

A STUDY ON FACTORS INFLUENCING POST-  
PURCHASE BEHAVIOUR IN E-COMMERCE OF  
YOUNG ADULTS IN MALAYSIA

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INTERNATIONAL BUSINESS

MAY 2024

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YOUNG ADULTS IN MALAYSIA

BY

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

BACHELOR OF INTERNATIONAL BUSINESS  
(HONOURS)

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INTERNATIONAL BUSINESS

MAY 2024

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- (1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
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- (3) Sole contribution has been made by me in completing the FYP
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## ACKNOWLEDGEMENTS

Throughout the research period for two continuous trimesters, I feel incredibly fortunate to have had the privilege of encountering remarkable individuals who generously dedicated their time and expertise to this study. Hence, I would like to seize this moment to extend my heartfelt appreciation to the individuals and communities that have stood by me during my academic journey.

First of all, I would like to express my gratitude to Dr. Corrinne Lee Mei Jyin, who is my Final Year Project Supervisor. Her exceptional guidance, unwavering support, and invaluable insights has aid me significantly throughout this research study. She has sacrificed her limited and precious time to make sure I am always on the right track. With her mentorship and encouragement, I was able to complete my project successfully without many hindrances.

Besides that, I extend my heartfelt appreciation to the Faculty of Accountancy and Management at Universiti Tunku Abdul Rahman for including this final year project as an integral component of the Bachelor of International Business (HONS) course. This journey has been both enriching and memorable for me.

My sincere gratitude extends to the research participants for their generous contribution of time and ideas, without them this research would not have been feasible. Moreover, I would like to acknowledge my peers, whose constantly provide encouragement, and perspectives have significantly enhanced the quality of my research study. Their contributions have played a pivotal role in refining my findings and strengthening the overall study.

Lastly, I would like to thank my family and friends for their unwavering support, both emotionally and physically, throughout this journey. Their continuous encouragement and understanding have served as a source of motivation, and I am truly grateful for their invaluable contribution to the success of this research project.

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## LIST OF ABBREVIATION

|                |   |
|----------------|---|
| H <sub>1</sub> | Hypothesis 1                            |
| H <sub>2</sub> | Hypothesis 2                            |
| H <sub>3</sub> | Hypothesis 3                            |
| H <sub>4</sub> | Hypothesis 4                            |
| H <sub>5</sub> | Hypothesis 5                            |
| H <sub>6</sub> | Hypothesis 6                            |
| H <sub>7</sub> | Hypothesis 7                            |
| H <sub>8</sub> | Hypothesis 8                            |
| PA             | Product Availability                    |
| PD             | Product Delivery                        |
| PC             | Product Condition                       |
| CSP            | Customer Support                        |
| ER             | Ease of Return                          |
| CS             | Customer Satisfaction                   |
| WPM            | Willingness to Pay More                 |
| RI             | Repurchase Intention                    |
| WMI            | Word of Mouth Intention                 |
| SSPS           | Statistical Package for Social Sciences |
| S-O-R model    | Stimulus-Organism-Response model        |
| AI             | Artificial Intelligence                 |
| AR             | Artificial Reality                      |

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## **PREFACE**

The advent of the Fourth Industrial Revolution has brought about a convergence of digital and physical worlds, aiming to enhance human life through increased productivity and convenience. This shift has profoundly influenced consumer behaviour, with individuals increasingly favouring online and mobile platforms for their shopping needs due to the accessibility and variety they offer.

This transition has propelled the growth of e-commerce, which encompasses various electronic communication and digital information processing technologies to facilitate value creation between organizations and consumers. The COVID-19 pandemic further accelerated this trend, prompting businesses to focus on e-commerce as consumer preferences shifted towards minimal physical contact. Understanding consumers' post-purchase behaviour in e-commerce is crucial for ensuring customer satisfaction and building lasting relationships, highlighting the integral role of e-commerce in modern business operations. As young adults will be the dominant consumer group in the future market, acquiring valuable insights regarding their decision-making processes are more vital. It enables companies to tailor business strategies to meet their specific needs and preferences.

Thus, this study aims to investigate the factors influencing post-purchase behaviour in e-commerce of young adults in Malaysia, through the implementation of Stimulus-Organism-Response (S-O-R) model.

## **ABSTRACT**

As e-commerce is experiencing rapid growth with the acceleration from COVID-19 pandemic, acknowledging and identifying the consumers' post-purchase behaviour in e-commerce is pivotal. It has shifted the market trend with the rapid advancement of digital technologies and the increasing popularity of online shopping platforms. Hence, understanding the dynamics of post-purchase behaviour has become imperative for businesses aiming to optimize customer satisfaction and loyalty.

Given that young adults are representing the future market's dominant consumer group, gaining insights into their decision-making processes is imperative. This study seeks to explore the factors influencing post-purchase behaviour in e-commerce among young adults in Malaysia, employing the Stimulus-Organism-Response (S-O-R) model to elucidate these dynamics. The research explores various factors such as product availability, product delivery, customer support, and ease of return, which shape young adults' experiences and perceptions in the e-commerce landscape. Additionally, the study considers the impact of cultural differences by narrowing down and focus solely on customers in Malaysia.

By investigating these factors, this research aims to provide insights that can inform e-commerce strategies tailored to the preferences and needs of young adult consumers in Malaysia, ultimately contributing to the enhancement of customer relationships and market competitiveness in the digital era.

**Keywords:** Post-Purchase Behaviour, E-commerce, Product Availability, Product Delivery, Product Condition, Customer Support, Ease of Return, Customer Satisfaction, Willingness to Pay More, Repurchase Intention, Word of Mouth Intention, Young Adults, Malaysia

## **CHAPTER 1: RESEARCH OVERVIEW**

### **1.0 Introduction**

E-commerce have grown significantly in recent years, particularly after the occurrence of Covid-19 pandemic, where it triggers and accelerates the change in business operations and behaviours that influences the consumer behaviour in the global market. It has enabled e-commerce industry to capture a decent amount of the market share and show its potential as the substitute of traditional shopping platform. In this Chapter, an overview of the study will be provided to examine the factors influencing post-purchase behaviour in e-commerce of young adults in Malaysia.

### **1.1 Research Background**

As moving towards the Fourth Industrial Revolution, people are living in an era where the fusion of technologies are being bring closer from the digital world to the physical world. It aims to enhance quality of human life by boosting productivity, efficiency, and quality of products and services that offers convenience in human daily lives, from autonomous vehicles to software and virtual assistants (Dogaru,2020).

Due to this changing environment, consumers behaviour has changed to adapt and capture the benefits of modern purchasing platforms. This is because consumers have easy access to digital technologies and the ability to acquire products and services in the world market (Lee & Lee, 2020). Hence, they have switched from traditional purchase platforms to online or mobile channels as it provides convenience and variety of choices. This transformation has facilitated the growth of e-commerce significantly. E-commerce is referring to any form of business



activities that utilize electronic communications and digital information processing technology to interact and create value between organizations and individuals rather than physical exchanges or direct contact (Gupta, 2014). With the implementation of digital devices and technologies, firms are given opportunities to provide services and interact with consumers without being face-to-face with an employee. These services are known as untact services. Untact service is referring to a form of service exchange that encourage minimal direct contact between consumers and providers. It has been widely used in the modern business operation such as chatbots, online applications, virtual reality shopping and many more (Moon et al., 2021).

Due to the unprecedented Covid-19 Pandemic that strikes globally, it has caused a shift in the consumers behaviour and accelerated the adaptation towards this new form of business operation. Many organizations have switched their focus from physical retail store to e-commerce, due to the change in consumption patterns. It can be seen that there are several crucial factors that attributes to the rising popularity of untact services, such as demographics of consumers, changes in social climate and other external factors. For instance, Covid-19 pandemic has decreased the consumers' desire and wants to have physical contact with people, as well as the advancement in technology development that enable easy access of internet and electronic communication and providing an alternative pathway for the consumers and service providers to build strong relationships. Not only it is beneficial to businesses, the cost efficiency of e-commerce will also enhance the overall value proposition for consumers through eliminating physical storefronts and associated overheads. The integration of emerging technologies including AI and AR has elevated consumers experience in e-commerce by offering customized recommendations and immersive interactions. With all these factors, consumers behaviour has change from contact consumerism to untact consumerism (Moon et al., 2021). As e-commerce continues to evolve, the emphasis on consumers' post purchase behaviour on e-commerce plays a major role to determines customer satisfaction and build long-term customer relationships to obtain market shares. In essence, the utilization of e-commerce has become integral to contemporary business operations, driving global connectivity, convenience, and innovation.

## 1.2 Research Problem

With the emerging technologies and the strikes of Covid-19 pandemic, e-commerce has become a new norm in Malaysia. Many consumers will utilize the online platform to purchase products and services desired to fulfil their needs and wants. According to Mazlan (2021), Malaysia boasts the second-highest rate of e-commerce adoption among ASEAN countries. The Malaysia's e-commerce industry has expanded rapidly during Covid-19 pandemic due to the rising quantity of online shoppers. It has forced Malaysia's businesses operation pivot towards e-commerce and Internet-of-Things (IoT). Many sectors of business are included such as manufacturing, food and beverage, pharmaceuticals and many more.

As a part of long-term development in terms of digitalization, it is important to foster the virtual interactions including informative and insightful product information that can lead to economic profits (Zhang et al., 2019). Companies can increase their sales revenue by leveraging e-commerce platforms to tap into their current customer pool, attract new clients, build online communities, and seamlessly integrate with existing systems (Lee et al., 2018). Moreover, the global e-commerce sales surpassed 15 percent of total worldwide sales and have experienced significant expansion, primarily driven by the influence of recent pandemic. (Dannenberg et al., 2020). According to Global Data (2020), Malaysia's e-commerce sector is poised for a substantial 24.7% growth in 2020. Projections indicate that the market is set to attain RM 51.6 billion by 2024, marking a consistent rise with 14.3% of compound annual growth rate from 2020-2024. This has proven that e-commerce sector is becoming more and more significant in the modern world, where it owns a huge percentage of the business sales, and it can bring huge impact to the business.

Despite the growth of sales in e-commerce, businesses must craft an online shopping experience that is dynamic and emotionally gratifying to distinguish from shopping experience in bricks-and-mortar stores. Traditional retailers combine both online sales and offline customer service, which create multi-channel environment that provides more transparency in price and product information, causing

consumers to change to better alternatives (Pham & Ahammad, 2017). It is only a few clicks away when competing in the online platform, as only the minimal investment of time and effort are required from the consumers to verify and compare product and service across the market. Hence, it is crucial to understand and fulfil customer satisfaction throughout the process to foster customer loyalty. The majority of existing research in this field predominantly concentrates on aspects related to customers activities in pre-purchase and purchase stage such as ease of use and security, they failed to consider the importance of post purchase stage. It has been proven that return in online retailing has significant affect towards consumers' post purchase behaviour (Griffis et al., 2012).

In a nutshell, an uprising trend in e-commerce industry can be found with sign of continuous growth as technology advancement and globalization continues to expand. Although there is recognition of the significant of e-commerce characteristics in shaping consumer experiences, there is a need for a more comprehensive exploration of these characteristics beyond transactional aspects (Lee et al., 2018). A unique and differentiated perspective of these exploration should be provided among the global market, where demographic aspects such as cultural backgrounds, regions, and practices will produce behaviour and preference that distinguish themselves from each other.

In addition, the existing research, such as Huang & Dubinsky (2014), Seva et al. (2010), and Ansari et al. (2019) predominantly concentrates on the pre-purchase and purchase stages of the consumer journey, overlooking the significance of the post-purchase stage. There is a lack of understanding regarding how elements within the post-purchase stage, such as returns and customer service, impact customer satisfaction and subsequent behaviour.

To address the deficiencies in existing research, this study aims to identify and explore the important factors of e-commerce characteristic that influences customer satisfaction, resulting to the change of consumers' post purchase behaviour among the young adults in Malaysia.

### **1.3 Research Objectives**

The following objectives are constructed to enhance comprehension regarding the factors that are influencing post-purchase behaviour in e-commerce of young adults in Malaysia.

- i. To examine the relationship between product availability and customer satisfaction?
- ii. To examine the relationship between product delivery and customer satisfaction?
- iii. To examine the relationship between product condition and customer satisfaction?
- iv. To examine the relationship between customer support and customer satisfaction?
- v. To examine the relationship between ease of return and customer satisfaction?
- vi. To examine the relationship between customer satisfaction and willingness to pay more?
- vii. To examine the relationship between customer satisfaction and repurchase intention?
- viii. To examine the relationship between customer satisfaction and word of mouth intention?

### **1.4 Research Questions**

The following questions are proposed in this study:

- i. What is the relationship between product availability and customer satisfaction?
- ii. What is the relationship between product delivery and customer satisfaction?
- iii. What is the relationship between product condition and customer satisfaction?

- iv. What is the relationship between customer support and customer satisfaction?
- v. What is the relationship between ease of return and customer satisfaction?
- vi. What is the relationship between customer satisfaction and willingness to pay more?
- vii. What is the relationship between customer satisfaction and repurchase intention?
- viii. What is the relationship between customer satisfaction and word of mouth intention?

## **1.5 Significance of the Study**

Through this research, it will contribute a clearer view and understanding about post purchase behaviour of young adults in Malaysia when utilising e-commerce platforms. Future researchers, academics, policymakers, practitioners, and company will be able to take note of the e-commerce factors, including product availability, product delivery, product condition, customer support, and ease of return, that has significant effect towards the post purchase behaviour of young adults. In theoretical perspective, it develops a comprehensive model that delves into affecting factors that ultimately leading to changes in post-purchase behaviours in e-commerce. It aims to provide a valuable education insight by filling the gap in existing literature by focusing on the specific demographics and emphasizing the importance of relevant factors.

As from practical perspective, it is noteworthy for marketers seeking to enhance their e-commerce platforms, particularly in targeting the Malaysian youth demographic. It can act as a guideline for improvement to bring positive effects to the customers' post purchase behaviour. It can help firms to restructure their business operation and practices by putting the right amount of emphasis on the right place. In addition, it enables firms to approach the young adults, which are the rapid growing group of future consumers, effectively by implementing the accurate

business strategies that suit their wants and needs. As this study focus on the post purchase stage of the shopping process, it aids to build long-term customer relationships and customer loyalty that leads to acquiring the huge market share. To sum up, firms should not omit the importance of the factors that influence customers' post purchase behaviour when comes to business, and certain degree of focus should be given to provide an enhanced and high quality customer experience.

## **1.6 Chapter Summary**

To sum up, the purpose of this chapter is to offer an broad outline of the factors that affects the post purchase behaviour in e-commerce. It explained the background, objectives, questions and significance of the research.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.0 Introduction**

This chapter comprises review and analysis of prior literature and secondary data, aligning with the research issues outline in Chapter 1. Relevant journals, textbooks and previous studies have been employed to substantiate the variable of this research. Additionally, this chapter will also explain and discuss on the theoretical model and conceptual framework.

