UNDERSTANDING KLANG VALLEY SHOPPER'S ATTITUDE TOWARD ONLINE SHOPPING PLATFORMS

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TAN WEI PANG

APPROVAL FORM

This research paper attached hereto, entitled "Understanding Klang Valley Shopper's Attitude Towards Online Shopping Platform" prepared and submitted by "Tan Wei Pang" in partial fulfillment of the requirement for the Bachelor of Communication (Hons) Broadcasting is hereby accepted.

13/5/2023

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Supervisor

Mr. Zachary Roland a/l A.F Anthony

DECLARATION

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

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ABSTRACT

In this globalization, people are buying and purchasing product off online platforms, which they are fully utilizing the technology nowadays to ease their task at hand. Platforms such as Amazon, Alibaba, Lazada, Shopee, and Taobao are the applications or websites that people are using to browse online and shop for their desire products. The main research objective of this paper is to study the factors that causes Klang Valley shoppers to favors online shopping platforms. It is to examine the respondent's behavior and attitude towards any benefits or promotions from the platforms. The next objective is to determine the cause or reasons for Klang Valley shoppers to continuously use online shopping platforms. In this study, quantitative method though the distribution of questionnaire to collect data from people who often uses online platforms in the Klang Valley area. According to the data collected, most of the respondents think that online platforms offers more varieties of products that also provide shipping services attracts them, while promotions and membership or premium benefits are also one of the factors that influence them in using online shopping platform more often.

CHAPTER 1

INTRODUCTION

1.1 Research Background

To date, digital and technology advancement has aid the work of many people's task. It has made communication and information sharing much more easier with through various online platforms, such as e-mails and social media. With the help of online platforms, business has also been booming since the uprising of online shopping platform such as Amazon, Alibaba, Lazada, Shopee, Taobao, etc. It is a process of purchasing product or goods from a seller through an online, digital platform by paying the exact amount of money placed on the product, and will ship from various place or oversea countries to designated pick-up spots or your doorstep.

Online shopping deals provide the customer with a variety of products and services, wherein customers can compare them with deals of other intermediaries also and choose one of the best deals for them (Sivanesan, 2017). The number of consumers buying online and the amount of time people spend online has risen (Monsuwe et al., 2004). People are turning into the online shopping platform more as the year goes mainly due to the benefits, varieties, services and accessibility it offers. According to eMarketer, in 2022, global retail ecommerce sales will surpass $5 trillion for the first time, accounting for more than a fifth of overall retail sales. And by 2025, total spending will exceed $7 trillion, despite slowing growth. This shows that the people that uses online shopping platform are changing the economy of our country and the way of business are being conduct through the large sum of earning based on the annual findings.

Theory that will be used in the research is User and Gratification Theory, which is coined in the early 1940s by Katz and Blumler (1974), the uses and gratifications theory deals with understanding why people use certain types of media, what needs they have to use them, and what gratifications they get from using them. The theory acknowledges that individuals have a great deal of power on the influence of the mass media on them and their choice of what they want in a medium. The theorists (Katz, Gurevitch & Haas, 1973) categorized the uses and gratifications theory in some needs, including affective, cognitive, personal, integrative, and tension free needs.

It is to understand the behavior and attitude of the people in Klang Valley when using online shopping platform, also to identify the reason of their continuously usage and the benefit that they are attracted to from the platform they are using. The hypothesis of this theory suggests that the people uses online shopping platforms to search to satisfy their need, while also the rewards and benefits they get from using online shopping platforms. This theory will be used to determine Klang Valley shopper's attitude towards online shopping platforms.

Qualitative research method will be used in this case study, through questionnaire to acquire and collect data in order to have the most accurate result from people in Klang Valley area. The respondent will be asked to fill in the questionnaire containing the behavior of their shopping routine, and then proceeding to question regarding their online shopping experience. The sample of this research are adolescent aging from 13-17, and 18-23 , young adults from 24-30 and above that are in the Klang Valley area.

1.2 Problem Statement

With the advancement of digitalization and technology advancement, a paradigm shift has occur between the online shopping and in store shopping which widely impacts the business and economy of the country. Online shopping has become increasingly popular all around the world because of the huge selection of goods it offers, the ease of accessibility, as well as remaining contactless. However, in store shopping is still very much alive. Despite online shopping becoming much more prevalent (McMullen, 2022). This creates a possibility that the current scenario might occur based on the COVID-19 pandemic. Since the beginning of the COVID-19 pandemic, online shopping has become even more popular (McMullen, 2022). It allows users to make actual purchase of products from the ease of their own homes while being contactless from the pandemic. The reason for this study is to find out and identify the influencing factor of Klang Valley shopper to use online shopping platform, between benefits, promotions, ease of accessibility or safety and precautions of the pandemic.

1.3 Research Objectives

1. To identify the factor that causes Klang Valley shoppers to choose online shopping platforms over in-store shopping
2. Determine the cause/reasons for Klang Valley shoppers to continuous use online shopping platforms

1.4 Research Questions

1. Why Klang Valley shoppers uses online shopping platform over in-store shopping?
2. What are the reason Klang Valley shoppers continuously uses online shopping platforms?

1.5 Scope of Study

The scope of this study will be focused on analyzing the online shoppers in Klang Valley, to understand their behavior and attitude when using online shopping platforms. The research will be conducted through online questionnaire and will only be filled by Malaysian that is in the Klang Valley area.

1.6 Significant of Study

This finding of this research could contribute to the benefits of society in understanding the online shoppers reside in Klang Valley, by researching factors such as benefits, promotion, price, ease of accessibility, time, trust, varieties of choice, and safety precautions of the pandemic that is still with us. This research also take place during the pandemic, which may have result that is differ from past research.

Also, this analysis and finding of this research can also give insights and viewpoints for people who run business on the online platform who have Klang Valley as their target audience, while also exploring further into the use of User and Gratification Theory that can be taken as reference for future studies. The question has been set to fit the scope of this research where it will provide new data and information involving the setting of the COVID-19 pandemic.

CHAPTER 2

LITERATURE REVIEW

2.1 User and Gratification Theory (U&G)

A brief introduction of the U & G theory, it originated from the functionalist perspective on mass media communication and was first developed in research on the effectiveness of the radio medium in the 1940s (Luo, 2002). There are mainly a few factors that causes the people to seek gratifications. First, because the audience is interested, mass media use is meaningful to them. Second, considering their prior media experiences, the audience makes decisions that are motivated. Third, people choose and use communication tools on their own to satiate their felt needs and desires, and media use is purposeful and driven. Fourth, the media face strong competition from other sources need of the fulfilment. Last, while audience orientations are evaluated on their own terms, value judgments concerning the cultural value of mass media should be placed on hold.

The main objective of uses and gratification theory is to explain the psychological needs that shape why people use the media and that motivate them to engage in certain media-use behaviors for gratifications that fulfill those intrinsic needs (Lin 1999a: Rubin 1994). In particular, this theory seeks to recognize the important role of the individual in the use of mass media by focusing on what people do with mass media (Katz, 1959; Klapper, 1960). Given that one of the Internet's primary characteristics is its engagement, and because an engaged audience is the basic idea of the U & G theory, the U & G theory is considered the most effective theoretical framework for comprehending this medium (Hanjun, 2002).

