☐ Yes (If yes, please proceed to the following questions)
   ☐ No (If no, you may stop here. Thank you)

3. Are you staying in the area within Klang Valley?
   ☐ Yes (If yes, please proceed to the following questions)
   ☐ No (If no, you may stop here. Thank you)

4. How long you have been using Taobao for online shopping?
   ☐ Less than 3 months
   ☐ 3 - 6 months
   ☐ 6 - 12 months
   ☐ 1 - 2 years
   ☐ 2 - 3 years
   ☐ Others (please specify): _____

5. How many times have you bought goods in Taobao (during the past six months)?
   ☐ 1 - 2 times
   ☐ 3 - 5 times
   ☐ 6 - 10 times
   ☐ 11 - 15 times
   ☐ More than 15 times

Section B: The Determinants of Online Shopping Behavior towards Taobao

1. The following are list of the items based on the variables that customers may feel towards Taobao. Please circle the rating of how much you agree or disagree on the following items accordingly.

1	2	3	4	5
Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)

Variables	Items	SD	D	N	A	SA
Online Shopping Behavior	When have the opportunity to surf the internet, I will visit shopping website and will like to participate in the shopping.	1	2	3	4	5
	I will increase the proportion and frequency of online shopping.	1	2	3	4	5
	I will recommend the online shopping way to relatives and friends.	1	2	3	4	5
Convenience	It takes only a little time and effort to make a purchase through Taobao.	1	2	3	4	5
	Online shopping through Taobao saves me time, so I can do other activities.	1	2	3	4	5
	It is more convenient to shop through Taobao when compared to traditional retail shopping.	1	2	3	4	5

Variables	Items	SD	D	N	A	SA
Web Design	The website is visually appealing.	1	2	3	4	5
	The organization and layout of the website facilitate searching for products.	1	2	3	4	5
	The links within the website allow me to move back and forth easily between pages of the website.	1	2	3	4	5
	The website is easy to navigate.	1	2	3	4	5
	It is quick and easy to complete a transaction at this website.	1	2	3	4	5
Product Variety	Taobao offers a wide variety of products.	1	2	3	4	5
	I always purchase the types of products I want from Taobao.	1	2	3	4	5
	I can buy the products that are not available in traditional retail shopping through Taobao.	1	2	3	4	5
Trust	I select online stores, which I believe are honest.	1	2	3	4	5
	I feel that Taobao is trustworthy.	1	2	3	4	5
	I feel safe in my transactions with Taobao.	1	2	3	4	5
	I believe that Taobao can protect my privacy.	1	2	3	4	5

Section C: Demographic Profiles

Please tick (✔) the box as applicable for each question below.

1. What is your gender?
   - ☐ Male
   - ☐ Female

2. What is your age?
   - ☐ 21 - 25 years old
   - ☐ 26 - 30 years old
   - ☐ 31 - 36 years old

3. What is your occupation?
   - ☐ Employed for wages
   - ☐ Self-employed
   - ☐ A homemaker
   - ☐ A student
   - ☐ Retired
   - ☐ Others : _____

4. How much is your income per month?
   - ☐ No income
   - ☐ < RM 1,000
   - ☐ RM 1,000 - RM 3,000
   - ☐ RM 3,000 - RM 5,000
   - ☐ RM 5,000 - RM 7,000
   - ☐ > RM 7,000