### **2.1 Underlying Theory and Model**

#### **2.1.1 Stimulus-Organism-Response (S-O-R) model**

The Stimulus-Organism-Response (S-O-R) model are implemented to comprehend the human behaviour with the manner of an interconnected three stage mechanisms (Mehrabian & Russell, 1974). It claims that the stimuli from the environment will influence the individual's emotion and perception reactions, which subsequently change the individual's behaviour (Wu & Li, 2018). In this model, it starts with the stimulus (S), which is the external cues and motivating factors from the environment that are beyond the control of an individual (Al-Adwan et al., 2022). It is the trigger that arouses individual's internal responses, including opinions, evaluation, perspectives, and encounters. Moving to the next stage, organisms (O) is the intermediary stage that transfer and translate of information from stimulus to response to provide guidance for individual's behaviour. As a result, responses (R) are the end products of the individual's decision-making,

where actions and behaviours are undertaken. In this study, the e-commerce factors, such as product availability, product delivery, product condition, customer support, and ease of return, are the stimulus (S) that have huge impact to the response (R), which are the consumers post purchase behaviours that includes willingness to pay more, repurchase intention and word of mouth intention, through the customer satisfaction that act as the organism (O).

Scholars has widely embraced the S-O-R model for its effectiveness and value in comprehending consumers' online behaviour. In the realm of e-commerce, numerous researchers have employed this model to explore diverse areas of study, including online purchase intention (Tuncer, 2021), impulse buying (Zhang et al., 2022), customer engagement in e-banking (Islam et al., 2020), and the value and loyalty of online customers (Wu & Li, 2018). Thus, the S-O-R model is deemed appropriate to provide a robust and solid theoretical foundation and guide the study on post purchase behaviour on e-commerce.

## **2.2 Review of Variables**

### **2.2.1 Product Availability**

Product availability is referring to inventory capability, where firms should always ensure its inventory is readily sourced to fulfil the customers wants in the market (Xing & Grant, 2006). Furthermore, it is also one of the three primary dimensions divided from the characteristics of order fulfilment (Mentzer et al., 1989). The concept of product availability revolves around the presence of product in stock at the time of order placement. It is the capability of the retailer to ensure constant flow of products to avoid stock-outs (Xing et al., 2010). Information about its expected availability or



potential substitutions become crucial when the desired product is not in stock. It offers real-time inventory information, including details such as quantity (Al-Adwan et al., 2022).

As customers cannot physically verify product availability, it is important to align the product availability as displayed on the e-commerce website. Consumer dissatisfaction may arise if any discrepancies in the fulfilment centre. To further achieve customer satisfaction, strategically offering substitute options can be valuable in retaining consumers. According to Boyer & Hult (2005), firms can persuade customers to make online purchases by presenting alternative options. Moreover, product availability encompasses the consumer's ability to track and trace their order (Jain et al., 2017). The desire for control over the delivery process makes consumers eager to know when they can expect the arrival of their orders.

### **2.2.2 Product Delivery**

Delivery efficiency is on the rise along with the growth of online shopping. On-time delivery is identified as a pivotal element contributing to success in the e-commerce market. It is the ability of the firm to fulfil the commitment to dispatch orders to consumers at the designated time (Al-Adwan et al., 2022). It assesses the real-time efficiency of companies in managing time and their capacity to guarantee timely delivery of orders without any delays. The positive outcomes stemming from efficient delivery encompass customer satisfaction, e-loyalty, repurchase intention, and willingness to pay more (Saha et al., 2020)

Past research has shown that on-time delivery has significant impact on customer satisfaction (Reibstein, 2002). It has found that delivering goods to the designated destination accurately has positive on the consumer satisfaction (Cao et al., 2018). Furthermore, extended delays and prolonged waiting periods substantially elevate customer discontent (Ramanathan, 2010).

### **2.2.3 Product Condition**

Product condition indicates the situation where the products' desired quality and features are same as promised when it has arrived on the hand of the customer (Jain et al., 2017). It is one of the three primary dimensions divided from the characteristics of order fulfilment (Mentzer et al., 1989). The product condition is considered good when it suits the description given on the e-commerce platform and the quality of the product delivered meets the customer expectation which has no misdirection or exaggeration of product features (Al-Adwan et al., 2022). It comprises the delivery of the correct product which is in good terms and no damage is on the product throughout the whole delivery process. The product's condition is of utmost importance to customers, as they anticipate non-defective and undamaged items upon receipt. In essence, condition refers to the structure and composition of the delivered order that comprises three variables, which are order accuracy, order in-transit damage, and condition upon arrival (Xing & Grant, 2006). It has found evidence that order fulfilment, which includes product condition, has significant effects towards customer satisfaction (Cotarelo et al., 2021).

### **2.2.4 Customer Support**

Customer service is a comprehensive term that encompass various service elements, such as problem solving, responses to frequent ask questions, dissemination of desired information and payment transactions (Park & Kim, 2003). The quality of the customer service is determined by responsiveness, which is one of the service qualities that shapes the overall customer perception and purchase experience in the e-commerce platform. It indicates the firms' speed in responding customer enquiries (Santos, 2003). Thus, a prompt response from firms to customers request will increase the customer satisfaction.

According to Norizan and Abdullah (2010), it was discovered that perceived customer service quality influences satisfaction, leads to changes in customer purchase intention. Besides that, it was found that post-purchase customer support service is the key to customer satisfaction (Kassim & Asiah, 2010).

### **2.2.5 Ease of Return**

Ease of Return is referring to the difficulty of the process to return products that are defected or mismatch from the point of consumption back to the firm for refund or exchange (Tarn et al., 2003). In e-commerce, product returns are more critical than in offline retailing due to consumers' inability to physically examine products before purchase (Zhang et al., 2022). Firms face challenges related to product returns, involving actions like receiving, inspecting, repackaging, and reintegrating inventory which negatively impact profitability (Al-Adwan et al., 2022). E-commerce experience higher product returns causing firms to invest more logistical efforts and incurring addition cost (Jain et al., 2017).

Based on Mollenkopf et al, customers might get upset with the firm if the product return process is not user friendly and troublesome. Various other studies have indicated that proficient handling of product returns has the potential to enhance customer satisfaction, fostering repurchase intention and customer loyalty (Jain et al., 2017). In addition, Xing et al. (2010) has extended Mentzer et al.'s order fulfilment framework by including ease of return.

### **2.2.6 Customer Satisfaction**

Customer satisfaction is the customer's overall evaluation on the products and services received as assessed after purchase transaction is completed

(Zhang et al., 2022). It plays significant role in shaping customers post purchase behaviour. It is a fundamental concept that reflects the consumers' level of fulfilment that guides them to express positive or negative feedback about the received product or service (Collier & Bienstock, 2006). While in the online context, customer satisfaction from e-commerce indicates the contentment with previous purchase experiences through specific websites (Camilleri, 2021). E-commerce focusses on delivering long-term value and fostering loyalty among online customers as it is the key survival tool to stay competitive advantage in the business environment.

Study has shown that customer satisfaction is the result of comparing perceptions and expectations of the product and services. According to Chiguvi (2020), customer satisfaction will influence customer loyalty, leads to changing of post purchase behaviours. Studies has found evidence where customers satisfaction and repurchase intention has a positive relationship (Rose et al., 2012). When customer satisfaction is not fulfilled, they tend to switch platforms or firms due to disappointment where customers expectations are not meet.

### **2.2.7 Willingness to Pay More**

Willingness to pay is referring to the highest money value that a customer is willing to pay on a product or service (Homburg et al., 2005). It is often viewed as the reservation price by Economists where it serves as a quantitative measure that represents the monetary value of an individual attributes to a consumption or usage experience. Past studies have demonstrated that loyal customers typically display low price sensitivity, as they are willing to pay higher prices to their preferred firms to eliminate inconvenience and avoid spending extra efforts for alternatives searching (Zhang et al., 2022). In the early stage of shopping, shoppers are found to be reluctant to pay more, even when they are satisfied with the product and service as they are not loyal to the firm yet (Saha et al., 2020). According to

Srinivasan et al. (2002), Evidence was found where loyal customer is inclined to pay at premium for a product when they are content with their purchase experience from the firm. Customer satisfaction plays an important role in facilitating customer loyalty that leads to increase in customer's willingness to pay more.

### **2.2.8 Repurchase Intention**

Repurchase intention is the consumer's decision to buy a specific product or service from the same firm multiple times voluntarily with the consideration of their current circumstances and anticipated situations (Hellier et al., 2003). Many assume that purchase intention and repurchase behaviour are the same as repurchase intention. However, purchase intention is referring to the customer's decision to attempt for an initial purchase, which is the first approach to the service or product desired (Wang et al., 2020). On the other hand, repurchase behaviour indicates the tangible act of buying. Repurchase intention is seen as the expression of loyalty and commitment from the customer. This constitutes a crucial component of attitudinal loyalty, signalling the inclination to repurchase a product or service following a favorable prior experience (Aparicio et al., 2021). It is also the indicator of an e-commerce's success, as profit tend to rise when return of customers and loyalty increases (Safa & Von Solms, 2016).

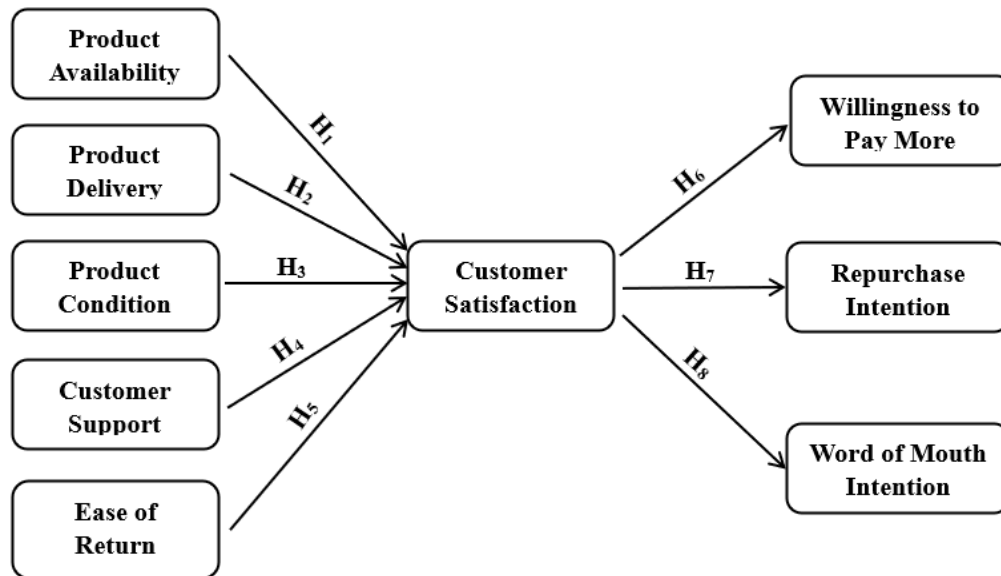
Past research has explored the impact of e-business quality on customer behavioural intentions concerning repurchase from grocery e-tailer (Boyer & Hult, 2005). According to Collier and Bienstock (2006), it investigated the influence of website ease on customers repurchase intentions and satisfaction. Previous research has also indicated a favorable correlation between customer satisfaction and intentions to repurchase (Zhang et al., 2022).

### **2.2.9 Word of Mouth Intention**

Word of mouth intention refers to the consumer's willingness to share personal experiences about products or services with people around them such as family, friends, and colleague (Kim & Park, 2013). Word of mouth communication is very effective in conveying information rapidly when compared to traditional media and print communication channels (Chang et al., 2013). With this, word of mouth will benefit the firms as they can reach potential customers with the help from their existing customers that delivers trustworthy experience and point of view about the products and services. Positive word of mouth intention can be acquired, which is the customers' inclination to disseminate favorable narratives and viewpoints regarding an e-commerce platform and recommend it to others via interpersonal interactions (Zhang et al., 2017). The customers action of spreading information consciously or unconsciously will help the firms to attract new customers, enhance brand awareness and provide valuable insights for assessing business performance (Al-Adwan et al., 2022). Based on Srinivasan et al., it discovered that positive word of mouth is influenced by the customer satisfaction (Srinivasan et al., 2002). Besides that, word of mouth is also the positive or negative expressions made by consumers regarding their insights and experience with a product or service (Guo et al., 2017).

## **2.3 Conceptual Framework**

Figure 2.1: Conceptual Framework



Source: Developed for Research

Figure 2.1 demonstrate the relationship between each variable.

## 2.4 Hypothesis Development

### 2.4.1 Relationship Between Product Availability and Customer Satisfaction

Product availability has positive impact to customer satisfaction in omnichannel retailing (Cotarelo et al., 2021). If there are any mismatch or shortage of product stocks, it might cause a decrease in customer satisfaction, resulting in customer dissatisfaction and loss of sales and market shares. Providing alternatives options and ability of order tracking will increase customer satisfaction by allowing them to have accurate expectation towards the product or service.

H<sub>1</sub>: There is a positive relationship between product availability and customer satisfaction.

### **2.4.2 Relationship Between Product Delivery and Customer Satisfaction**

Previous studies indicate that timely delivery plays a crucial role in influencing customer satisfaction (Reibstein, 2002). Customer are expecting no delays or mistakes from the firms to receive their product or service as soon as possible to meet the needs and wants that fulfil their satisfaction. Any extension of delivery time leads to longer waiting time for consumers that accumulate disappointment and negatively affect customer satisfaction as it breaks the promised time designated for the customer.

H<sub>2</sub>: There is a positive relationship between product delivery and customer satisfaction.

### **2.4.3 Relationship Between Product Condition and Customer Satisfaction**

Product condition, one of the components of order fulfilment, has significant effect towards customer satisfaction (Cotarelo et al., 2021). A study has stated that product condition is the potent predictors of customer satisfaction (Jain et al., 2017). The condition of the product or service received by the customer will affect its satisfaction as they are expecting product or service to be as promised, which is in the best condition and the features provided is same as the description given.

H<sub>3</sub>: There is a positive relationship between product condition and customer satisfaction.

### **2.4.4 Relationship Between Customer Support and Customer Satisfaction**



A study has shown that customer support quality affects customer satisfaction, that will result in alteration of customer purchase intention (Kassim & Asiah, 2010). Customer support, especially at the post purchase stage, is very important to capture the heart of the customer to meet their expectation and be satisfied to the product or service. It provides assistance and guidance to solve any difficulties encountered by the customer for the product or service purchased.

H<sub>4</sub>: There is a positive relationship between customer support and customer satisfaction.

#### **2.4.5 Relationship Between Ease of Return and Customer Satisfaction**

Ease of return is the added dimension in the extended version of order fulfilment framework by Mentzer et al (Xing et al., 2010). It has proven to have positive impact to customer satisfaction (Jain et al., 2017). Firms can provide convenience and user friendly guideline and procedure for customer to minimize the troublesome of returning unwanted or defective products. This will increase customer satisfaction where their problem can be solved easily and effectively with the least amount of time.

H<sub>5</sub>: There is a positive relationship between ease of return and customer satisfaction.

#### **2.4.6 Relationship Between Customer Satisfaction and Willingness to Pay More**

Past research has discovered that customer satisfaction will build customer loyalty and influence their willingness to pay more (Srinivasan et al., 2002). A satisfied loyal customer is likely to demonstrate higher willingness to pay

more for the product or services offered that can fulfil their satisfaction and eliminate the urge to search for substitutes.

H<sub>6</sub>: There is a positive relationship between customer satisfaction and willingness to pay more.

#### **2.4.7 Relationship Between Customer Satisfaction and Repurchase Intention**

A study on the impact of customer satisfaction to repurchase intention has shown that it has a positive relationship between these two variables (Zhang et al., 2022). When customer is satisfied with the product or service, they are more likely to contemplate repurchasing from the same business. This will enable them to ensure their needs and wants are fulfilled as the business meets their expectation on the product and service that suit their requirement.