2.2 Entertainment Gratification

According to U & G theory, EG is a primary factor of media usage (Luo, 2002). The quality of media entertainment is determined by its ability to satisfy consumers' demands for escapism, hedonistic pleasure, aesthetic satisfaction, and/or emotional release (McQuail, 1983). Sites that could provide more entertainment value have been formed to have a higher tendency to benefit media users and urge them to engage the media more consistently (Luo, 2002). This is reinforced by Stafford and Stafford (2001) and Wolfinbarger and Gilly (2001), who discovered that satisfaction, entertainment, and social elements are significant cause for revisiting to a website. A good amount of satisfaction and engagement during interaction with computer-based media leads in the consumer's continuous subjective experiences of pleasant affect and mood (Hoffman & Novak, 1996). Also, Shavitt et al. (1998)'s survey suggests that the enjoyment associated with the site serves the most crucial component in accounting for their overall attitudes towards them. Therefore, a hypothesis is formed based on the results of previous studies:

H1: The entertainment value of online shopping sites will greatly influence consumers' experience with online shopping.

2.3 Informative Gratification

According to the U&G concept, informative gratification is another key factor that influences the usage of a certain media (Luo, 2002). The informative concept refers to the extent to which web media provides consumers with valuable and beneficial information (Chen & Wells, 1999). According to Haq (2009), the quality of content on a company's website has a direct impact on consumers' views of the firm and its product and/or service offerings, hence affecting the

construction of user attitudes about the site. Siau and Shen (2003) emphasized that online consumers frequently seek qualitative aspects in the informative material that is projected on websites, such as correctness, timeliness, and usefulness, which are capable of meeting the requirements of informative gratification will generate favorable attitudes among its audiences (Luo, 2002). This is in line with the findings of Barkhi et al. (2008), which discovered that customers develop favorable views about sites that they feel provide adequate benefits or qualities towards a solution and unfavorable attitudes towards those that don't.

Therefore, a hypothesis is formed based on the results of previous studies:

H2: The informative gratification of online shopping sites will significantly improve consumers' attitudes towards online purchasing.

2.4 Factors affecting the users of online shopping platforms

Apart from the User and Gratification Theory, there are other various multiple factors which also affect the behavior of online consumers, such as the large amount of company and organization undergoes a digital transformation due to the COVID pandemic which assist them in continuing their business and services despite being limited to various limitation that has been set by the pandemic.

Digitalization

Digitalization involves the utilization of digital data to transform the way an organization works, communicates with its consumers, or interacts from inside of the organization (Hess et al. 2017). The digitalization procedure usually revolves around the effect of digital data adaptation on

society, organizations, and individuals (Legner et al. 2017). Furthermore, the digital data is used to introduce new company concepts and gain an edge over competitors (Unruh & Kiron 2017). Digitalization is considered to be an important engine of company growth and technological advancement. Companies that digitalize their operations are now more competitive in the global market which makes them more appealing to investors (Bellakhal & Mouelhi, 2020).

As a result, it is necessary to separate the procedure into three different stages. The first phase consists of the development of the computer as a substitute for conventional devices such as typewriters, and it also includes the initial attempts to transform traditional formats into digital formats (Legner et al. 2017). The next phase relates to the establishment of the internet as a global infrastructure that allowed businesses to interact with minimal effort and provided new economic prospects. The present race of continual research and creation of new technologies that, among other things, permit higher storage (e.g., cloud systems) or boost the speed of operating systems is the final stage of digitalization (Legner et al. 2017; Hess et al. 2017).

In their study, Parviainen et al. (2017) underline the effect of digitalization on an organization's manner of operation and changes in goal formulation. The procedure may be broken down into three steps: Internal efficiency, external opportunities, and disruptive change. Internal efficiency refers to the advantages of digitization, such as effective communication, improved quality, or the removal of manual processes. External opportunities are the process's second step. This idea leads to the growth opportunities which digitization provides to an organization operation. (Parviainen et al. 2017). It allows companies to employ modern technology for marketing, distribution, as well as the development of new business models. As a result, businesses may

virtually market their products and services using online platforms such as social media or websites. Consequentially, new company concepts may be established, increased turnover can be obtained, and the resultant shift can strengthen stakeholder relationships (Bellakhal & Mouelhi, 2020). The final effect of digitalization on a business is disruptive transformation. When an organization's operations shift as a result of digitalization, this is referred to as disruptive transformation (Parviainen et al. 2017). Yet, expenditures in digital infrastructure, such as new computers, IT professionals, and cutting-edge software, are necessary to achieve a business's digitization. Such instruments are associated with substantial expenses, making the digitization process more enticing to large-scale firms rather than SMEs. (Bellakhal and Mouelhi, 2020). Our findings suggest that digitization enhances connectivity, lowers commercial and administrative expenditures, and provides broad funding opportunities, thereby increasing efficiency. Additionally, the usage of digital technology can be demonstrated to boost the productivity of the business (Bellakhal & Mouelhi, 2020).

Impact of COVID-19 on Digitalization

In response to the Covid-19 outbreak, businesses had to develop creative ways of offering their services online. Businesses had to immediately adjust to the new method of doing business. Workers were required to set up home offices and begin conversing remotely (Papagiannidis, Harris and Morton, 2020). According to Baig et al. (2020), institutions adopted digital technologies five years sooner than average. In light of the epidemic, institutions were forced to digitally modify their business practices within eight weeks (Baig et al. 2020). As a result, existing online businesses selling supplies for example, became increasingly popular during the lockdown.

Consumers were prohibited from visiting the local supermarket due to lockdown regulations in their nation or their fear of disease (Sheth 2020).

Although the tourist industry continues to grow, demand for brick-and-mortar travel agencies is continuously declining. Consumers are more emancipated and may now contact hotels and airlines without the use of an intermediary (Mäenpää & Korhonen, 2015). This phenomenon highlights the need of constant digital development and the reality that the digitization process commenced long before the epidemic and is not a recent development. The Covid-19 outbreak merely accelerated acceptance in response to the emergency situation. Until now, digitization had already begun long before the epidemic. The retail industry's digitization is a well-known phenomenon. Due to the accessibility to data such as stock levels and pricing, consumers now significantly prefer retail establishments that have an online store (Mäenpää & Korhonen, 2015). The outbreak of the serious disease Covid-19 has strongly affected customers' decision to purchase online or offline. According to a previous analysis from CRR (2020), European online shopping sales are anticipated to rise by up to 31% in 2020. Germany, for example, anticipates a 22 percent increase in online sales in 2020. Online sales climbed considerably more in countries in which the Covid-19 epidemic was more severe, such as Spain and Italy. The overall increase in online purchases in Spain is estimated to be roughly 75% higher than that previous year. Moreover, it is expected that internet retail revenues in Italy would increase by 53% by 2020. Retail sales are anticipated to decrease somewhat in 2021. (CRR, 2020).

Limitation

Firstly, the main challenge of this study is this is a recent topic that has limited and less references. Thus, making it harder to have good references to support the statement and results. Another limitation would be the study was conducted in a small sample size, making it harder to have a more accurate data.

CHAPTER 3

METHODOLOGY

3.1 Introduction

The methodology of this thesis is presented in this chapter. The chapter begins by introducing existing research methodologies and designs. It also emphasizes about the population and sample size. Furthermore, this chapter also includes the method of analysis of the data collection. Lastly, a brief summarization of the ethical action is provided as well which is applied throughout the process of participation of the questionnaire.

3.2 Research Methods

There are three study contributes to the existing approaches: qualitative, quantitative, and mixed approaches, which differ in their research design (Creswell, 2014). To begin with, the qualitative research approach is mainly concerned with investigating difficulties encountered, for example, by a collection of individuals. This technique is primarily determined by in-depth interviews and the researcher's interpretation of the interview data. The quantitative research, on the other hand, examines the correlations between the study objectives and the defined variables. Surveys and experiments are the most common methods for collecting primary information. The mixed-methods method incorporates qualitative and quantitative approaches and is expected to provide a more in-depth insight than either method alone (Creswell, 2014; Matthew & Ross, 2010).