H<sub>7</sub>: There is a positive relationship between customer satisfaction and repurchase intention.

#### **2.4.8 Relationship Between Customer Satisfaction and Word of Mouth Intention**

Based on Srinivasan et al., customer satisfaction positively influences word of mouth intention (Srinivasan et al., 2002). When the level of customer satisfaction is achieved, customers tend to share their personal experiences and feedback to the people in their social circle. Business will be beneficial from it as it works effectively and there is absence of incurred cost, unlike advertising. Positive customer experience will increase customer satisfaction, result to positive word of mouth.

H<sub>8</sub>: There is a positive relationship between customer satisfaction and word of mouth intention.

## **2.5 Chapter Summary**

In essence, this chapter has discussed about the S-O-R model and the literature review of nine relevant variables in the study.

## **CHAPTER 3: METHODOLOGY**

### **3.0 Introduction**

This chapter explores the methodology utilized throughout the research study. It will begin by revisiting the objectives outlined in Chapter 1. Then, utilizing the foundation and proceed to detail the research design, data collection methods, sampling techniques, and key statistical analyses used with the aim to provide a comprehensive overview of the overall research methodology adopted. Finally, it will conclude with a summary of the methodology employed in the study.

### **3.1 Research Design**

By providing framework for the intended research project, the research design delineates the methods and procedures for gathering and analysing necessary information (Akhtar et al., 2016). It furnishes a comprehensive structure for data collection and offers guidance in directing towards research objectives (Leedy & Ormrod, 2018). Based on Vogt et al. (2012), research design is the fundamental where it determines the basic method of collecting evidence to aligned closely to the research questions and theories. In simple terms, it is a strategic design for executing research and encompassing aspects such as research aims, target population and appropriate methodologies (Babbie, 2015).

#### **3.1.1 Quantitative Research**

Quantitative research involves a structured method utilized to investigate phenomena by analysing numerical data with mathematical and statistical techniques (Basias & Pollalis, 2018). This approach commences by starting with a particular theory. This theory then gives rise to precise hypotheses, which are quantitatively measured and subjected to rigorous analysis and evaluation following established research protocols (Holton & Burnett, 2005). It focuses on answering questions by examining patterns in human behaviour through the breakdown of the social world into measurable components, which is known as variables. These variables can be quantified as rates or frequencies, enabling researchers to identify relationships and patterns in the data (Rahman, 2020). Researchers formulate hypotheses based on existing theories or observations, and then design studies to gather data that either support or refute these hypotheses (Atmowardoyo, 2018). Statistical techniques play a crucial role in this process, allowing researchers to explore associations between variables and draw conclusions from the data. By collecting numerical data through methods like survey, researchers can analyse factors influencing customer satisfaction and make predictions about their post-purchase behaviour. The use of tools like the SPSS system allows for sophisticated analysis of data, enhancing the accuracy and reliability of the findings (Aliaga & Gunderson, 2005). Overall, quantitative research offers a powerful framework for studying complex phenomena like consumer behaviour. Its systematic approach, reliance on numerical data, and use of statistical analysis make it well-suited for exploring the factors driving consumers' post-purchase behaviour.

### **3.1.2 Descriptive Research**

Descriptive research is methodological approach that focuses on examining population characteristics and identifying existing issues within a population or unit (Siedlecki, 2020). A well-structured descriptive research addresses six fundamental questions, which are “who”, “what”, “why”, “when”, “where” and “how”, to determine the characteristics of a population

or particular phenomenon (Grimes & Schulz, 2002). It provides essential insights into larger population research, including the analysis of demographic data. Moreover, data obtained from descriptive research can be utilized to explore relationships among variables.

## **3.2 Sampling Design**

Sampling design is referring to the process of determining the strategy employed to choose a representative subset of the population of interest in a research study. It encompasses the selection of techniques and formulas used to calculate sample statistics for inferring population parameters (Kabir, 2016). Rahi (2017) suggests that sampling can involve selecting a specific number of samples from a dataset to assess the characteristics, beliefs, and attitudes of the individuals chosen. The sampling design outlines various elements such as target population, sampling technique, and sample size. In essence, sampling design is crucial for ensuring the representativeness and reliability of the data collected in a research study.

### **3.2.1 Target Population**

The target population denotes the complete set of individuals from which the researcher aims to derive conclusions (Barnsbee et al., 2018). As young adults are actively shaping their individual characteristics, past studies have established different age range for grouping young adults based on their research purpose, which are 16 – 29 years old (Xue et al., 2023), 18-24 years old (Freeman, 2013), 16-25 years old (Dovey-Pearce et al., 2005), and 15-24 years old (Klemenčič et al., 2012). Therefore, this study has established the age range from younger age, which is 16-25 as young adults, to provide greater insights about the younger generation consumers post purchase behaviour in e-commerce that dominance in future market. The target

population comprises all young adults in Malaysia regardless of gender, ethnicity, education level and income level.

### **3.2.2 Sampling Frame and Location**

Sampling frame act as a roster of possible elements from which a sample may be selected, defining the population of interest for the researcher (Kabir, 2016). However, the approach of non-probability sampling is implemented due to limited resources, where it eliminates the needs for a sampling frame. As for the sampling location, the responses of the sample are acquired within Malaysia.

### **3.2.3 Sampling Element**

Sampling element represents the unit of analysis within a population, which may encompass individuals, groups, or institutions. For this study, the sampling elements are young adults in Malaysia. Thus, the responses acquired are appropriate to understand the factors affecting their post purchase behaviour in e-commerce, providing valid and accurate information by answering the questionnaire comprehensively.

### **3.2.4 Sampling Technique**

This research has employed non-probability sampling techniques to select the sample population. It involves the process, where elements or items in the population that may not have a chance of being included in the sample, unlike probability sampling, where every item within the population has an identical chance of being chosen (Kabir, 2016). Convenience sampling has been adopted in this study because it allows researchers to enrol subjects

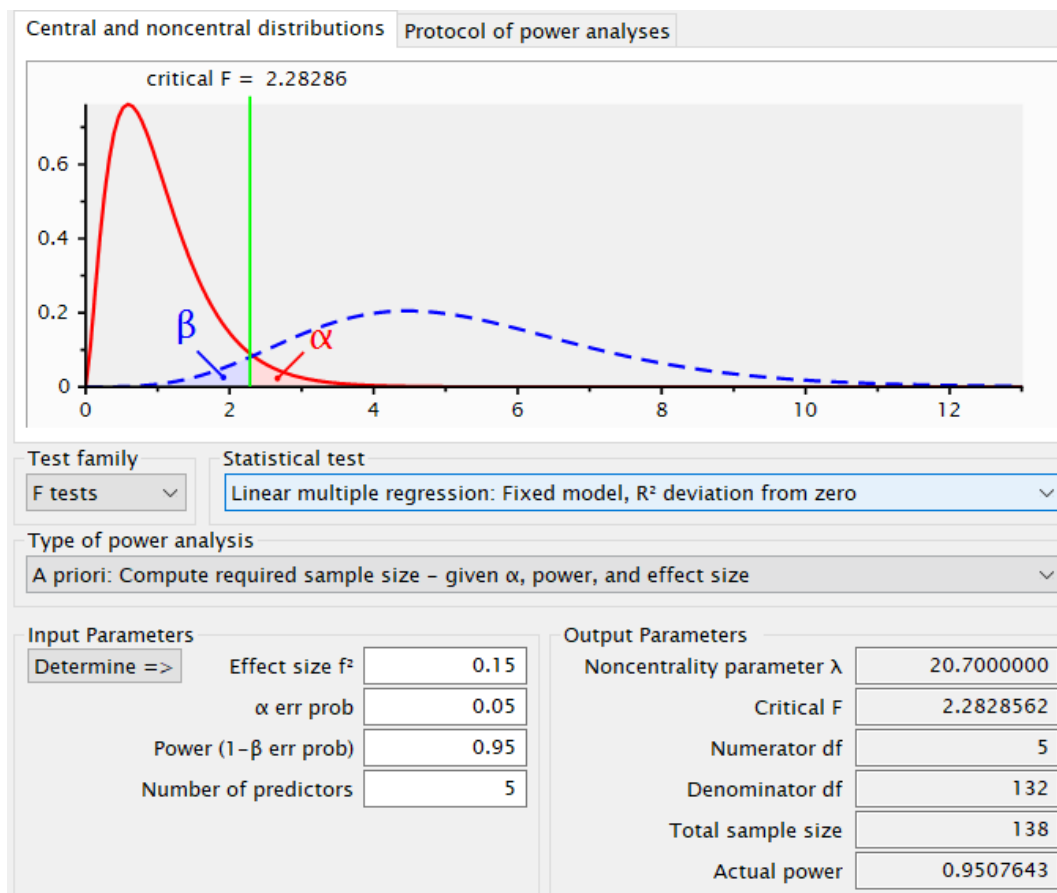
based on their easy accessibility, availability, and proximity (Elfil & Negida, 2016). Responses are collected through utilizing Google Forms and disseminate the survey questionnaire through social media such as Instagram and Facebook. However, convenience sampling may introduce selection bias, restricting the applicability of the study's results to the entire population (Kabir, 2016).

### **3.2.5 Sampling Size**

Sample size denotes the quantity of participants involved in a research study. Selecting an adequate sample size is essential to obtain dependable results without excessively consuming time and resources. A sample size that falls between the range of 30 to 500 is appropriate for behavioural studies (Sekaran & Bougie, 2016). Furthermore, G\*Power is a statistical tool that compute statistical power analyses, which enables researchers to determine the sample size needed based on a wide variety of test. It has been recognized as a power analysis program that are impactful in many fields of study, including social and behavioural sciences (Faul et al., 2007). For this study, it has utilised G\*Power to run statistical test to identify the suitable sample size required to achieve the desired level of power for testing hypotheses. According to Figure 3.1, the least requirement for sample size is 138 respondents to be collected data from to conduct the research successfully. Thus, a total of 203 respondents are acquired from the Google Forms questionnaire to meet this requirement and fulfilment the desired conditions.



Figure 3.1: G\*Power Analysis



Source: Developed for Research

### 3.3 Data Collection Method

Data Collection is the cornerstone of any research endeavour that plays a pivotal role in gathering the necessary information to address research questions, examine hypotheses, and assess results (Kabir, 2016). It involves a systematic approach to acquiring and measuring data from diverse sources, ensuring the reliability and validity of the findings. In this study, primary data has implemented.

#### 3.3.1 Primary Data

Primary data indicates information collected firsthand directly from targeted groups, individuals, or panels through procedures such as experiments, questionnaires, or interviews, and has not been published previously (Kabir, 2016). It allows researchers to gather data tailored to the specific research objectives, providing fresh insights and original perspectives that have higher validity and reliability compared secondary data. In this study, firsthand information was obtained through disseminating survey questionnaires to target respondents. Through utilizing various tools such as SPSS software, statistical analyses can be established to manage and analyse data effectively.

### **3.4 Research Instrument**

Research instrument is referring to the measurement tool designed to gather and analyse data relevant to the research subjects (Birmingham & Wilkinson, 2003). In this study, the research instruments utilized are questionnaires and pilot test.

#### **3.4.1 Questionnaire Design**

A questionnaire functions as a research tool crafted to gather information from participants, featuring a carefully designed set of questions aimed at producing precise data (Krosnick, 2018). In this study, researcher has utilized Google Forms application to create a set of questionnaires, reaching through online platform to achieve broad coverage of target population.

The Questionnaire was established to identify the relationship between the factors, including PA, PD, PC, CSP and ER, influencing the CS, which resulting changes in their post-purchase behaviour, which are WPM, RI and

WMI, among the young adults in Malaysia. It comprises a total of 52 questions divided into three sections, which are section A, B & C.

In section A, it involves questions about the demographic profile of the respondents, such as gender, age group, occupation, education level and income level, and their behaviour on utilizing e-commerce platforms, like frequency and platform used. Furthermore, section B comprises 30 questions designed to gauge respondents' opinions on e-commerce factors influencing the customer satisfaction while section C comprises 13 questions on respondents' opinions on how customer satisfaction affects their post purchase behaviour. Questions in both sections are measuring on a 5-point Likert Scale. This questionnaire design follows the objectives of conducting research using quantitative methods, with predefined instruments for sample analysis of the entire population (Rahi, 2017). The questionnaire implemented the conventional wisdom, such as using simple words and avoiding ambiguous, to obtain the optimal and accurate result (Krosnick, 2018).

Table 3.1: Number of Variables Item

| <b>Questionnaire</b> | <b>Construct</b>                 | <b>No. of Items</b> |
|----------------------|----------------------------------|---------------------|
| Section A            | Demographic Profile              | 7                   |
|                      | Practices on E-commerce platform | 2                   |
| Section B            | Product Availability             | 4                   |
|                      | Product Delivery                 | 5                   |
|                      | Product Condition                | 5                   |
|                      | Customer Support                 | 6                   |
|                      | Ease of Return                   | 6                   |
|                      | Customer Satisfaction            | 4                   |
| Section C            | Willingness to Pay More          | 5                   |
|                      | Repurchase Intention             | 4                   |
|                      | Word of Mouth Intention          | 4                   |

|              |           |
|--------------|-----------|
| <b>Total</b> | <b>52</b> |
|--------------|-----------|

Source: Developed for Research

### 3.4.2 Pilot Test

Pilot test is an investigation conducted in a small-scale manner with group of participants that are related and similar to the actual study, with the ultimate goals to enhance the success likelihood of the actual study, which are in larger scale (Fraser et al., 2018). It mirrors the procedures of the actual study and assess the feasibility and validity of the questionnaire, ensuring that the questions are comprehensible to the participants (In, 2017). It allows researchers to identify issues before conducting the actual study to ensure success of data collection.

The sufficiency of the sample size for a pilot study is typically around 10% to 20% of the actual sample size of the main study (Yusak et al., 2016). A previous study indicated that having between 10 to 30 participants is sufficient for conducting a pilot study (Mumtaz et al., 2017). Hence, a pilot study with 30 participants was conducted in this study to evaluate the 43 items across the nine constructs from section B to section C in the questionnaire. Additionally, statistical analysis using SPSS software was conducted to measure the reliability of the questionnaire. According to Taber (2018), Cronbach's alpha indicates the internal consistency reliability of a measured variable compared to the underlying construct. It suggests that Cronbach's alpha coefficient of 0.7 or higher generally indicates good reliability. As shown in Table 3.2, all item variables surpass the 0.7 threshold and reach a robust reliability level, where they have values higher than 0.81 of Cronbach's Alpha, indicating strong reliability and consistency in the research findings.

Table 3.2: Summary of Reliability Statistic (Pilot Study)

| <b>Variables</b>        | <b>Cronbach's Alpha</b> | <b>No. of Items</b> |
|-------------------------|-------------------------|---------------------|
| Product Availability    | 0.816                   | 4                   |
| Product Delivery        | 0.813                   | 5                   |
| Product Condition       | 0.811                   | 5                   |
| Customer Support        | 0.864                   | 6                   |
| Ease of Return          | 0.853                   | 6                   |
| Customer Satisfaction   | 0.839                   | 4                   |
| Willingness to Pay More | 0.850                   | 5                   |
| Repurchase Intention    | 0.859                   | 4                   |
| Word of Mouth Intention | 0.892                   | 4                   |

Source: Developed for Research

### 3.5 Construct Measurement

#### 3.5.1 Origin of Construct

The research has incorporated and adjusted the original constructs to align with the specific context of the research. The origin of constructs for variables were formulated as follows:

Table 3.3: Origin of Construct

| <b>Variables</b>     | <b>Constructs</b>   | <b>Sources</b>         |
|----------------------|---|------------------------|
| Product Availability | The e-commerce platform confirms the availability of the product. | Al-Adwan et al. (2022) |
|                      | The waiting time for out of stock is short.                       |                        |
|                      | The e-commerce platform allows me to track and trace my order.    |                        |
|                      | The e-commerce platform offers me an alternative product.         |                        |

|                   |  |                       |
|-------------------|--|-----------------------|
| Product Delivery  | I frequently receive my product within the estimated period.                     | Saha et al. (2020)    |
|                   | I expect the product delivery process to be supported for an allocated time.     |                       |
|                   | I frequently receive free/discounted delivery.                                   |                       |
|                   | I would be able to recognize my order position at whatever time.                 |                       |
|                   | Overall, I believe that the online store processes my order quickly.             |                       |
| Product Condition | The e-commerce platform gives the product with the promised features.            | Kumar & Anjaly (2017) |
|                   | The e-commerce platform gives the product in condition as per expectation.       |                       |
|                   | The e-commerce platform offers warranty/guarantee card along with the product.   |                       |
|                   | Packaging of the product is done properly by the e-commerce platform.            |                       |
|                   | The e-commerce platform furnishes printed receipt of the purchase.               |                       |
| Customer Support  | The e-commerce platform allows me to interact with live customer representative. | Kumar & Anjaly (2017) |
|                   | I have anytime access to customer service of the e-commerce platform.            |                       |
|                   | The e-commerce platform has toll-free telephone customer service.                |                       |
|                   | Conflict resolution time is reasonable for the e-commerce platform.              |                       |
|                   | The e-commerce platform has easy conflict resolution process.                    |                       |
|                   | Quality of interaction points (customer service person) is acceptable.           |                       |
| Ease of Return    | The e-commerce platform gives free return.                                       |                       |

|                         |  |                        |
|-------------------------|--|------------------------|
|                         | <p>It is easy to return the purchase to the e-commerce platform.</p> <p>The e-commerce platform allows me to cancel order anytime.</p> <p>The e-commerce platform provides multiple refund options.</p> <p>The e-commerce platform offers order replacement within specific time.</p> <p>I can track order replacement with the e-commerce platform.</p>   | Kumar & Anjaly (2017)  |
| Customer Satisfaction   | <p>In general, I am very satisfied with the service of this e-commerce platform.</p> <p>The e-commerce platform always meets my needs.</p> <p>The e-commerce platform is very close to offering a perfect service.</p> <p>The e-commerce platform differs from others by its superior service.</p>   | Al-Adwan et al. (2022) |
| Willingness to Pay More | <p>I intend to pay extra to ensure the product delivered on time.</p> <p>I intend to pay extra to ensure the goods transported to the right place.</p> <p>I intend to pay extra to confirm the product is authentic.</p> <p>I intend to pay more to ensure the e-commerce platform provide a good warranty.</p> <p>I intend to provide extra charge to confirm the product includes an insurance facility.</p> | Saha et al. (2020)     |
| Repurchase Intention    | <p>The e-commerce platform is my first choice when I need to make a purchase.</p> <p>I regularly repurchase from the e-commerce platform.</p>  | Pham & Ahammad (2017)  |

|                         |  |                        |
|-------------------------|--|------------------------|
|                         | I intend to browse the e-commerce platform first for my next purchase.               |                        |
|                         | I expect to repurchase from the e-commerce platform in near future.                  |                        |
| Word of Mouth Intention | I would encourage friends and others to purchase goods from the e-commerce platform. | Al-Adwan et al. (2022) |
|                         | I would recommend the e-commerce platform to anyone who seeks my advice.             |                        |
|                         | I would share others positive things about the e-commerce platform.                  |                        |
|                         | I would say positive things about the e-commerce platform to other people            |                        |

Source: Developed for Research

### 3.6 Proposed Data Analysis Tool

Proposed data analysis tool is referring to the methodology employed by researchers to analyse data within a research study. It encompasses various techniques for data manipulation, visualization, and statistical analysis with the ultimate goal of deriving meaningful conclusion from the research data.

#### 3.6.1 Descriptive Analysis

Descriptive analysis is an approach utilized in research to summarize and portray the main characteristics of dataset or population (Kaur et al., 2018). It involves organizing, summarizing, and presenting gathered data in a meaningful and understandable manner and focusing on delivering a straightforward and brief overview of the data, refraining from drawing inferences or conclusion beyond analysed data. Techniques included are



frequency distribution, which counts occurrences of different values, and graphical presentation, such as histograms and pie charts. These approaches provide valuable insights into the characteristics and patterns present in the data and serve as the foundation for further analysis and interpretation. It also aids in detecting errors and anomalies and facilitates exploration of relationships between variables (Loeb et al., 2017).

### 3.6.2 Reliability Test

Reliability test evaluates the consistency and validity of a measurement instrument to obtain consistent and error-free results (Zikmund et al., 2010). With this approach, it enhances transparency and reduces potential biases (Shekhar Singh, 2014). It is crucial for assessing the accuracy and validity of conclusions drawn from instrument scores (Zumbo et al., 2007). In this study, Cronbach's alpha coefficient is implemented to measure internal consistency and estimate the reliability of multiple item scales. Cronbach's alpha varies from 0-1, where figures falling between 0.7 and 0.8 deemed satisfactory in research. Values below 0.6 indicate items that should be eliminated to improve consistency. The rule of thumb is as shown in Table 3.4.

Table 3.4: Cronbach's Alpha Rule of Thumb

| <b>Cronbach's Coefficient Alpha (<math>\alpha</math>)</b> | <b>Indication</b>     |
|---|-----------------------|
| $\alpha$ value < 0.60                                     | Poor Reliability      |
| $\alpha$ value between 0.61 and 0.70                      | Fair Reliability      |
| $\alpha$ value between 0.71 and 0.80                      | Good Reliability      |
| $\alpha$ value between 0.81 and 0.95                      | Very Good Reliability |

Source: Zikmund et al. (2010). *Business research methods* (8th ed.). South-Western Cengage Learning.

### 3.6.3 Inferential Analysis

Inferential analysis is a statistical method used to make assumptions or inferences about a population based on data obtained from a sample (Ali & Bhaskar, 2016). It is the process of testing hypotheses and making conclusions to fulfil predetermined study objectives (Omair, 2014). For instance, demographic profiles from sections A of the questionnaire are presented using pie charts and frequency distribution tables, providing a clear visual representation of proportions within categories. These findings are then applied to draw conclusions about the relationship between variables (Amrhein et al., 2019).

### 3.6.4 Pearson Correlation Coefficient

Pearson correlation coefficient is a statistical metric used to measure the magnitude and direction of the linear association between two continuous variables. It considered independent variables as the primary factor influencing the dependent variable (Zhou et al., 2016). Pearson correlation coefficient spans from -1 to +1, where +1 signifies robust positive correlation, -1 shows strong negative correlation, and 0 shows no correlation (Schober et al., 2018).

Table 3.5: Conventional Approach to Interpreting a Correlation Coefficient

| <b>Absolute Magnitude of the Observed Correlation Coefficient</b> | <b>Interpretation</b>  |
|---|------------------------|
| 0.00-0.10   | Negligible Correlation |
| 0.10-0.39   | Weak Correlation       |
| 0.40-0.69   | Moderate Correlation   |
| 0.70-0.89   | Strong Correlation     |

|           |                         |
|-----------|-------------------------|
| 0.90-1.00 | Very Strong Correlation |
|-----------|-------------------------|

Source: Schober et al. (2018). Correlation coefficients: appropriate use and interpretation. *Anesthesia & analgesia*, 126(5), 1763-1768

### 3.7 Chapter Summary

This chapter thoroughly elucidates and clarifies the research methodology employed, including aspects such as research design, sampling design, data collection methods, and the proposed data analysis tool. It provides detailed insight into how the research study should be conducted, encompassing the initial steps of selecting the target population to the final stage of determining the proposed data analysis tool.

## **CHAPTER 4: DATA ANALYSIS**

### **4.0 Introduction**

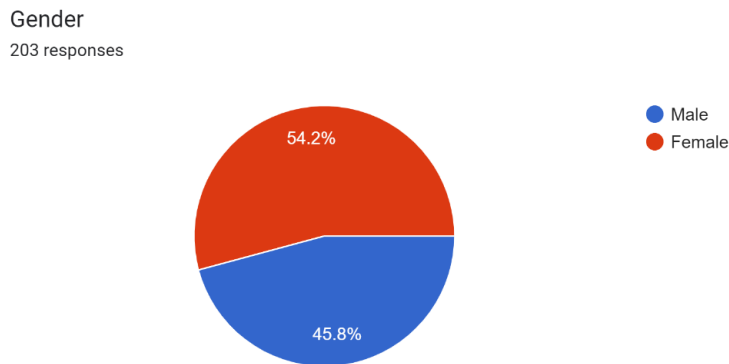
In this chapter, it discusses the results and analysis of the collected data, focusing on the research questions and hypotheses. It elucidates the methods employed for data analysis, including descriptive analysis, reliability test, inferential analysis, and multiple regression analysis. A total of 203 valid responses are retained after data cleaning process that executed through SPSS software to ensure accuracy and consistency. Visual aids such as charts, figures, tables, and graphs will be utilized to enhance data comprehension.

### **4.1 Descriptive Analysis**

The data analysis encompasses the respondents' demographic profile, including gender, age, nationality, ethnicity, education level, occupation, personal monthly income, frequency of visiting e-commerce platform and preference for e-commerce platform. These variables were visually represented using pie charts and frequency distribution tables for further interpretation and analysis

#### **4.1.1 Gender**

Figure 4.1: Descriptive Analysis of Gender



Source: Developed for Research

Table 4.1: Frequency Distribution of Gender

|               | <b>Frequency</b> | <b>Percent (%)</b> | <b>Cumulative Percent (%)</b> |
|---------------|------------------|--------------------|-------------------------------|
| <b>Female</b> | 110              | 54.2               | 54.2                          |
| <b>Male</b>   | 93               | 45.8               | 100.0                         |
| <b>Total</b>  | 203              | 100.0              |                               |

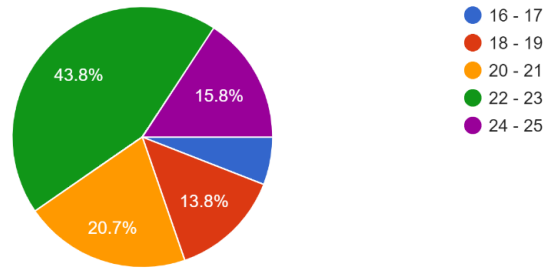
Source: Developed for Research

Figure 4.1 and Table 4.1 illustrated the gender distribution of the respondents in this study. It shows that 110 of the respondents (54.2%) are female, while 93 of the respondents (45.8%) are male. Thus, it indicates a higher volume of female respondents has participated in this study.

#### **4.1.2 Age Group**

Figure 4.2: Descriptive Analysis of Age Group

Age (Years)  
203 responses



Source: Developed for Research

Table 4.2: Frequency Distribution of Age Group

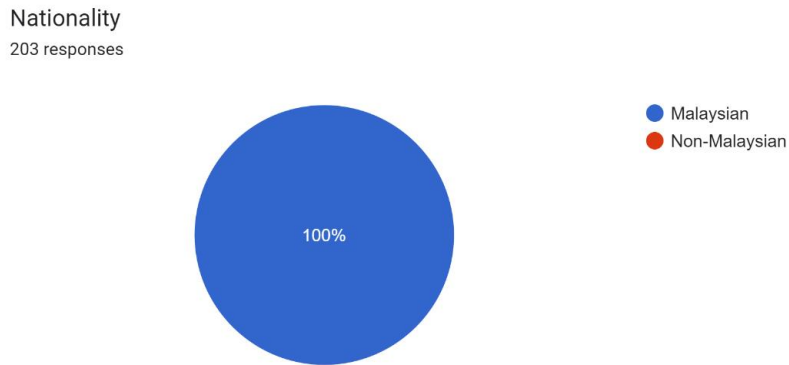
|                | <b>Frequency</b> | <b>Percent (%)</b> | <b>Cumulative Percent (%)</b> |
|----------------|------------------|--------------------|-------------------------------|
| <b>16 - 17</b> | 12               | 5.9                | 5.9                           |
| <b>18 - 19</b> | 28               | 13.8               | 19.7                          |
| <b>20 - 21</b> | 42               | 20.7               | 40.4                          |
| <b>22 - 23</b> | 89               | 43.8               | 84.2                          |
| <b>24 - 25</b> | 32               | 15.8               | 100.0                         |
| <b>Total</b>   | 203              | 100.0              |                               |

Source: Developed for Research

Figure 4.2 and Table 4.2 has showed the age group among the 203 respondents. The majority respondents fall within the age group of 22-23 years old with 89 respondents (43.8%). Following with the age group of 20-21 years old, it accounted for 42 respondents (20.7%), and the age group of 24-25 years old covered 32 respondents (15.8%). As for the age group of 18-19 years old has 28 respondents (13.8%), while age group of 16-17 years old has the lowest coverage of respondents which encompasses 12 individuals (5.9%).

### 4.1.3 Nationality

Figure 4.3: Descriptive Analysis of Nationality



Source: Developed for Research

Table 4.3: Frequency Distribution of Nationality

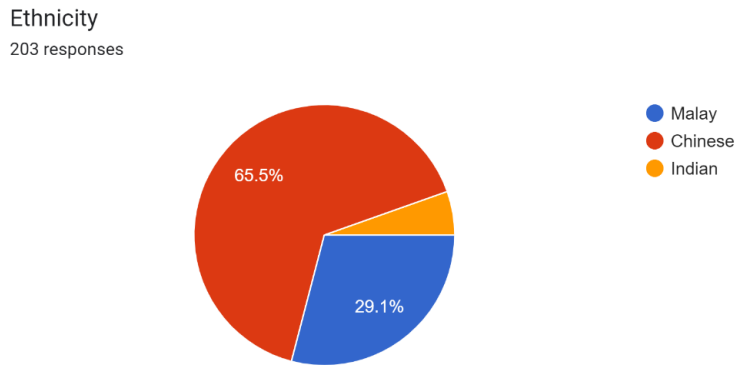
|                  | <b>Frequency</b> | <b>Percent (%)</b> | <b>Cumulative Percent (%)</b> |
|------------------|------------------|--------------------|-------------------------------|
| <b>Malaysian</b> | 203              | 100.0              | 100.0                         |
| <b>Total</b>     | 203              | 100.0              |                               |

Source: Developed for Research

According to Figure 4.3 and Table 4.3, all of the respondents participated in this study is Malaysian, where 100% of the 203 respondents are Malaysian. There is absence of foreign respondent participated in this study.