The quantitative research approach was selected as the most effective way to acquire the necessary primary data for this research. The researcher decided that a questionnaire design would be a good tool for identifying the participants' opinions regarding online and offline shopping, as

well as the impact of the Covid-19 epidemic. The questionnaire aids in identifying links between factors and determining a conclusion for future research implications.

3.3 Population and Sample Size

A population is defined as a specific community or group of people who may be significant to the research. The attention should be Malaysians, and it is optimal to have a comparable interest that is exposed to internet shopping platforms. The sample size for this study is around 50 people ranging in age from 18 to 30 years old. The questionnaires are distributed across Klang Valley, which is our primary goal for this study, so that the results are more exact and complete.

3.4 Data Collection

According to Fink (2003), four survey tools are now available: interview self-administered questionnaire, structured record review, and structured observation. In the instance of this study, a self-administered questionnaire is used to obtain the necessary primary data. The self-administered questionnaire is distinguished by questions that are distributed to the target population and then responded anonymously. Because of to the existing scenario, the researcher opted to distribute the questionnaire using the internet platform Google Form. The questionnaire was delivered via several internet channels, such as messenger services and social media. Also, an online questionnaire is the most cost-effective choice. The questionnaire may be distributed and analyzed with little to no expenditure. The researcher can also approach huge groups of people without being constrained by geographical boundaries or other physical constraints (Brace, 2018).

CHAPTER 4

FINDINGS AND ANALYSIS

4.1 Introduction

The study conducted has collected a total of 50 questionnaire respondent, ranging from 13 – 30 and above in order to study their behavior towards online shopping experience. Most of the respondent are students still having their studies in university or young adults.

This chapter analyses the survey data and discusses it in further depth in order to have a better understanding of the study. The survey questionnaire has few sections that aid in the conduct of this investigation.

- Section regarding the demographic and basic information of the respondents
- Section regarding the behavior and purchasing habits of the respondents
- Section regarding the satisfactory of online shopping services

4.2 Data Analysis

4.2.1 Section A – Demographic

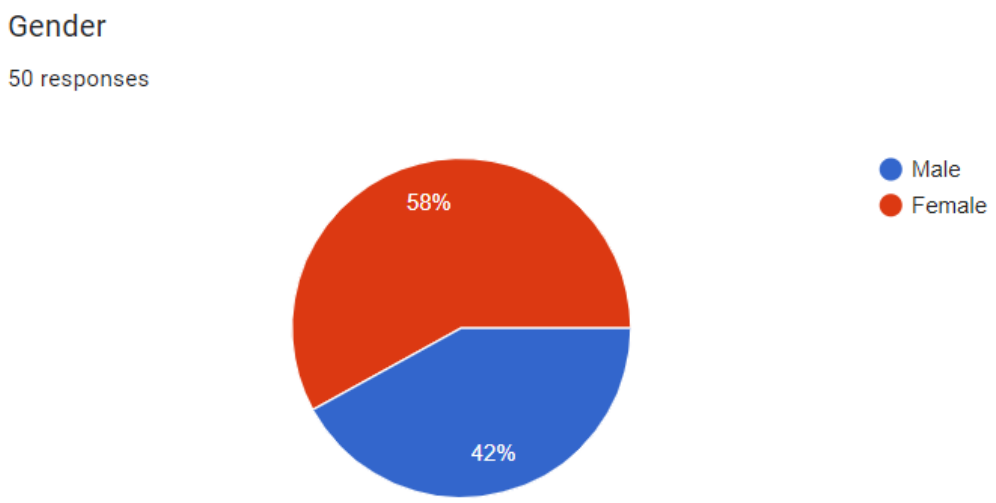

Figure 4.1 The gender of the respondents

The questionnaire are distributed randomly among the respondents, 58% of the respondent are females and the remaining 42% are male based on the result of the pie chart above that is taken from the survey.

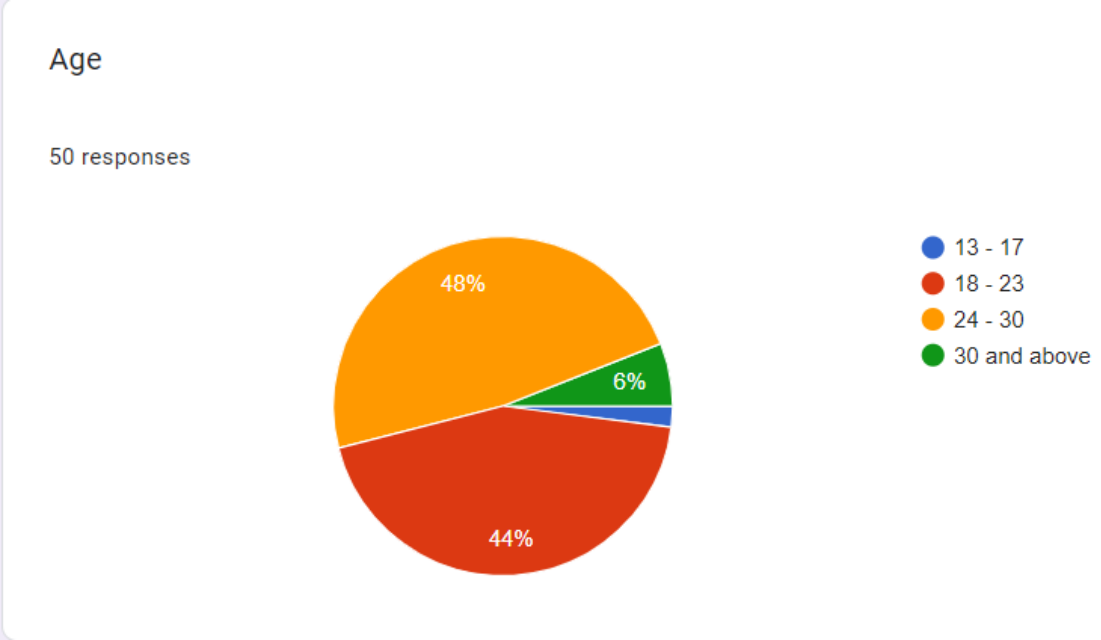

Figure 4.2 The age of the respondents

According to the findings, the majority of respondents range in age from 13 to 30 or above. Majority of the respondent are in the age of 24 – 30, which is 48% from the whole. The second highest of the age group of the respondent are 18 – 23 with a total of 44%. The age group of 30 or above consist of 6% and with 13 – 17 age group being the smallest group with 2%.

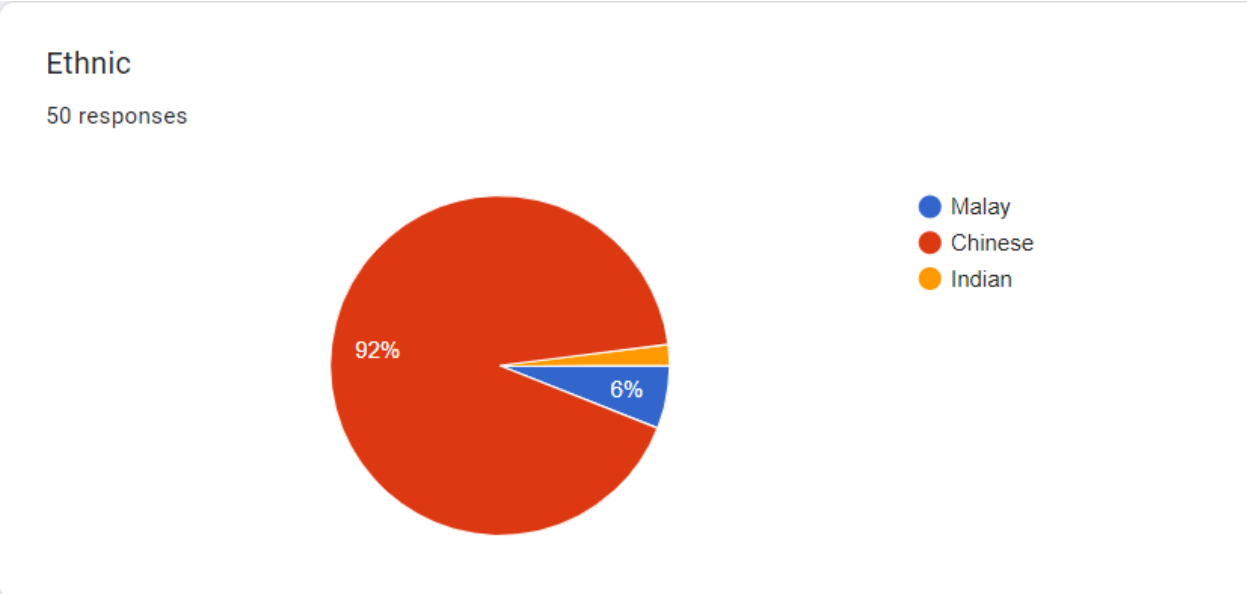

Figure 4.3 The ethnic of the respondents

From the pie chart above, an enormous amount of respondent are Chinese, 6% of the respondent are Malays, and the remaining 2% are Indian.

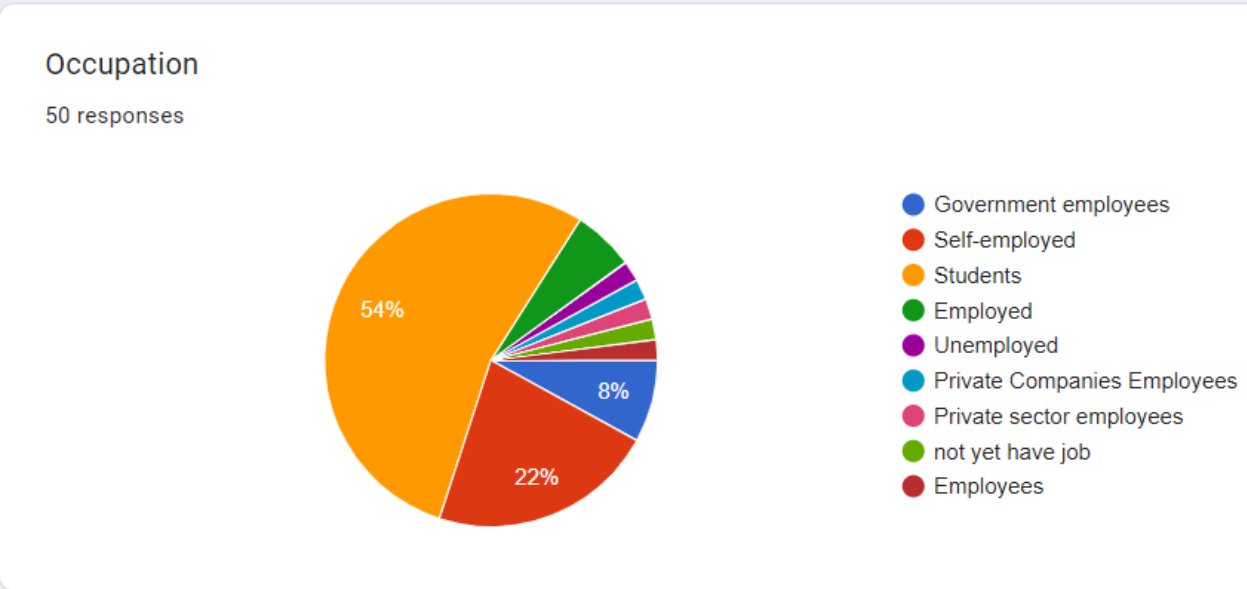

Figure 4.4 The occupation of the respondents

Based on the pie chart, a majority of the respondents are still students. Followed by a group of respondents that are self-employed, with a total of 22%. A 8% of the respondents are government employees. The remaining group are consist of unemployed or private companies' employees.

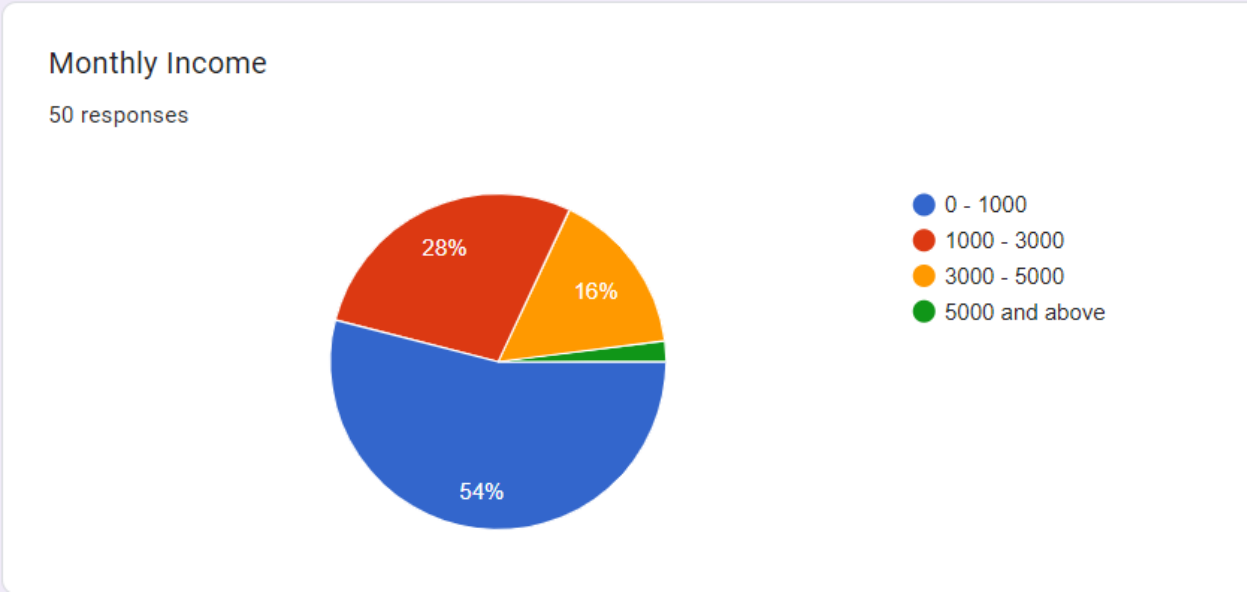

Figure 4.5 Monthly income of the respondents

The pie chart showed that a majority of the respondent falls under the group of 0 – 1000 regarding their monthly incomes. The second highest group from the statistic are 28%, with a monthly income of 1000 – 3000. The 3000 – 5000 group take a total of 16% in the pie chart. The remaining 2% are 5000 and above. It shows that majority of the respondents are students, from the data of the previous questions, are still not working and financially funded. Only a few number of the respondent are workers from different field of works from the data of the previous question. Thus, the group of respondent of this study are mainly student, with little ability in financially supporting their purchase, and a number of fresh graduate workers with average financial power.