### 4.1.4 Ethnicity

**Figure 4.4: Descriptive Analysis of Ethnicity**



Source: Developed for Research

**Table 4.4: Frequency Distribution of Ethnicity**

|                | <b>Frequency</b> | <b>Percent (%)</b> | <b>Cumulative Percent (%)</b> |
|----------------|------------------|--------------------|-------------------------------|
| <b>Chinese</b> | 133              | 65.5               | 65.5                          |
| <b>Indian</b>  | 11               | 5.4                | 70.9                          |
| <b>Malay</b>   | 59               | 29.1               | 100.0                         |
| <b>Total</b>   | 203              | 100.0              |                               |

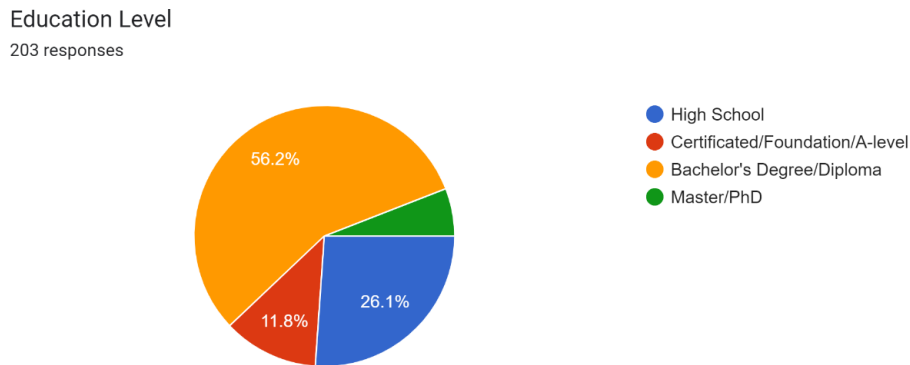
Source: Developed for Research

Based on Figure 4.4 and Table 4.4, it indicates the ethnicity of respondents. Majority of the respondents are Chinese, where it covered 133 respondents (65.5%), followed by Malay with 59 respondents (29.1%). Indian has the lowest respondent of 11 individuals (5.4%). There is absence of other ethnicities such as Kadazan and Iban.

#### **4.1.5 Education Level**



Figure 4.5: Descriptive Analysis of Education Level



Source: Developed for Research

Table 4.5: Frequency Distribution of Education Level

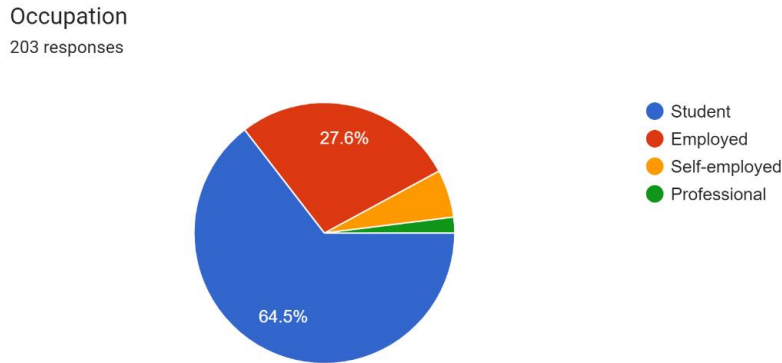
|   | <b>Frequency</b> | <b>Percent (%)</b> | <b>Cumulative Percent (%)</b> |
|---|------------------|--------------------|-------------------------------|
| <b>Bachelor's Degree / Diploma</b>        | 114              | 56.2               | 56.2                          |
| <b>Certificated / Foundation /A-level</b> | 24               | 11.8               | 68.0                          |
| <b>High School</b>                        | 53               | 26.1               | 94.1                          |
| <b>Master / PhD</b>                       | 12               | 5.9                | 100.0                         |
| <b>Total</b>                              | 203              | 100.0              |                               |

Source: Developed for Research

Figure 4.5 and Table 4.5 has clearly shown the educational level of 203 respondents. Based on the data above, it showed that most of the respondents are holders of bachelor's degree or diploma, which has 114 individuals (56.2%). Besides that, 53 respondents (26.1%) are still in high school, followed by 24 individuals (11.8%) who are either certificated, in foundation or in A-level. Lastly, only 12 individuals (5.9%) are Master or PhD holders.

### 4.1.6 Occupation

Figure 4.6: Descriptive Analysis of Occupation



Source: Developed for Research

Table 4.6: Frequency Distribution of Occupation

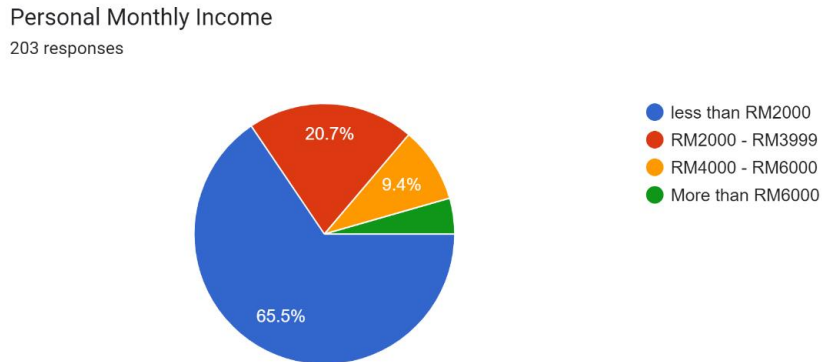
|                      | Frequency | Percent (%) | Cumulative Percent (%) |
|----------------------|-----------|-------------|------------------------|
| <b>Employed</b>      | 56        | 27.6        | 27.6                   |
| <b>Professional</b>  | 4         | 2.0         | 29.6                   |
| <b>Self-employed</b> | 12        | 5.9         | 35.5                   |
| <b>Student</b>       | 131       | 64.5        | 100.0                  |
| <b>Total</b>         | 203       | 100.0       |                        |

Source: Developed for Research

Based on Figure 4.6 and Table 4.6, it presented the occupation of the 203 respondents. A total of 131 individuals (64.5%) are student. In addition, 56 respondents (27.6%) are employed. Respondents who are self-employed has 12 respondents (5.9%), while only 4 respondents (2%) are professional in their career.

### 4.1.7 Personal Monthly Income

Figure 4.7: Descriptive Analysis of Personal Monthly Income



Source: Developed for Research

Table 4.7: Frequency Distribution of Personal Monthly Income

|                         | Frequency | Percent (%) | Cumulative Percent (%) |
|-------------------------|-----------|-------------|------------------------|
| <b>less than RM2000</b> | 133       | 65.5        | 65.5                   |
| <b>More than RM6000</b> | 9         | 4.4         | 70.0                   |
| <b>RM2000 - RM3999</b>  | 42        | 20.7        | 90.6                   |
| <b>RM4000 - RM6000</b>  | 19        | 9.4         | 100.0                  |
| <b>Total</b>            | 203       | 100.0       |                        |

Source: Developed for Research

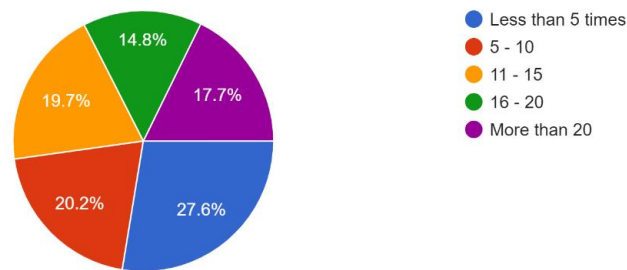
As demonstrated in Figure 4.7 and Table 4.7, 113 respondents (65.5%) fall in the category that have less than RM2000 as their personal monthly income. Furthermore, 42 individuals (20.7%) have personal monthly income at the range of RM2000-RM3999. 19 respondents (9.4%) fall in the

range of RM4000-RM6000. Ultimately, there are 9 respondents (4.4%) has more than RM6000 for their personal monthly income.

#### 4.1.8 Frequency of Visiting E-commerce Platform

Figure 4.8: Descriptive Analysis of Frequency of Visiting E-commerce Platform

How often do you visit e-commerce platform monthly?  
203 responses



Source: Developed for Research

Table 4.8: Frequency Distribution of Frequency of Visiting E-commerce Platform

|                          | <b>Frequency</b> | <b>Percent (%)</b> | <b>Cumulative Percent (%)</b> |
|--------------------------|------------------|--------------------|-------------------------------|
| <b>11 - 15</b>           | 40               | 19.7               | 19.7                          |
| <b>16 - 20</b>           | 30               | 14.8               | 34.5                          |
| <b>5 - 10</b>            | 41               | 20.2               | 54.7                          |
| <b>Less than 5 times</b> | 56               | 27.6               | 82.3                          |
| <b>More than 20</b>      | 36               | 17.7               | 100.0                         |
| <b>Total</b>             | 203              | 100.0              |                               |

Source: Developed for Research

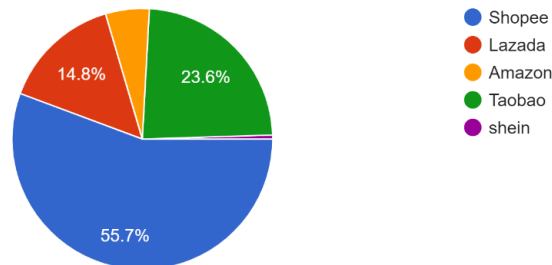
Figure 4.8 and Table 4.8 illustrate the frequency of visiting e-commerce platform of the respondents in this study. Most of the respondents visit e-

commerce platform less than 5 times per month, where it has 56 individuals (27.6%). People who visit e-commerce platforms 5-10 times and 11-15 times has slight difference, where it is 41 individuals (20.2%) and 40 individuals (19.7%). 36 individuals (17.7%) visit e-commerce platforms for more than 20 times monthly. People who visit e-commerce for 16-20 times monthly has 30 individuals (14.8%). As result, the frequency of visiting e-commerce platform by respondents are distributed evenly across different categories provided.

### 4.1.9 Preference for E-commerce Platform

Figure 4.9: Descriptive Analysis of Preference for E-commerce Platform

What e-commerce platform do you normally used?  
203 responses



Source: Developed for Research

Table 4.9: Frequency Distribution of Preference for E-commerce Platform

|               | Frequency | Percent (%) | Cumulative Percent (%) |
|---------------|-----------|-------------|------------------------|
| <b>Amazon</b> | 11        | 5.4         | 5.4                    |
| <b>Lazada</b> | 30        | 14.8        | 20.2                   |
| <b>SHEIN</b>  | 1         | 0.5         | 20.7                   |
| <b>Shopee</b> | 113       | 55.7        | 76.4                   |

|               |     |       |       |
|---------------|-----|-------|-------|
| <b>Taobao</b> | 48  | 23.6  | 100.0 |
| <b>Total</b>  | 203 | 100.0 |       |

Source: Developed for Research

Based on Figure 4.9 and Table 4.9, it indicates the respondents' preference for e-commerce platform. Shopee is the most popular e-commerce platform in this study, where it has selected by 113 individuals (55.7%). Followed by Taobao, it includes 48 individuals (23.6%). Moreover, Lazada encompasses 30 respondents (14.8%) while Amazon comprises 11 respondents (5.4%). Lastly, SHEIN is the least popular e-commerce platform that only 1 individual (0.5%) prefers.

## 4.2 Reliability Test

Table 4.10: Cronbach's Alpha Reliability Analysis

| <b>Variables</b> | <b>No. of Items</b> | <b>Cronbach's Alpha</b> | <b>Reliability Level</b> |
|------------------|---------------------|-------------------------|--------------------------|
| PA               | 4                   | 0.741                   | Good Reliability         |
| PD               | 5                   | 0.797                   | Good Reliability         |
| PC               | 5                   | 0.815                   | Very Good Reliability    |
| CSP              | 6                   | 0.819                   | Very Good Reliability    |
| ER               | 6                   | 0.819                   | Very Good Reliability    |
| CS               | 4                   | 0.744                   | Good Reliability         |
| WPM              | 5                   | 0.785                   | Good Reliability         |
| RI               | 4                   | 0.790                   | Good Reliability         |
| WMI              | 4                   | 0.808                   | Good Reliability         |

Source: Developed for Research

Table 4.10 presented the actual reliability analysis of this study. It illustrated that Cronbach's alpha for PA is 0.741, PD is 0.797, PC is 0.815, CSP is 0.819, ER is 0.819, CS is 0.744, WPM is 0.785, RI is 0.79, and WMI is 0.808. As Cronbach's alpha coefficient value for each variable exceed 0.7; therefore, it indicates that all variables are acceptable, where it has relatively strong reliability and consistency in this study.

### 4.3 Pearson Correlation Coefficients

Table 4.11: Pearson Correlation Coefficients

|            |                     | PA    | PD    | PC    | CSP   | ER | CS | WPM | RI | WMI |
|------------|---------------------|-------|-------|-------|-------|----|----|-----|----|-----|
| <b>PA</b>  | Pearson Correlation | 1     |       |       |       |    |    |     |    |     |
|            | Sig. (2-tailed)     |       |       |       |       |    |    |     |    |     |
| <b>PD</b>  | Pearson Correlation | .692  | 1     |       |       |    |    |     |    |     |
|            | Sig. (2-tailed)     | 0.000 |       |       |       |    |    |     |    |     |
| <b>PC</b>  | Pearson Correlation | .674  | .706  | 1     |       |    |    |     |    |     |
|            | Sig. (2-tailed)     | 0.000 | 0.000 |       |       |    |    |     |    |     |
| <b>CSP</b> | Pearson Correlation | .615  | .719  | .753  | 1     |    |    |     |    |     |
|            | Sig. (2-tailed)     | 0.000 | 0.000 | 0.000 |       |    |    |     |    |     |
| <b>ER</b>  | Pearson Correlation | .526  | .659  | .679  | .735  | 1  |    |     |    |     |
|            | Sig. (2-tailed)     | 0.000 | 0.000 | 0.000 | 0.000 |    |    |     |    |     |

|            |                     |       |       |       |       |       |       |       |       |   |
|------------|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|---|
| <b>CS</b>  | Pearson Correlation | .562  | .647  | .690  | .705  | .761  | 1     |       |       |   |
|            | Sig. (2-tailed)     | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |       |       |       |   |
| <b>WPM</b> | Pearson Correlation | .490  | .492  | .527  | .587  | .567  | .557  | 1     |       |   |
|            | Sig. (2-tailed)     | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |       |       |   |
| <b>RI</b>  | Pearson Correlation | .601  | .624  | .616  | .664  | .704  | .743  | .620  | 1     |   |
|            | Sig. (2-tailed)     | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |       |   |
| <b>WMI</b> | Pearson Correlation | .588  | .612  | .616  | .707  | .681  | .712  | .568  | .723  | 1 |
|            | Sig. (2-tailed)     | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |   |

Source: Developed for Research

Table 4.12 indicates the results of Pearson Correlation Coefficients Analysis, revealing correlations between independent and dependent variables. Among the five independent variables that influence customer satisfaction, ER has the highest value of 0.761, which shows a strong positive correlation with customer satisfaction. CSP also have a strong positive correlation with customer satisfaction with the value of 0.705. Besides that, PA, PD, and PC have a moderate positive correlation with customer satisfaction, where the values land on 0.562, 0.647, and 0.69. Furthermore, customer satisfaction as an independent variable has a moderate positive correlation with WPM at the value of 0.557. However, A strong positive correlation can be found with RI and WMI, where the values are 0.743 and 0.712.

## 4.4 Hypothesis Testing



### **Hypothesis 1**

H<sub>1</sub>: There is a positive relationship between product availability and customer satisfaction.

Table 4.12 shows the significant r-value of product availability is 0.562, which indicates moderate positive correlation with customer satisfaction; hence, reject H<sub>0</sub> and accept H<sub>1</sub>. Thus, there is a positive relationship between product availability and customer satisfaction.