4.2.2 Section B – Behavioral

This section mainly focused on the behavior and habits of the respondents towards online shopping. Question regarding about which platform and their services provided are asked in the questionnaire to obtain the data required for this study.

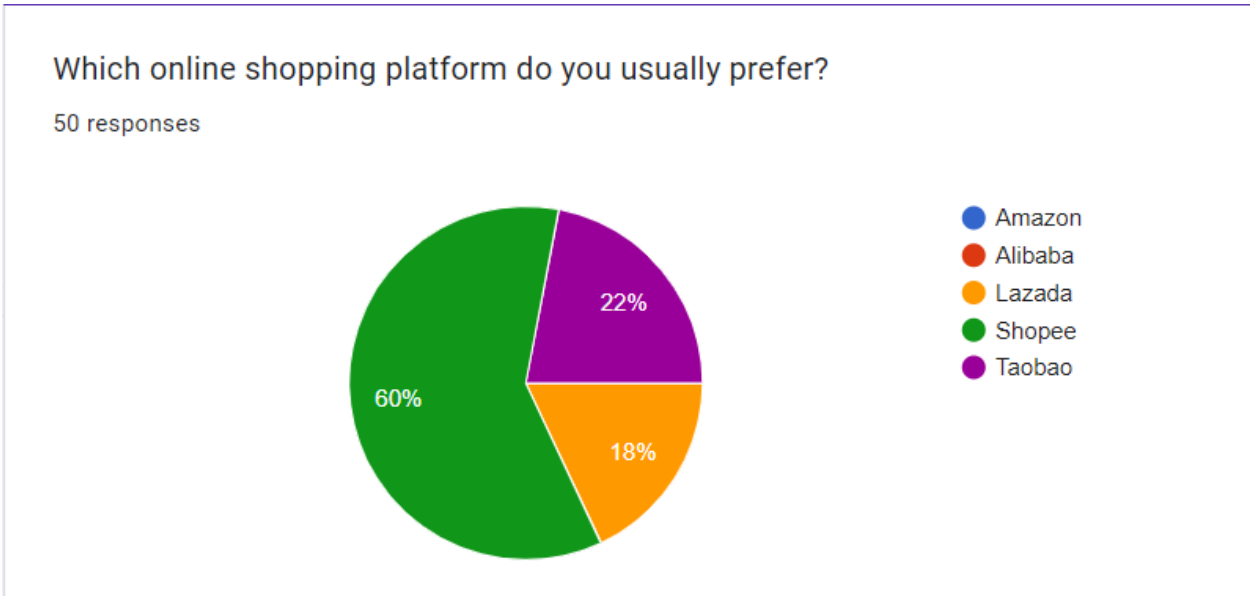

Figure 4.6 Preferable online shopping platform of the respondents

From all 50 respondents, there are 60% of them prefer to shop online on Shopee platform. 22% of the respondents prefer Taobao platform and the remaining 18% prefers Lazada platform.

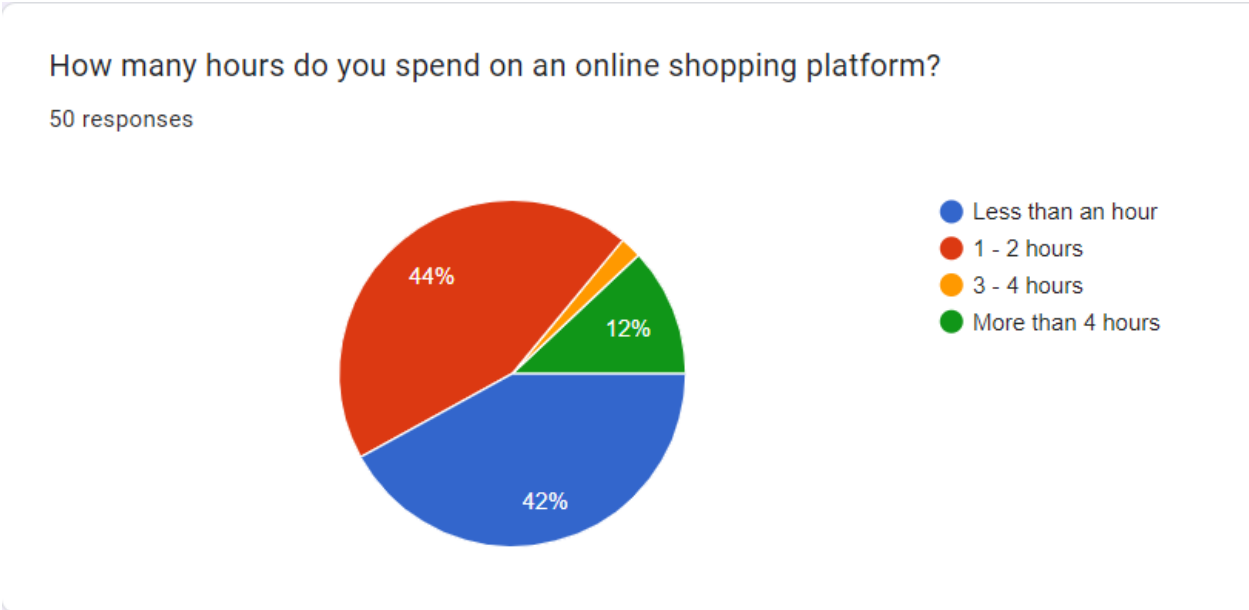

Figure 4.7 Hours spent by respondents on online shopping platform

From the pie chart above, the respondent that spent 1 – 2 hours on an online shopping platform are 44% which is the highest in the statistic. There are also 42% of the respondents who spent less than an hour. There are a small number of respondent, which is 12%, spent more than 4 hours on an online shopping platform. The remaining 2% of the respondent falls on the 3 – 4 hours category. It shows that majority of the respondent are not shopping heavily due to being students and they might only be browsing for items with affordable prices and promotions.

Figure 4.8 Number of time shopped in a month by the respondents

From the pie chart, the respondent that shop once in a month is the majority of among all of them, with a total of 48%. Respondent that shop twice in a month takes up a total of 32%. 14% of the respondent shop more than thrice in a month. The remaining 6% of the respondent shop thrice per month.

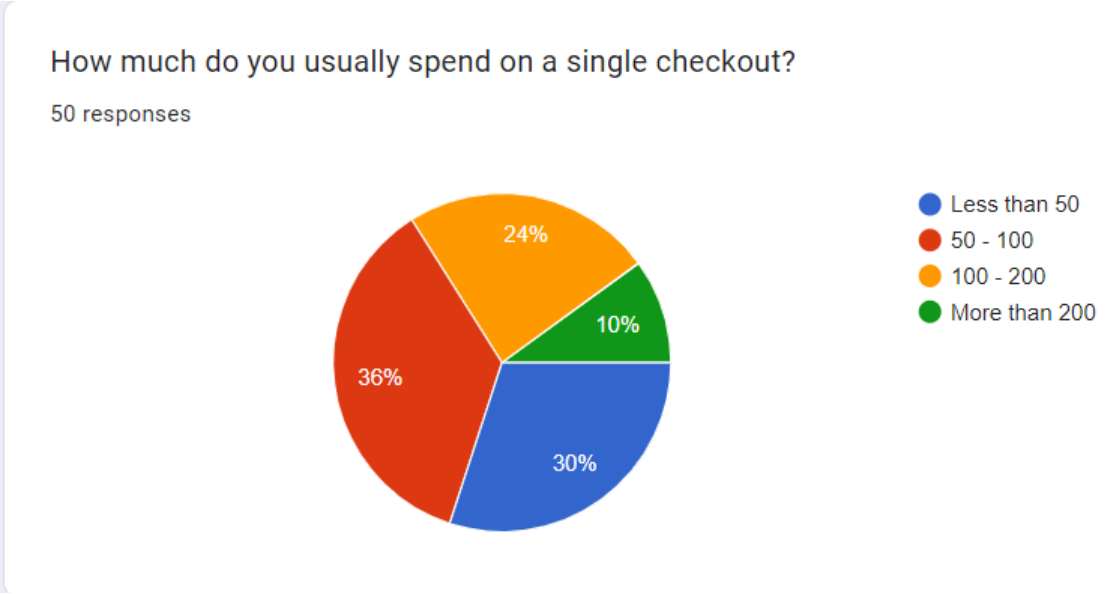

Figure 4.9 Amount of money spent in a single checkout by respondents

From the pie chart above, 36% of the respondent spent 50 – 100 ringgit per checkout. Followed by respondent who spent less than 50, which is 30% of the total statistic. 24% of the respondent spent up to 100 – 200 in a single checkout. The remaining 10% of the respondent spent more than 200 in a single checkout. It further proves that majority of the respondents are student with little financial power that only spend for items that they usually need, and are not heavy spenders from the data of the previous questions. Although, there are still a small number of respondent are spending heavily.

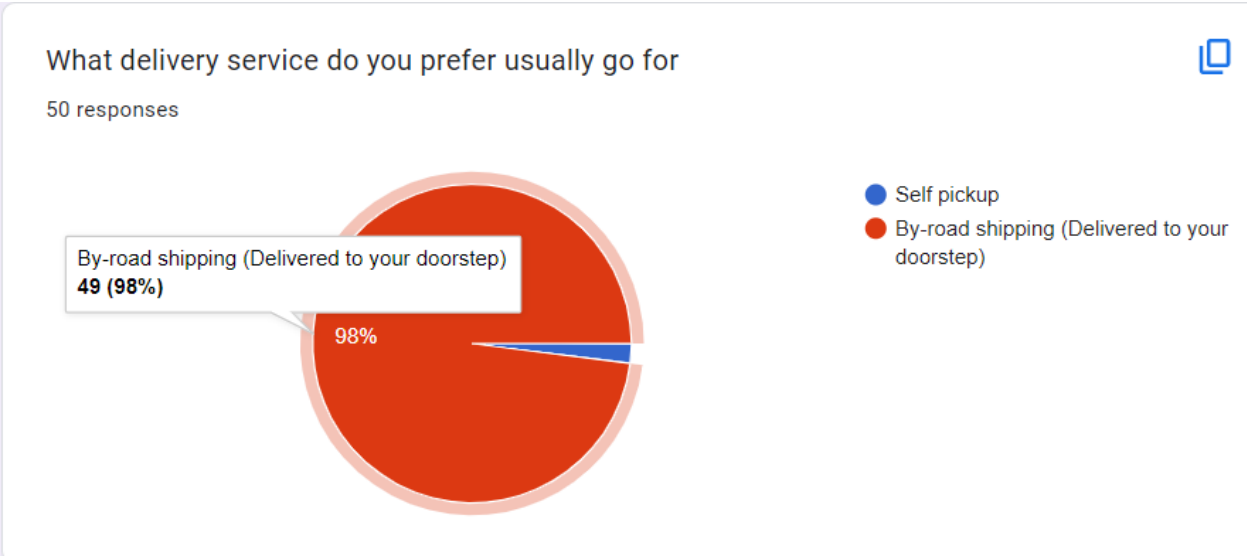

Figure 4.10 Preferred delivery service of the respondent

From the pie chart, most of the respondent prefer by-road shipping. Only 2% of the respondent prefer self-pickup. Normally, almost everyone would prefer to have their parcel delivered to their doorstep, especially during the pandemic. However, there are still 1 or 2 respondent would like to pick-up the parcel themselves.

4.2.3 Section C – Satisfactory towards online shopping services

For this section, it will focusing on analyzing the respondent's satisfactory towards online shopping services. Question such as preference of different kind of service and opportunity offer by them are asked to understand the behavior of online shoppers.

Figure 4.11 Prefer online shopping over in-store shopping

From the graph above, 11 of the respondent strongly agrees in preferring to shop online compare to in-store shopping. Majority of the respondent agrees with preferring online shopping to in-store shopping. However, 17 of the respondent feels neutral about the question, neither agree nor disagree about it. Only 4 of the respondent disagree toward online shopping over in-store shopping.

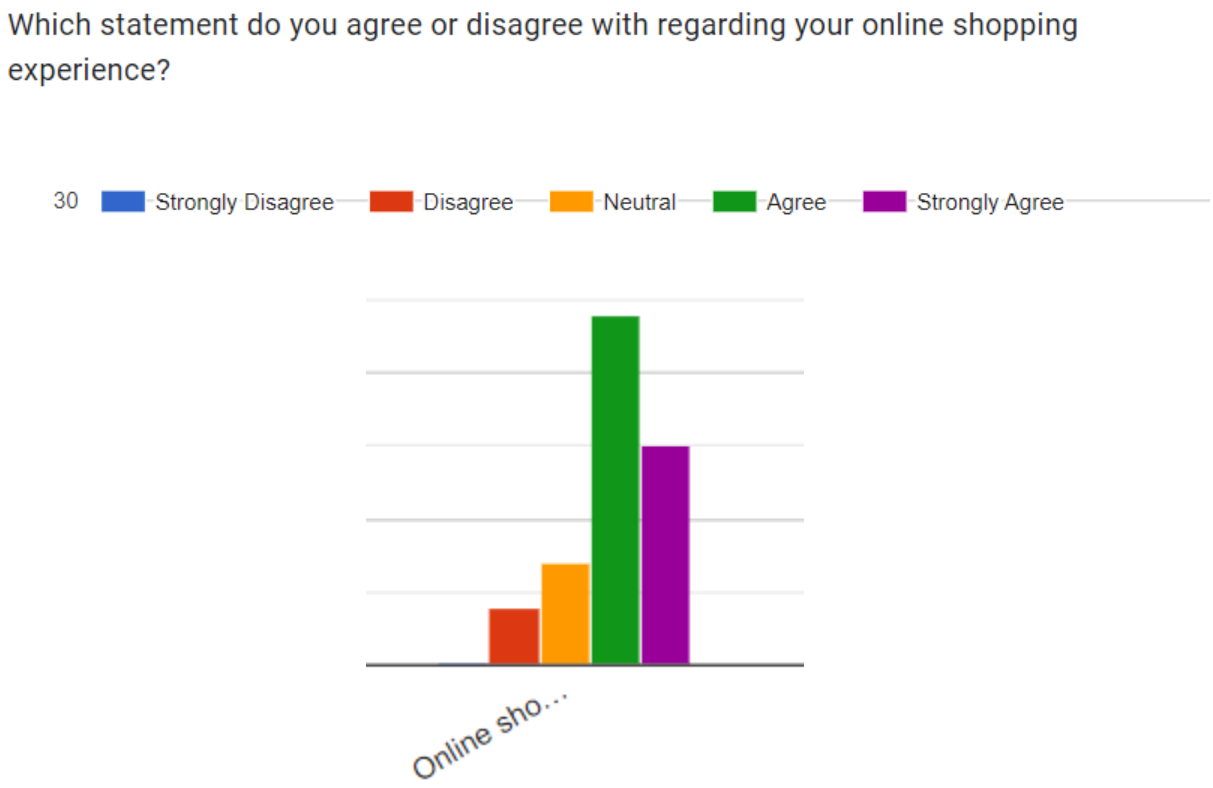

Figure 4.12 Online shopping is more time efficient than in-store shopping

From the graph, 15 of the respondent strongly agree on the time efficiency in online shopping compare to in-store shopping. Most of the respondent agrees with online shopping is more time efficient. However, 7 respondent feels neutral towards the statement of online shopping being more time efficient than in-store shopping. Only 4 of the respondent disagree with the statement.