### **Hypothesis 2**

H<sub>2</sub>: There is a positive relationship between product delivery and customer satisfaction.

Table 4.12 shows the significant r-value of product delivery is 0.647, which indicates moderate positive correlation with customer satisfaction; hence, reject H<sub>0</sub> and accept H<sub>2</sub>. Thus, there is a positive relationship between product delivery and customer satisfaction.

### **Hypothesis 3**

H<sub>3</sub>: There is a positive relationship between product condition and customer satisfaction.

Table 4.12 shows the significant r-value of product condition is 0.69, which indicates moderate positive correlation with customer satisfaction; hence, reject H<sub>0</sub> and accept H<sub>3</sub>. Thus, there is a positive relationship between product condition and customer satisfaction.

### **Hypothesis 4**

H<sub>4</sub>: There is a positive relationship between customer support and customer satisfaction.

Table 4.12 shows the significant r-value of customer support is 0.705, which indicates strong positive correlation with customer satisfaction; hence, reject H<sub>0</sub> and accept H<sub>4</sub>. Thus, there is a positive relationship between customer support and customer satisfaction.

### **Hypothesis 5**

H<sub>5</sub>: There is a positive relationship between ease of return and customer satisfaction.

Table 4.12 shows the significant r-value of ease of return is 0.761, which indicates strong positive correlation with customer satisfaction; hence, reject H<sub>0</sub> and accept H<sub>5</sub>. Thus, there is a positive relationship between ease of return and customer satisfaction.

### **Hypothesis 6**

H<sub>6</sub>: There is a positive relationship between customer satisfaction and willingness to pay more.

Table 4.12 shows the significant r-value of willingness to pay more is 0.557, which indicates moderate positive correlation with customer satisfaction; hence, reject H<sub>0</sub> and accept H<sub>6</sub>. Thus, there is a positive relationship between CS and WPM.

### **Hypothesis 7**

H<sub>7</sub>: There is a positive relationship between customer satisfaction and repurchase intention.

Table 4.12 shows the significant r-value of repurchase intention is 0.743, which indicates strong positive correlation with customer satisfaction; hence, reject  $H_0$  and accept  $H_7$ . Thus, there is a positive relationship between CS and RI.

### **Hypothesis 8**

$H_8$ : There is a positive relationship between customer satisfaction and word of mouth intention.

Table 4.12 shows the significant r-value of word of mouth intention is 0.712, which indicates strong positive correlation with customer satisfaction; hence, reject  $H_0$  and accept  $H_8$ . Thus, there is a positive relationship between CS and WMI.

## **4.5 Conclusion**

To sum up, the analysis involved 203 respondents and encompassed descriptive analysis, reliability test, Pearson correlation coefficients analysis. As a result, the findings indicate that all values were within acceptable range and affirming the positive relationship between each variable with customer satisfaction.

## **CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATION**

### **5.0 Introduction**

In this chapter, the findings derived from the data analysis in the preceding chapter will be summarized, offering a succinct outline of the results pertaining to all proposed hypotheses. It will address and delves into the implications, limitations, and recommendations for future research endeavours.

### **5.1 Discussions of Major Findings**

Table 5.1: Summary of Hypothesis Testing Result

| <b>Hypothesis</b>   | <b>Findings</b> | <b>Hypothesis Result</b> |
|---|-----------------|--------------------------|
| H <sub>1</sub> : There is a positive relationship between product availability and customer satisfaction. | $r = 0.562$     | Supported                |
| H <sub>2</sub> : There is a positive relationship between product delivery and customer satisfaction.     | $r = 0.647$     | Supported                |
| H <sub>3</sub> : There is a positive relationship between product condition and customer satisfaction.    | $r = 0.690$     | Supported                |
| H <sub>4</sub> : There is a positive relationship between customer support and customer satisfaction.     | $r = 0.705$     | Supported                |

|  |           |           |
|--|-----------|-----------|
| H <sub>5</sub> : There is a positive relationship between ease of return and customer satisfaction.          | r = 0.761 | Supported |
| H <sub>6</sub> : There is a positive relationship between customer satisfaction and willingness to pay more. | r = 0.557 | Supported |
| H <sub>7</sub> : There is a positive relationship between customer satisfaction and repurchase intention.    | r = 0.743 | Supported |
| H <sub>8</sub> : There is a positive relationship between customer satisfaction and word of mouth intention. | r = 0.712 | Supported |

Source: Developed for Research

### 5.1.1 Hypothesis 1

H<sub>1</sub>: There is a positive relationship between product availability and customer satisfaction.

As mentioned in Table 5.1, the r-value of product availability is 0.562; therefore, it indicates a positive relationship between product availability and customer satisfaction. It has moderate correlation with customer satisfaction, which will positively impact the customer satisfaction when it increases. The outcome is aligned to the previous studies of Al-Adwan et al. (2022), which identified product availability as a significant predictors of customer satisfaction. As globalization strikes, the emerging global market has created a greater marketplace where substitutes can be found easily in e-commerce platforms (Zhang & Bockstedt, 2020). Hence, product availability plays a significant role to capture the market share, leading to positive customer satisfaction.

### 5.1.2 Hypothesis 2

H<sub>2</sub>: There is a positive relationship between product delivery and customer satisfaction.

According to Table 5.1, the findings suggest that product delivery have a significant impact on customer satisfaction. It is indicated by the r-value of 0.647, leading to the acceptance of H<sub>2</sub>. This result is consistent with previous research by Adwan et al. (2022), Saha et al. (2020), and Kumar & Anjaly (2017), which identified product delivery as an important factor influencing customer satisfaction. Furthermore, in highly competitive markets, timely delivery is crucial to create competitive advantage to distinguish itself from various competitors. Extended delays and prolonged waiting periods lead to heightened customer discontent (Ramanathan, 2010).

### **5.1.3 Hypothesis 3**

H<sub>3</sub>: There is a positive relationship between product condition and customer satisfaction.

Based on Table 5.1, the results indicate a positive relationship between PC and CS, with a r-value of 0.69, which shows moderate positive correlation between variables. This suggests that product condition is a crucial predictor, exerting significant influence on customer satisfaction. These findings align with previous research, such as Adwan et al. (2022) and Kumar & Anjaly (2017), which also highlighted positive associations between product condition and customer satisfaction. Through maintaining a good product condition by matching the quality and feature of a product as promised, it will positively influence the customer satisfaction, that brings success in retain customer (Jain et al., 2017).

### **5.1.4 Hypothesis 4**

H<sub>4</sub>: There is a positive relationship between customer support and customer satisfaction.

Table 5.1 reveals findings illustrating that H<sub>4</sub> is supported at r-value of 0.705, indicating strong positive correlation. Therefore, there is a positive relationship between customer support and customer satisfaction. This outcome is supported with previous research by Pham & Ahammad (2017) and Kumar & Anjaly (2017), which emphasized the importance of customer support in enhancing customer satisfaction. It increases customer satisfaction through enhancing responsiveness in solving obstacles encountered, where it shapes the platform images and branding. Hence, customer support has significant impact towards customer satisfaction.

### **5.1.5 Hypothesis 5**

H<sub>5</sub>: There is a positive relationship between ease of return and customer satisfaction.

According to findings in Table 5.1, there is a positive relationship between ease of return and customer satisfaction. The r-value of 0.761 indicates strong correlation between the two variables. This conclusion is consistent with prior studies such as those conducted by Pham & Ahammad (2017), Kumar & Anjaly (2017), and Cao et al. (2018), which also identified positive relationships between ease of return and customer satisfaction. Ease of return is especially crucial in ecommerce because it enhances customer satisfaction by providing a safety net for purchases, instilling confidence in buyers, and fostering repeat business (Zhang et al., 2022). In essence, the research confirms the importance of ease of return in shaping customer satisfaction, underscoring the need for businesses to prioritize product returning process to eliminate the hassle encountered by customers to foster positive customer experiences and long-term success.

### **5.1.6 Hypothesis 6**

H<sub>6</sub>: There is a positive relationship between customer satisfaction and willingness to pay more.

The results from Table 5.1 highlight a positive relationship between CS and WPM, as evidenced by r-value of 0.557, indicating moderate positive correlation. This underscores the importance of ensuring customer satisfaction, which emerges as a key predictor of willingness to pay more. This finding is consistent with previous research conducted by Saha et al. (2020), which identified positive associations between customer satisfaction and willingness to pay more. Particularly in the ecommerce realm, the customer satisfaction plays a crucial role by building customers' trust and loyalty, enhancing perceived value in product, and increase desire for convenience, leading to increasing willingness to pay more by the customer (Zhang et al., 2022). Essentially, this research reaffirms the significance relationship of customer satisfaction and willingness to pay more.

### **5.1.7 Hypothesis 7**

H<sub>7</sub>: There is a positive relationship between customer satisfaction and repurchase intention.

According to Table 5.1, it indicates a positive relationship between CS and RI. The r-value of 0.743 indicates that it has strong positive correlation between variables. Hence, this implies that customer satisfaction is a vital predictor, exerting considerable influence on repurchase intention. These findings are consistent with previous studies by Pham & Ahammad (2017) and Adwan et al. (2022), which also underscored the positive connection between customer satisfaction and repurchase intention. Repurchase intention reflects a customer's loyalty and commitment, representing their willingness to buy a product or service again following a positive prior experience, where it can be found on satisfied customers who had positive experience with the purchase process (Aparicio et al., 2021).



### **5.1.8 Hypothesis 8**

H<sub>8</sub>: There is a positive relationship between customer satisfaction and word of mouth intention.

Table 5.1 illustrates a positive relationship between CS and WMI, with a r-value of 0.712, which shows strong positive correlation. It is proved that customer satisfaction has positive impact to word of mouth intention. This outcome is supported with the findings of Pham & Ahammad (2017) and Adwan et al. (2022), where it states the present of a positive link between CS and WMI. As result, positive word of mouth intention can be acquired when customer satisfaction is achieved causing an increase in their willingness to share positive experiences and opinions about an e-commerce platform with others and recommending it through interpersonal communication channels (Zhang et al., 2017).

## **5.2 Implications of the Study**

### **5.2.1 Theoretical Implication**

In this study, it offers significant theoretical implication for understanding the e-commerce factors influencing post-purchase behaviour of the young adults in Malaysia. It has developed a comprehensive model to explore the customer's behaviour at the post-purchase stage. With this, it aids in capturing the entirety of the post-purchase process from affecting factors, such as ease of return, to customer satisfaction, leading to the changes in post purchase behaviour, like repurchase intention. Under the foundation of Al-Adwan et al. (2022), the S-O-R theories helps in providing new insights for further research in the e-commerce domain, filling a gap in existing literature. Although previous studies, such as Pham & Ahammad (2017),

have discussed antecedents and outcomes of customer satisfaction, this study emphasises and go deeper at post purchase stage, focusing on the discovering factors relevant in the e-commerce field and niching down to young generation in Malaysia. Hence, the importance of e-commerce attributes has been emphasized and explored in retaining customer loyalty and satisfaction. As a result, this study will stimulate discussions, revisions, and expansions that could substantially enrich the existing body of knowledge for the e-commerce field of study.

### **5.2.2 Practical Implication**

This study provides valuable insights for marketers to enhance and evaluate their e-commerce platform attributes and characteristic, particularly in targeting young adults in Malaysia. It identifies the factors that influence young adults in Malaysia perceptions, highlighting the significant impact of factors tailored to demographic. It reveals that enhancing customer satisfaction will encourage positive post-purchase behaviour, where an increase can be found in WPM, RI and WMI. Therefore, focusing on the affecting factors in ecommerce, which are PA, PD, PC, CSP, and ER, can lead to good responses from customer's post purchase behaviour, where it increases the level of customer satisfaction. E-commerce platforms should pay attention to enhance the factors mentioned, in order to strengthen customer relationships and boost sales volume for huge margin of profits. Additionally, it fosters customer retention and profitability, as satisfied customers tend to repurchase from the same seller and recommend to others. They will be more volunteer to pay more to ensure the safety and quality of the product are as mentioned in description. ER emerges as the most crucial factor, underscoring the importance of e-commerce platforms to establish a user-friendly based refunding and returning process, where it can avoid hassle and improve satisfaction. By adopting this approach, marketers can effectively strengthen bonding with customers, guiding them to create superior customer value.

### **5.3 Limitations of the Study**

There are several constraints that should be acknowledged in this study. Firstly, the respondents were limited to young adults in Malaysia only, where it might potentially constrain the applicability of discoveries to other countries. Future research must be aware of this context when extending the study to other countries or regions, as people from diverse cultural backgrounds might respond differently. In addition, this study did not focus on specific product categories, which could be addressed in future research to better understand how differ in product categories may influence the relationships examined in the research model. Furthermore, this study only examined the direct effects of each construct without considering moderating effects. Besides that, the result in this study might have certain degree of bias as non-probability sampling methods was implemented, where the data collected will not be as accurate as probability sampling.

### **5.4 Recommendations for Future Research**

In future research, several recommendations can address the limitations identified in the study. Firstly, researchers should aim to expand the scope of the study by broadening a wider range of demographic attributes and geographical location of sample beyond young adults in Malaysia, thereby increasing the generalizability of findings to other countries and cultural contexts. For instance, future research can differentiate region into categories of area depending on its level of development, and rank them accordingly into urban, suburban, and rural areas, to capture diverse perspective. Additionally, future studies could delve into specific product categories. For instance, convenience, shopping, specialty, and unsought goods. With this, it

can obtain gain deeper insights into how different types of products influence post-purchase behaviour. Future studies should also explore more on the moderating effects of variables such as gender, family background, and lifestyle to create a clearer view of insights on the customer's post purchase behaviour. Lastly, utilizing online social forums for data collection can help overcome limitations associated with traditional sampling methods and improve sample representation, thus contributing to more robust and generalizable findings.

## **5.5 Conclusion**

In summary, this chapter provides a summary of the result obtained from the statistical analysis, measurement model, and inferential analysis conducted. The findings indicates that all hypothesized relationships were supported, where PA, PD, PC, CSP, and ER have positive relationships with CS. At the same time, CS has positive relationship with WPM, RI, and WMI. This chapter also identifies limitations and provides recommendations for future research. It serves as a foundational resource for understanding the e-commerce factors influencing the post-purchase behaviour of young adults in Malaysia. Overall, this research underscores the potential for future empirical studies to further advance this area of inquiry, generating growing interest.

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APPENDICES

Appendix A: Survey Questionnaire



**UNIVERSITI TUNKU ABDUL RAHMAN  
FACULTY OF ACCOUNTANCY AND MANAGEMENT  
BACHELOR OF INTERNATIONAL BUSINESS (HONS)  
FINAL YEAR PROJECT**

**TITLE OF RESEARCH:**

**A STUDY ON FACTORS INFLUENCING POST-PURCHASE  
BEHAVIOUR IN E-COMMERCE OF YOUNG ADULTS IN MALAYSIA.**

Dear respondents,

I am an undergraduate student who is currently pursuing a Bachelor of International Business (Hons) at University Tunku Abdul Rahman (UTAR). Currently, I am conducting this survey for my Final Year Project to gather information about the research on e-commerce factors influencing post-purchase behaviour of young adults in Malaysia.

This survey consists of **THREE (3)** sections. Please answer **ALL** questions in every section with the best of your knowledge. The completion of this survey will take approximately 5 to 10 minutes. Your answer will be kept **PRIVATE** and **CONFIDENTIAL**, it will be used solely for research purposes. Your participation will be highly appreciated. If you have any further inquiries regarding this research project, please do not hesitate to contact me through email at **chiewkong1234@1utar.my**.