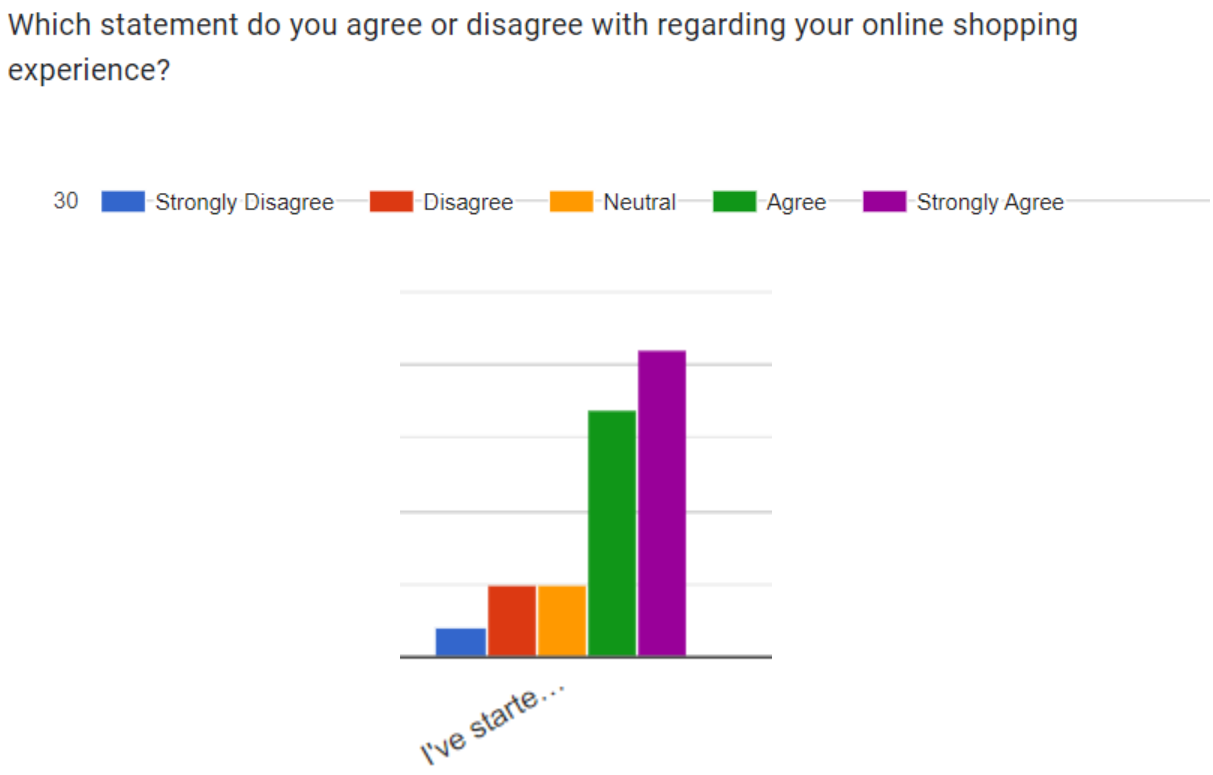

Figure 4.13 Started online shopping due to pandemic

From the graph, majority of the respondent strongly agree on the statement that they started online shopping due to the pandemic. 17 of the respondent only agree on them starting online shopping due to pandemic. However, both neutral and disagree have the same number of respondent which is 5. Only 2 respondent strongly disagree with the statement. It is said that many digitalization changes occurs during the pandemic hits, even online shopping is one of the changes that was bring upon by it from the data of the study.

Figure 4.14 Safer from COVID – 19 with online shopping

From the graph, 12 respondent strongly agree with the statement that online shopping helps with keeping them safe from COVID – 19. Majority of the respondent agree with the statement. 10 of the respondent feels neutral towards this statement, neither agreeing nor disagreeing. Only 4 respondent disagree with the statement.

Figure 4.15 Prefers promotion or benefits on online shopping platforms when purchasing

From the graph, most of the respondent agree with the statement that they prefer to have promotions or any benefits while purchasing on an online shopping platform, 22 of the respondent strongly agree with the statement, which is the second highest with only 1 difference being on par with the highest. 4 of the respondent feels neutral toward this statement. Only 1 respondent disagree with this statement.

Figure 4.16 Prefers online shopping platform with free shipping services

From the graph, majority of the respondent strongly agree with free shipping services provided by online shopping platforms, 21 of the respondent agrees with the statement. Only 2 respondent feels neutral towards the statement regarding free shipping provided by online shopping platforms.