Sincerely,  
Chan Chiew Kong  
UTAR Student

## Section A: Demographic Profile

In this section, please provide your personal details. Kindly note that your data will be kept confidential.

### 1. Gender

- Male
- Female

### 2. Age (Years)

- 16-17
- 18-19
- 20-21
- 22-23
- 24-25

### 3. Nationality

- Malaysian
- Non-Malaysian

### 4. Ethnicity

- Malay
- Chinese
- Indian
- Other \_\_\_\_\_

### 5. Education level

- High school
- Certificated/Foundation/A-level
- Bachelor's Degree/ Diploma
- Master/PhD
- Other \_\_\_\_\_

### 6. Occupation

- Student
- Employed
- Self-employed
- Professional

7. Personal Monthly Income

- Less than RM2000
- RM2000-RM3999
- RM4000-RM6000
- More than RM6000

8. How often do you visit e-commerce platform monthly?

- Less than 5 times
- 5-10
- 11-15
- 16-20
- More than 20

9. What e-commerce platform do you normally used?

- Shopee
- Lazada
- Amazon
- Taobao
- Other \_\_\_\_

Section B: E-commerce Factors Influencing Young Adults' Satisfaction

This section aims to explore the e-commerce factors that will influence customer satisfaction of young adults in Malaysia. These factors include **product availability**, **product delivery**, **product condition**, **customer support**, and **ease of return**.

Please rate the following statements on a scale of 1 to 5.

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

| Product Availability |   |    |   |   |   |    |
|----------------------|---|----|---|---|---|----|
| No                   | Statement   | SD | D | N | A | SA |
| 1                    | The e-commerce platform confirms the availability of the product. | 1  | 2 | 3 | 4 | 5  |
| 2                    | The waiting time for out of stock is short.                       | 1  | 2 | 3 | 4 | 5  |
| 3                    | The e-commerce platform allows me to track and trace my order     | 1  | 2 | 3 | 4 | 5  |
| 4                    | The e-commerce platform offers me an alternative product          | 1  | 2 | 3 | 4 | 5  |

| Product Delivery |   |    |   |   |   |    |
|------------------|---|----|---|---|---|----|
| No               | Statement   | SD | D | N | A | SA |
| 1                | I frequently receive my product in the estimated period.        | 1  | 2 | 3 | 4 | 5  |
| 2                | I expect to deliver the product supported on an allocated time. | 1  | 2 | 3 | 4 | 5  |
| 3                | I frequently receive free/discounted delivery                   | 1  | 2 | 3 | 4 | 5  |



|   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| 4 | I would be capable of recognizing my order position at whatever time. | 1 | 2 | 3 | 4 | 5 |
| 5 | Overall, I believe that the online store processes my order quickly.  | 1 | 2 | 3 | 4 | 5 |

| Product Condition |  |    |   |   |   |    |
|-------------------|--|----|---|---|---|----|
| No                | Statement  | SD | D | N | A | SA |
| 1                 | The e-commerce platform gives the product with the promised features.          | 1  | 2 | 3 | 4 | 5  |
| 2                 | The e-commerce platform gives product in condition as per expectation.         | 1  | 2 | 3 | 4 | 5  |
| 3                 | The e-commerce platform offers warranty/guarantee card along with the product. | 1  | 2 | 3 | 4 | 5  |
| 4                 | Packaging of the product is done properly by the e-commerce platform.          | 1  | 2 | 3 | 4 | 5  |
| 5                 | The e-commerce platform furnishes printed receipt of the purchase.             | 1  | 2 | 3 | 4 | 5  |

| Customer Support |  |    |   |   |   |    |
|------------------|--|----|---|---|---|----|
| No               | Statement  | SD | D | N | A | SA |
| 1                | The e-commerce platform allows me to interact with live customer representative. | 1  | 2 | 3 | 4 | 5  |
| 2                | I have anytime access to customer service of the e-commerce platform.            | 1  | 2 | 3 | 4 | 5  |
| 3                | The e-commerce platform has toll-free telephone customer service.                | 1  | 2 | 3 | 4 | 5  |
| 4                | Conflict resolution time is reasonable for the e-commerce platform.              | 1  | 2 | 3 | 4 | 5  |

|   |  |   |   |   |   |   |
|---|--|---|---|---|---|---|
| 5 | The e-commerce platform has easy conflict resolution process.          | 1 | 2 | 3 | 4 | 5 |
| 6 | Quality of interaction points (customer service person) is acceptable. | 1 | 2 | 3 | 4 | 5 |

| Ease of Return |  |    |   |   |   |    |
|----------------|--|----|---|---|---|----|
| No             | Statement  | SD | D | N | A | SA |
| 1              | The e-commerce platform gives free return.                             | 1  | 2 | 3 | 4 | 5  |
| 2              | It is easy to return to the e-commerce platform.                       | 1  | 2 | 3 | 4 | 5  |
| 3              | The e-commerce platform allows me to cancel order anytime.             | 1  | 2 | 3 | 4 | 5  |
| 4              | The e-commerce platform provides multiple refund options.              | 1  | 2 | 3 | 4 | 5  |
| 5              | The e-commerce platform offers order replacement within specific time. | 1  | 2 | 3 | 4 | 5  |
| 6              | I can track order replacement with the e-commerce platform.            | 1  | 2 | 3 | 4 | 5  |

| Customer Satisfaction |   |    |   |   |   |    |
|-----------------------|---|----|---|---|---|----|
| No                    | Statement   | SD | D | N | A | SA |
| 1                     | In general, I am very satisfied with the service of this e-commerce platform. | 1  | 2 | 3 | 4 | 5  |
| 2                     | The e-commerce platform always meets my needs.                                | 1  | 2 | 3 | 4 | 5  |
| 3                     | The e-commerce platform is very close to offering a perfect service.          | 1  | 2 | 3 | 4 | 5  |
| 4                     | The e-commerce platform differs from others by its superior service.          | 1  | 2 | 3 | 4 | 5  |

Section C: Effects of E-commerce Factors on Post-Purchase Behaviour of Young Adults in Malaysia

This section aims to explore the post-purchase behaviour of young adults in Malaysia. These post-purchase behaviours include **willingness to pay more**, **repurchase intention**, and **word of mouth intention**.

Please rate the following statements on a scale of 1 to 5.

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

| Willingness to Pay More |   |    |   |   |   |    |
|-------------------------|---|----|---|---|---|----|
| No                      | Statement   | SD | D | N | A | SA |
| 1                       | I intend to pay extra to ensure the product delivered on time.                          | 1  | 2 | 3 | 4 | 5  |
| 2                       | I intend to pay extra to ensure the goods transported to the right place.               | 1  | 2 | 3 | 4 | 5  |
| 3                       | I intend to pay extra to confirm the product is authentic.                              | 1  | 2 | 3 | 4 | 5  |
| 4                       | I intend to pay more to ensure the e-commerce platform provide a good warranty.         | 1  | 2 | 3 | 4 | 5  |
| 5                       | I intend to provide extra charge to confirm the product includes an insurance facility. | 1  | 2 | 3 | 4 | 5  |

| Repurchase Intention |  |    |   |   |   |    |
|----------------------|--|----|---|---|---|----|
| No                   | Statement  | SD | D | N | A | SA |
| 1                    | The e-commerce platform is my first choice when I need to make a purchase. | 1  | 2 | 3 | 4 | 5  |
| 2                    | I regularly repurchase from the e-commerce platform.                       | 1  | 2 | 3 | 4 | 5  |
| 3                    | I intend to browse the e-commerce platform first for my next purchase.     | 1  | 2 | 3 | 4 | 5  |
| 4                    | I expect to repurchase from the e-commerce platform in near future.        | 1  | 2 | 3 | 4 | 5  |

| Word of Mouth Intention |  |    |   |   |   |    |
|-------------------------|--|----|---|---|---|----|
| No                      | Statement  | SD | D | N | A | SA |
| 1                       | I would encourage friends and others to purchase goods from the e-commerce platform. | 1  | 2 | 3 | 4 | 5  |
| 2                       | I would recommend the e-commerce platform to anyone who seeks my advice.             | 1  | 2 | 3 | 4 | 5  |
| 3                       | I would share others positive things about the e-commerce platform.                  | 1  | 2 | 3 | 4 | 5  |
| 4                       | I would say positive things about the e-commerce platform to other people            | 1  | 2 | 3 | 4 | 5  |

**Appendix B: Cronbach's Alpha Coefficient (Pilot Test)**

**Product Availability**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .816             | 4          |

**Item-Total Statistics**

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Product Availability [The e-commerce platform confirms the availability of the product.] | 12.10                      | 4.990                          | .831                             | .672                             |
| Product Availability [The waiting time for out of stock is short.]                       | 12.63                      | 5.757                          | .501                             | .841                             |
| Product Availability [The e-commerce platform allows me to track and trace my order.]    | 11.77                      | 6.530                          | .610                             | .788                             |
| Product Availability [The e-commerce platform offers me an alternative product.]         | 11.90                      | 5.403                          | .659                             | .759                             |

**Scale Statistics**

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 16.13 | 9.499    | 3.082          | 4          |

**Product Delivery**

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .813             | 5          |

**Item-Total Statistics**

|   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Product Delivery [I frequently receive my product within the estimated period.]                 | 15.57                      | 11.220                         | .463                             | .817                             |
| Product Delivery [I expect the product delivery process to be supported for an allocated time.] | 15.43                      | 12.116                         | .558                             | .797                             |
| Product Delivery [I frequently receive free/discounted delivery.]                               | 15.90                      | 9.472                          | .622                             | .773                             |
| Product Delivery [I would be able to recognize my order position at whatever time.]             | 16.00                      | 9.241                          | .671                             | .756                             |
| Product Delivery [Overall, I believe that the online store processes my order quickly.]         | 15.77                      | 9.771                          | .757                             | .731                             |

**Scale Statistics**

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 19.67 | 15.471   | 3.933          | 5          |

## Product Condition

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .811             | 5          |

### Item-Total Statistics

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Product Condition [The e-commerce platform gives the product with the promised features.]          | 15.70                      | 8.286                          | .690                             | .756                             |
| Product Condition [The e-commerce platform gives the product in condition as per expectation.]     | 15.80                      | 7.683                          | .668                             | .754                             |
| Product Condition [The e-commerce platform offers warranty/guarantee card along with the product.] | 15.83                      | 7.523                          | .734                             | .735                             |
| Product Condition [Packaging of the product is done properly by the e-commerce platform.]          | 15.80                      | 8.717                          | .400                             | .833                             |
| Product Condition [The e-commerce platform furnishes printed receipt of the purchase.]             | 15.93                      | 7.237                          | .575                             | .789                             |

### Scale Statistics

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 19.77 | 11.771   | 3.431          | 5          |

## Customer Support

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .864             | 6          |

### Item-Total Statistics

|   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Customer Support [The e-commerce platform allows me to interact with live customer representative.] | 18.63                      | 15.482                         | .718                             | .837                             |
| Customer Support [I have anytime access to customer service of the e-commerce platform.]            | 18.90                      | 14.576                         | .583                             | .856                             |
| Customer Support [The e-commerce platform has toll-free telephone customer service.]                | 18.77                      | 15.151                         | .586                             | .854                             |
| Customer Support [Conflict resolution time is reasonable for the e-commerce platform.]              | 19.03                      | 13.689                         | .619                             | .853                             |
| Customer Support [The e-commerce platform has easy conflict resolution process.]                    | 18.87                      | 14.395                         | .711                             | .832                             |
| Customer Support [Quality of interaction points (customer service person) is acceptable.]           | 18.80                      | 13.959                         | .806                             | .816                             |

### Scale Statistics

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 22.60 | 20.386   | 4.515          | 6          |

## Ease of Return

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .853             | 6          |

| Item-Total Statistics   |                            |                                |                                  |                                  |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
|   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Ease of Return [The e-commerce platform gives free return.]                             | 18.97                      | 14.102                         | .652                             | .829                             |
| Ease of Return [It is easy to return the purchase to the e-commerce platform.]          | 19.10                      | 13.955                         | .482                             | .858                             |
| Ease of Return [The e-commerce platform allows me to cancel order anytime.]             | 19.33                      | 11.678                         | .624                             | .841                             |
| Ease of Return [The e-commerce platform provides multiple refund options.]              | 19.00                      | 12.069                         | .724                             | .811                             |
| Ease of Return [The e-commerce platform offers order replacement within specific time.] | 19.00                      | 13.862                         | .680                             | .824                             |
| Ease of Return [I can track order replacement with the e-commerce platform.]            | 18.93                      | 13.237                         | .795                             | .806                             |

### Scale Statistics

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 22.87 | 18.395   | 4.289          | 6          |

## Customer Satisfaction

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .839             | 4          |

| Item-Total Statistics   |                            |                                |                                  |                                  |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
|   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Customer Satisfaction [In general, I am very satisfied with the service of this e-commerce platform.] | 11.53                      | 5.844                          | .717                             | .786                             |
| Customer Satisfaction [The e-commerce platform always meets my needs.]                                | 11.57                      | 5.289                          | .709                             | .780                             |
| Customer Satisfaction [The e-commerce platform is very close to offering a perfect service.]          | 11.83                      | 5.316                          | .552                             | .860                             |
| Customer Satisfaction [The e-commerce platform differs from others by its superior service.]          | 11.77                      | 5.082                          | .754                             | .759                             |

### Scale Statistics

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 15.57 | 9.082    | 3.014          | 4          |

## Willingness to Pay More

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .850             | 5          |

### Item-Total Statistics

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Willingness to Pay More [I do not bother to pay extra to ensure the product delivered on time.]                          | 14.60                      | 13.628                         | .646                             | .822                             |
| Willingness to Pay More [I do not worry about paying extra to ensure the goods and transported to the right place.]      | 14.80                      | 12.372                         | .762                             | .790                             |
| Willingness to Pay More [I intend to pay extra to confirm the product is authentic.]                                     | 14.73                      | 14.133                         | .499                             | .863                             |
| Willingness to Pay More [I do not worry about paying more to ensure the e-commerce platform provide a good warranty.]    | 14.50                      | 14.121                         | .681                             | .816                             |
| Willingness to Pay More [I do not bother to provide extra charge to confirm the product includes an insurance facility.] | 14.57                      | 12.875                         | .736                             | .798                             |

### Scale Statistics

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 18.30 | 20.217   | 4.496          | 5          |

## Repurchase Intention

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .859             | 4          |

### Item-Total Statistics

|   | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Repurchase Intention [The e-commerce platform is my first choice when I need to make a purchase.] | 12.20                      | 4.510                          | .697                             | .826                             |
| Repurchase Intention [I regularly repurchase from the e-commerce platform.]                       | 12.17                      | 4.420                          | .800                             | .779                             |
| Repurchase Intention [I intend to browse the e-commerce platform first for my next purchase.]     | 11.97                      | 5.620                          | .509                             | .892                             |
| Repurchase Intention [I expect to repurchase from the e-commerce platform in near future.]        | 11.97                      | 4.516                          | .834                             | .767                             |

### Scale Statistics

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 16.10 | 8.093    | 2.845          | 4          |



## Word of Mouth Intention

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .892             | 4          |

### Item-Total Statistics

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Word of Mouth Intention [I would encourage friends and others to purchase goods from the e-commerce platform.] | 11.97                      | 4.930                          | .691                             | .887                             |
| Word of Mouth Intention [I would recommend the e-commerce platform to anyone who seeks my advice.]             | 11.90                      | 4.093                          | .834                             | .834                             |
| Word of Mouth Intention [I would share others positive things about the e-commerce platform.]                  | 12.07                      | 4.685                          | .754                             | .865                             |
| Word of Mouth Intention [I would say positive things about the e-commerce platform to other people.]           | 12.07                      | 4.616                          | .780                             | .855                             |

### Scale Statistics

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 16.00 | 7.862    | 2.804          | 4          |

**Appendix C: Cronbach's Alpha Coefficient (Actual Test)**

**Product Availability**

| Reliability Statistics   |                            |                          |                                  |                       |
|--|----------------------------|--------------------------|----------------------------------|-----------------------|
| Cronbach's Alpha   | N of Items                 |                          |                                  |                       |
| 0.741  | 4                          |                          |                                  |                       |
| Item-Total Statistics  |                            |                          |                                  |                       |
|  | Scale Mean if Item Deleted | Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
| Product Availability [The e-commerce platform confirms the availability of the product.] | 11.15                      | 4.219                    | 0.594                            | 0.649                 |
| Product Availability [The waiting time for out of stock is short.]                       | 11.47                      | 4.538                    | 0.454                            | 0.724                 |
| Product Availability [The e-commerce platform allows me to track and trace my order.]    | 11.28                      | 3.993                    | 0.58                             | 0.654                 |
| Product Availability [The e-commerce platform offers me an alternative product.]         | 11.35                      | 4.139                    | 0.512                            | 0.695                 |

**Product Delivery**

| Reliability Statistics  |                            |                          |                                  |                       |
|---|----------------------------|--------------------------|----------------------------------|-----------------------|
| Cronbach's Alpha  | N of Items                 |                          |                                  |                       |
| 0.797   | 5                          |                          |                                  |                       |
| Item-Total Statistics   |                            |                          |                                  |                       |
|   | Scale Mean if Item Deleted | Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
| Product Delivery [I frequently receive my product within the estimated period.]                 | 15.2                       | 7.634                    | 0.496                            | 0.784                 |
| Product Delivery [I expect the product delivery process to be supported for an allocated time.] | 15.21                      | 7.185                    | 0.639                            | 0.74                  |
| Product Delivery [I frequently receive free/discounted delivery.]                               | 15.2                       | 7.251                    | 0.565                            | 0.763                 |
| Product Delivery [I would be able to recognize my order position at whatever time.]             | 15.25                      | 7.157                    | 0.612                            | 0.748                 |
| Product Delivery [Overall, I believe that the online store processes my order quickly.]         | 15.29                      | 7.205                    | 0.582                            | 0.757                 |

**Product Condition**

| Reliability Statistics   |                            |                          |                                  |                       |
|--|----------------------------|--------------------------|----------------------------------|-----------------------|
| Cronbach's Alpha   | N of Items                 |                          |                                  |                       |
| 0.815  | 5                          |                          |                                  |                       |
| Item-Total Statistics  |                            |                          |                                  |                       |
|  | Scale Mean if Item Deleted | Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
| Product Condition [The e-commerce platform gives the product with the promised features.]          | 15.39                      | 7.506                    | 0.597                            | 0.781                 |
| Product Condition [The e-commerce platform gives the product in condition as per expectation.]     | 15.4                       | 7.173                    | 0.658                            | 0.763                 |
| Product Condition [The e-commerce platform offers warranty/guarantee card along with the product.] | 15.37                      | 6.849                    | 0.655                            | 0.763                 |
| Product Condition [Packaging of the product is done properly by the e-commerce platform.]          | 15.34                      | 7.544                    | 0.552                            | 0.794                 |
| Product Condition [The e-commerce platform furnishes printed receipt of the purchase.]             | 15.45                      | 7.279                    | 0.564                            | 0.792                 |

### Customer Support

| Reliability Statistics  |                            |                          |                                  |                       |
|---|----------------------------|--------------------------|----------------------------------|-----------------------|
| Cronbach's Alpha  | N of Items                 |                          |                                  |                       |
| 0.819   | 6                          |                          |                                  |                       |
| Item-Total Statistics   |                            |                          |                                  |                       |
|   | Scale Mean if Item Deleted | Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
| Customer Support [The e-commerce platform allows me to interact with live customer representative.] | 18.97                      | 10.004                   | 0.551                            | 0.798                 |
| Customer Support [I have anytime access to customer service of the e-commerce platform.]            | 19.08                      | 10.166                   | 0.567                            | 0.795                 |
| Customer Support [The e-commerce platform has toll-free telephone customer service.]                | 19.13                      | 9.914                    | 0.588                            | 0.79                  |
| Customer Support [Conflict resolution time is reasonable for the e-commerce platform.]              | 19.16                      | 9.553                    | 0.609                            | 0.785                 |
| Customer Support [The e-commerce platform has easy conflict resolution process.]                    | 19.15                      | 9.909                    | 0.577                            | 0.792                 |
| Customer Support [Quality of interaction points (customer service person) is acceptable.]           | 19.04                      | 9.894                    | 0.613                            | 0.785                 |

### Ease of Return

| Reliability Statistics  |                            |                          |                                  |                       |
|---|----------------------------|--------------------------|----------------------------------|-----------------------|
| Cronbach's Alpha  | N of Items                 |                          |                                  |                       |
| 0.819   | 6                          |                          |                                  |                       |
| Item-Total Statistics   |                            |                          |                                  |                       |
|   | Scale Mean if Item Deleted | Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
| Ease of Return [The e-commerce platform gives free return.]                             | 18.67                      | 10.737                   | 0.527                            | 0.803                 |
| Ease of Return [It is easy to return the purchase to the e-commerce platform.]          | 18.7                       | 10.576                   | 0.591                            | 0.789                 |
| Ease of Return [The e-commerce platform allows me to cancel order anytime.]             | 18.84                      | 10.622                   | 0.578                            | 0.792                 |
| Ease of Return [The e-commerce platform provides multiple refund options.]              | 18.8                       | 10.667                   | 0.601                            | 0.787                 |
| Ease of Return [The e-commerce platform offers order replacement within specific time.] | 18.9                       | 10.743                   | 0.584                            | 0.79                  |
| Ease of Return [I can track order replacement with the e-commerce platform.]            | 18.87                      | 10.607                   | 0.623                            | 0.782                 |

### Customer Satisfaction

| Reliability Statistics  |                            |                          |                                  |                       |
|---|----------------------------|--------------------------|----------------------------------|-----------------------|
| Cronbach's Alpha  | N of Items                 |                          |                                  |                       |
| 0.744   | 4                          |                          |                                  |                       |
| Item-Total Statistics   |                            |                          |                                  |                       |
|   | Scale Mean if Item Deleted | Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
| Customer Satisfaction [In general, I am very satisfied with the service of this e-commerce platform.] | 11.36                      | 4.024                    | 0.512                            | 0.7                   |
| Customer Satisfaction [The e-commerce platform always meets my needs.]                                | 11.35                      | 3.695                    | 0.596                            | 0.651                 |
| Customer Satisfaction [The e-commerce platform is very close to offering a perfect service.]          | 11.34                      | 3.762                    | 0.541                            | 0.684                 |
| Customer Satisfaction [The e-commerce platform differs from others by its superior service.]          | 11.41                      | 3.957                    | 0.503                            | 0.705                 |

### Willingness to Pay More

| Reliability Statistics  |                            |                          |                                  |                       |
|---|----------------------------|--------------------------|----------------------------------|-----------------------|
| Cronbach's Alpha  | N of Items                 |                          |                                  |                       |
| 0.785   | 5                          |                          |                                  |                       |
| Item-Total Statistics   |                            |                          |                                  |                       |
|   | Scale Mean if Item Deleted | Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
| Willingness to Pay More [I intend to pay extra to ensure the product delivered on time.]                          | 14.68                      | 7.653                    | 0.541                            | 0.752                 |
| Willingness to Pay More [I intend to pay extra to ensure the goods and transported to the right place.]           | 14.79                      | 7.482                    | 0.598                            | 0.733                 |
| Willingness to Pay More [I intend to pay extra to confirm the product is authentic.]                              | 14.77                      | 7.931                    | 0.497                            | 0.766                 |
| Willingness to Pay More [I intend to pay more to ensure the e-commerce platform provide a good warranty.]         | 14.69                      | 7.698                    | 0.604                            | 0.732                 |
| Willingness to Pay More [I intend to provide extra charge to confirm the product includes an insurance facility.] | 14.69                      | 7.51                     | 0.572                            | 0.742                 |

### Repurchase Intention

| Reliability Statistics  |                            |                          |                                  |                       |
|---|----------------------------|--------------------------|----------------------------------|-----------------------|
| Cronbach's Alpha  | N of Items                 |                          |                                  |                       |
| 0.79  | 4                          |                          |                                  |                       |
| Item-Total Statistics   |                            |                          |                                  |                       |
|   | Scale Mean if Item Deleted | Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
| Repurchase Intention [The e-commerce platform is my first choice when I need to make a        | 11.54                      | 4.359                    | 0.566                            | 0.757                 |
| Repurchase Intention [I regularly repurchase from the e-commerce platform.]                   | 11.56                      | 4.109                    | 0.673                            | 0.7                   |
| Repurchase Intention [I intend to browse the e-commerce platform first for my next purchase.] | 11.5                       | 4.519                    | 0.576                            | 0.75                  |
| Repurchase Intention [I expect to repurchase from the e-commerce platform in near future.]    | 11.6                       | 4.588                    | 0.585                            | 0.746                 |

### Word of Mouth Intention

| Reliability Statistics   |                            |                          |                                  |                       |
|--|----------------------------|--------------------------|----------------------------------|-----------------------|
| Cronbach's Alpha   | N of Items                 |                          |                                  |                       |
| 0.808  | 4                          |                          |                                  |                       |
| Item-Total Statistics  |                            |                          |                                  |                       |
|  | Scale Mean if Item Deleted | Variance if Item Deleted | Corrected Item-Total Correlation | Alpha if Item Deleted |
| Word of Mouth Intention [I would encourage friends and others to purchase goods from the e-commerce platform.] | 11.48                      | 4.489                    | 0.582                            | 0.78                  |
| Word of Mouth Intention [I would recommend the e-commerce platform to anyone who seeks my advice.]             | 11.56                      | 4.455                    | 0.611                            | 0.765                 |
| Word of Mouth Intention [I would share others positive things about the e-commerce platform.]                  | 11.46                      | 4.388                    | 0.652                            | 0.746                 |
| Word of Mouth Intention [I would say positive things about the e-commerce platform to other people.]           | 11.56                      | 4.238                    | 0.653                            | 0.745                 |

Appendix D: Pearson Correlation Coefficients

| Descriptive Statistics  |        |                |     |
|-------------------------|--------|----------------|-----|
|                         | Mean   | Std. Deviation | N   |
| Product_Availability    | 3.7709 | 0.65711        | 203 |
| Product_Delivery        | 3.8069 | 0.65834        | 203 |
| Product_Condition       | 3.8483 | 0.65901        | 203 |
| Customer_Support        | 3.8177 | 0.61843        | 203 |
| Ease_of_Return          | 3.7594 | 0.64145        | 203 |
| Customer_Satisfaction   | 3.7894 | 0.62857        | 203 |
| Willingness_to_Pay_More | 3.6818 | 0.67385        | 203 |
| Repurchase_Intention    | 3.8498 | 0.67548        | 203 |
| Word_of_Mouth_Intention | 3.8387 | 0.67726        | 203 |

| Correlations            |              |                  |           |           |                |                |                         |                      |                         |
|-------------------------|--------------|------------------|-----------|-----------|----------------|----------------|-------------------------|----------------------|-------------------------|
|                         | Availability | Product_Delivery | Condition | r_Support | Ease_of_Return | r_Satisfaction | Willingness_to_Pay_More | Repurchase_Intention | Word_of_Mouth_Intention |
| Product_Availability    | 1            | .692**           | .674**    | .615**    | .526**         | .562**         | .490**                  | .601**               | .588**                  |
|                         |              | 0.000            | 0.000     | 0.000     | 0.000          | 0.000          | 0.000                   | 0.000                | 0.000                   |
|                         | 203          | 203              | 203       | 203       | 203            | 203            | 203                     | 203                  | 203                     |
| Product_Delivery        | .692**       | 1                | .706**    | .719**    | .659**         | .647**         | .492**                  | .624**               | .612**                  |
|                         | 0.000        |                  | 0.000     | 0.000     | 0.000          | 0.000          | 0.000                   | 0.000                | 0.000                   |
|                         | 203          | 203              | 203       | 203       | 203            | 203            | 203                     | 203                  | 203                     |
| Product_Condition       | .674**       | .706**           | 1         | .753**    | .679**         | .690**         | .527**                  | .616**               | .616**                  |
|                         | 0.000        | 0.000            |           | 0.000     | 0.000          | 0.000          | 0.000                   | 0.000                | 0.000                   |
|                         | 203          | 203              | 203       | 203       | 203            | 203            | 203                     | 203                  | 203                     |
| Customer_Support        | .615**       | .719**           | .753**    | 1         | .735**         | .705**         | .587**                  | .664**               | .707**                  |
|                         | 0.000        | 0.000            | 0.000     |           | 0.000          | 0.000          | 0.000                   | 0.000                | 0.000                   |
|                         | 203          | 203              | 203       | 203       | 203            | 203            | 203                     | 203                  | 203                     |
| Ease_of_Return          | .526**       | .659**           | .679**    | .735**    | 1              | .761**         | .567**                  | .704**               | .681**                  |
|                         | 0.000        | 0.000            | 0.000     | 0.000     |                | 0.000          | 0.000                   | 0.000                | 0.000                   |
|                         | 203          | 203              | 203       | 203       | 203            | 203            | 203                     | 203                  | 203                     |
| Customer_Satisfaction   | .562**       | .647**           | .690**    | .705**    | .761**         | 1              | .557**                  | .743**               | .712**                  |
|                         | 0.000        | 0.000            | 0.000     | 0.000     | 0.000          |                | 0.000                   | 0.000                | 0.000                   |
|                         | 203          | 203              | 203       | 203       | 203            | 203            | 203                     | 203                  | 203                     |
| Willingness_to_Pay_More | .490**       | .492**           | .527**    | .587**    | .567**         | .557**         | 1                       | .620**               | .568**                  |
|                         | 0.000        | 0.000            | 0.000     | 0.000     | 0.000          | 0.000          |                         | 0.000                | 0.000                   |
|                         | 203          | 203              | 203       | 203       | 203            | 203            | 203                     | 203                  | 203                     |
| Repurchase_Intention    | .601**       | .624**           | .616**    | .664**    | .704**         | .743**         | .620**                  | 1                    | .723**                  |
|                         | 0.000        | 0.000            | 0.000     | 0.000     | 0.000          | 0.000          | 0.000                   |                      | 0.000                   |
|                         | 203          | 203              | 203       | 203       | 203            | 203            | 203                     | 203                  | 203                     |
| Word_of_Mouth_Intention | .588**       | .612**           | .616**    | .707**    | .681**         | .712**         | .568**                  | .723**               | 1                       |
|                         | 0.000        | 0.000            | 0.000     | 0.000     | 0.000          | 0.000          | 0.000                   | 0.000                |                         |
|                         | 203          | 203              | 203       | 203       | 203            | 203            | 203                     | 203                  | 203                     |

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