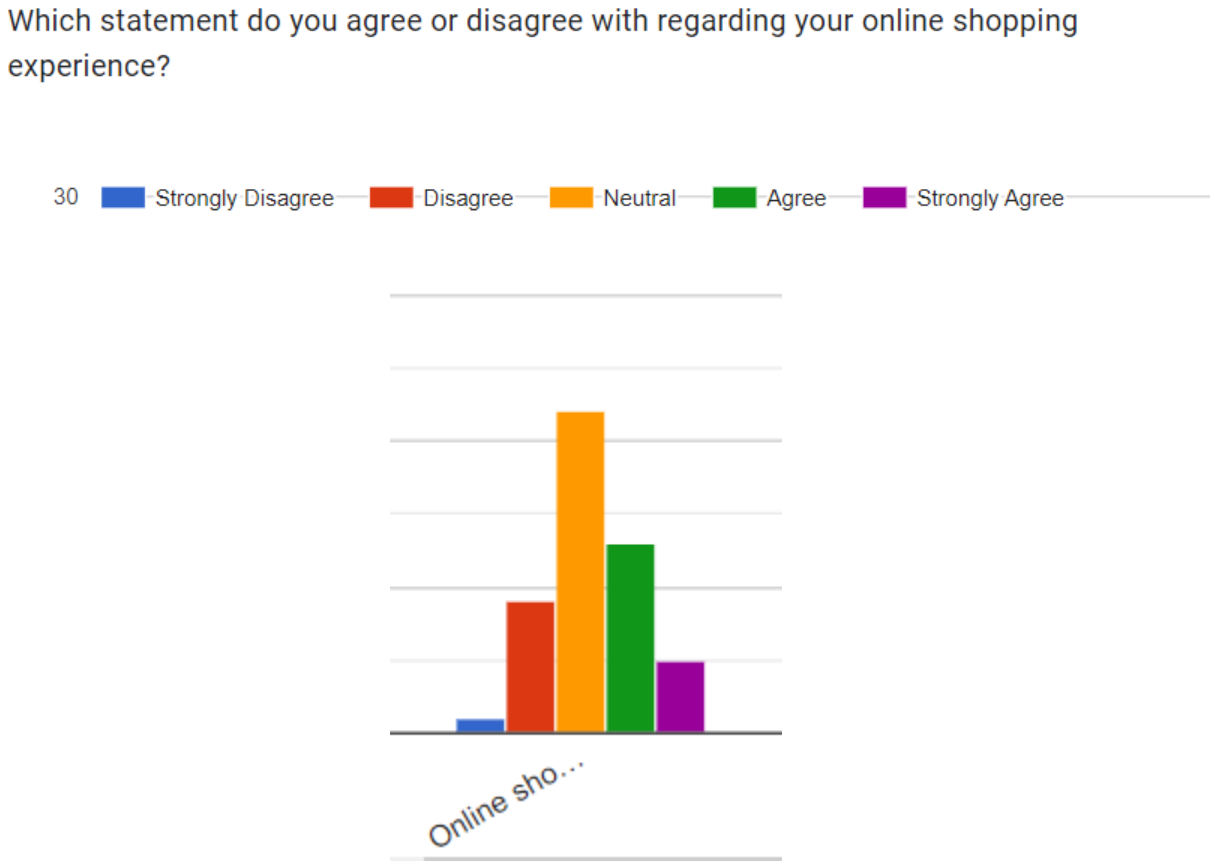

Figure 4.17 Online shopping platform services are better than in-store services

From the graph, majority of the respondent feels neutral about online shopping platform services better than in-store services. 13 of the respondent agree with online shopping platform services are better than in-store services. 9 of the respondent disagree with the statement. 5 of the respondent strongly agree with the statement, while only 1 respondent strongly disagree.

Figure 4.18 Prices on online shopping platforms are cheaper than in-store shopping

From the graph, majority of the respondent agree on the prices on the online shopping platforms are cheaper than in-store shopping. 19 of the respondent strongly agree on the prices being cheaper than in-store shopping. Only 9 respondent feels neutral toward this statement.

Figure 4.19 More promotion available on online shopping platform

From the graph, majority of the respondent agree than there are more promotion available on online shopping platforms. 18 of the respondent strongly agree this statement. 6 of the respondent feels neutral about the statement, neither agree nor disagree. The same number of respondent falls onto strongly disagree and disagree, which is 2 respondent. From this statistic, many of the respondent responded that many promotions are available on online platforms. It can be linked to their behavior of preferring online shopping over in-store shopping which is one of question of this study.

Figure 4.20 Online shopping platform offers membership/premium benefits

From the graph, majority of the respondent agree on online shopping platform offers membership/premium benefits. 12 of the respondent strongly agree on this statement. 11 of the respondent feels neutral on this statement, neither agree nor disagree. 3 of the respondent disagree on online shopping platforms offers membership/premium benefits. Only 2 of the respondent strongly disagree on this statement.

Figure 4.21 Design and navigation of the online shopping application attracts the respondent

From the graph, majority of the respondent agree with the design and navigation of the online shopping application attracts the respondent. 9 of the respondent feels neutral on this statement, neither agree nor disagree. 8 of the respondent strongly agree on the statement. 4 of the respondent disagree that design and navigation of the online shopping application attracts them. 2 of the respondent strongly disagree on this statement.

Figure 4.21 Delivery time of the parcel is often on schedule

From the graph, majority of the respondent agree that the delivery time of the parcel is often on schedule. 10 of the respondent feels neutral towards this statement, neither agree nor disagree. 7 of the respondent strongly agree on this statement. Only 4 of the respondent disagree the delivery time of the parcel is often on schedule.

Figure 4.22 Satisfied with the parcel received

From the graph, majority of the respondent feels neutral toward the satisfactory when the parcel has been received. 19 of the respondent agree that they are satisfied with the parcel they received. 8 of the respondent strongly agree on this statement. Only 1 of the respondent disagree with this statement.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Discussion

This study shows that consumers are more likely to purchase from various benefits and offers that attracts them. The survey shows result that consumers prefers online shopping option compared to in-store shopping due to lower cost and benefits such as free shipping and promotions that is available from time to time. It shows that being beneficial to the consumers and having flexible navigations while browsing attracts their loyalty. Not only that, the impact of the pandemic has changed the consumer behavior due to the flexibility online shopping has to offer with delivery services and being able to browse and shop safely from COVID-19. It shows that being beneficial to the consumers attracts their loyalty.

In the research, the User and Gratification Theory (U&G) was applied to understand the behavior of the consumers. From this theory, the hypothesis was the entertainment gratification will greatly impact and influence the consumer's decision. By giving more satisfaction and benefits to the consumers, they are more likely to devote their time and engage in the shopping platforms to help satisfy their needs, such as promotions and free shipping that is stated from the survey that majority of the respondent has agree on. Also, providing more information on the platform helps consumer in pursuing their need thus making them more engaged on the platform, it can be seen that majority of the respondent agree that the navigation and design of the platform helps in achieving that. Lastly, the impact of COVID-19 also causes a major shift on how people interact during the pandemic, which is through online platforms. To ensure that they are safe at all time, consumers are engaging and purchasing items via online platforms.

5.2 Conclusion

Online shopping platform have certainly helped a lot during the pandemic due to the ease of accessibility regardless of distance. Although online shopping platform does not seems very trustworthy, but it does gain its place in the norm of everyday life now from constant number of users especially during the pandemic, which started the uprising of the digital market.

In this digital era, many would prefer to have things done in just a few clicks away as modern technology made it easy. It is just the same as shopping where people would prefer to have fancy navigation menu and able to browse items easily. Promotion and membership privilege are also easier to attract people through online application which made it harder to miss by through push notifications. All in all, the online shopping platform has certainly its way up to being a popular shopping option with all the attractive traits when compared to traditional in-store shopping.

5.3 Recommendation

Recommendation that this can be used in the future studies with larger sample size of respondent for any similar studies. This can ensure that the result from the research can be more accurate as it represent more to the population. Also, any future studies can also be used as a reference for any similar research, regardless of applying the same theories or not. Lastly, future studies can also be conducted through qualitative method instead of quantitative or mixed method to achieve new discussion and findings.

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APPENDICES

Questionnaire

Part A: Demographic

1. Gender
- Male
- Female

2. Age
- 13-17
- 18-30

3. Ethnic
- Malay
- Chinese
- Indian
- Others

4. Occupation
- Government employee
- Self-employed
- Student
- Others

5. Monthly Income
- 0-1000
- 1000-3000
- 3000-5000
- 5000 and above

Part B: Behavioral

6. Which online shopping platform do you usually prefer?

- Amazon
- Alibaba
- Lazada
- Shopee
- Taobao
- Others

7. How many hours do you spend on online shopping platforms?

- Less than 1 hours
- 1 – 2 hours
- 3 – 4 hours
- More than 4 hours

8. How many time do you shop online in a month?

- Once
- Twice
- Thrice
- More than thrice

9. How much do you usually spend on a single checkout?

- Less than 50
- 50 – 100
- 100 – 200
- More than 200

10. What delivery service do you prefer for your parcel?

- Self-pickup
- By-road shipping

Part C: Satisfactory toward online shopping services

No.	Statement	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1	I prefer online shopping over in-store shopping					
2	Online shopping is more time efficient than in-store shopping					
3	I started online shopping due to the pandemic					
4	I feel safer from COVID-19 with online shopping					
5	I always look for promotions or discounts on online shopping platforms when purchasing					
6	I prefer online shopping platforms with free shipping					
7	Online shopping platform services are better than in-store services					
8	Prices on online shopping platforms are cheaper than in-store shopping					
9	More promotions available on online shopping platforms					
10	Online shopping platforms offers memberships/premium benefits					
11	The design and navigation of the online shopping application attracts me					
12	The delivery time of the parcel is often on schedule					
13	I am always satisfied with what I got from my parcel					