

FACTORS INFLUENCING ONLINE BUYING BEHAVIOUR OF GENERATION Y

Muna Wadhiha Mohd Fauzi
Muhamad Khalil bin Omar
Rozilah Abdul Aziz
Muhammad Amir Hariz bin Zainal Abidin

ABSTRACT

The e-commerce has shown an upward trend in Malaysia, providing online transaction platform for both domestic and global market which benefits business and consumer. Despite the fact that Generation Y has the largest buying power and always use the internet in their daily life, certain online retail has not been successful in taking advantage of e-commerce in building relationships with these consumers. According to Noble, Haytko, and Phillips (2009) Generation Y consumers have become an important marketing segment in the global marketplace over the past two decades. However, there is only a few studies that focus on Generation Y buying behavior that can be found. Thus, this study aims to investigate the relationship between subjective norms, online reviews and price towards Generation Y online buying behavior. Questionnaires were distributed to 120 respondents. All the questions were designed to be close-ended for easy analysis of the feedback and the "Likert-type scale" was used to ascertain the level of agreement or disagreement with regard to online shopping preference. The replies have been analyzed for frequency distribution and means average using IBM SPSS Version 23. The outcomes of the study indicated that all three independent variables which were subjective norms, online reviews and price show significant relationships with Generation Y online buying behavior. The results also indicated that online review was the strongest predictor that affects online buying behavior of Generation Y.

Keywords: Online buying behavior Gen Y, subjective norms, online reviews and price.

INTRODUCTION

Online shopping is a growing phenomenon globally and has become a popular trend globally (Kau, Tang, & Ghose, 2003). This observed growth has been made possible by the developments in the internet access. According to Mangold and Smith (2012), the sales of online retail has increased from US\$695 billion in year 2013 to US\$840 billion in 2014 and it was estimated to increase to US\$1506 billion in 2018. The continuous sales increment indicated that e-commerce has huge market potential. Meanwhile, the online shopping in Malaysia has also showed a similar trend. According to Bernama (2014), Malaysia's online shopping market has increased its size from RM1.8 billion in 2010 to RM5 billion, in 2014. Besides, Visa E-commerce Consumer Monitor (2010) stated that Malaysia is among the top three countries in Asia which spent about US\$ 2,006 in online shopping. These statistics show that online retail market size is growing, and the internet has become an important transaction platform for business. The population of the internet users in Malaysia has increased from 3,700,000 in 2010 to 17,723,000 in 2012 (Malaysian Communications and Multimedia Commission, 2017).

Thus, many companies have transformed or expanded their businesses from traditional physical stores to online stores to focus on transactions of commodities or services through electronic systems such as internet and other computer networks (Ordun, 2015). As a matter of fact, e-commerce in Malaysia is still evolving from the current prototype. Decoding and understanding the online consumer behavior is much more complicated than decoding traditional consumer behavior due to zero physical interaction during the transactions (Jiang, Chen, & Wang, 2008). Ramayah and Ignatius (2010) also state similar statement, it is crucial for ecommerce business to be effective in managing customer service relationship due to no human interaction during the transaction.

A study by Rakuten (2010) found that 71 percent of Malaysian online shoppers tend to regret their online purchases, 48 percent were dissatisfied due to mismatched expectations, 29 percent were disappointed with the poor product quality and 30 percent of Malaysians failed to complete their online purchases. Therefore, to change the Malaysian consumers' perception to e-store, online retailers need to maximize efforts in doing promotion and performing good customer services in order to raise their interest in online shopping.

Generational cohort marketing has become a useful tool in segmenting markets since cohort members share similar values, preferences, interest and behavior (Parment, 2011). Furthermore, according to Ordun (2015) generation y or millennial is one of the largest segments that have high purchasing power which has become a major force in the marketplace. Thus, generation y should be of interest to marketers, this cohort continues to grow as a powerful buying group and as consumers they "love to shop" (Taylor & Cosenza, 2002). Generation y also has been living their lives on the internet. They can be described as fast-learners of new technology, great risk-takers, and like to try new things. They also feel more comfortable to shop online (Liang, 2009). Given the influence of the internet on generation y it is valuable to study their buying behavior (Lester, Forman, & Lloyd, 2006).

However, the researcher only found a few comprehensive researches that study generation y online shopping behavior in Malaysia. Although many previous research papers have been published on generation y users and students, there is little research to identify on the factor affecting generation y towards online shopping (Bevan-Dye, Garnett, & Klerk, 2012). Besides that, a study by Jamil and Mat (2011), found that there are only few studies conducted on online shopping behavior of millennial in Malaysia. Online purchase intention of consumer in Malaysia is still not well researched upon, specifically among generation y which has high purchasing power and important market segment.

Previous research has examined generation y college students use of the internet for academic and educational purposes, but theoretical and empirical research about their online shopping behaviors is limited (Noble, et.al 2009). Therefore, additional research is necessary to study the factor that influences generation y online buying behavior. In addition, determining the specific factors that influence millennial and their purchasing attitudes and patterns has become an important focus of consumer research as their potential spending power, the ability to be trendsetters, adoption to new products and potential for becoming a lifetime customer (Martin & Bush, 2000).

In order to explore online buying behaviour of Gen Y, there are several questions might help in this research: 1) To study the relationship between subjective norms and Generation Y online buying behaviour 2) To study the relationship between online reviews and Generation Y online buying behaviour 3) To study the relationship between price and Generation Y online buying behaviour and 4) To investigate the most factors that influence Generation Y online buying behaviour

LITERATURE REVIEW

The Relationship between Subjective Norm and Online Buying Behavior

According Wedayanti and Giantari (2016), subjective norms refer to the opinion given by someone who has close relationship with the individual, such as friend, peer or family who advise the individual to perform or not perform certain behaviors and motivation accompanied by a willingness to do or not do something that was considered important. The underlying assumption is that individuals tend to consult their social network about new technologies and can be influenced by perceived social pressure of important others (Slade, Dwivedi, Piercy, & Williams, 2015).

According to Atilgan-Inan and Karaca (2011), subjective norm is a significant element to predict the online buying behavior among university students. Besides that, Vermeir and Verbeke (2006) also suggested that social norms are found directly to affect consumer purchasing intentions. Furthermore, a similar result was also found by (Zhang, Prybutok, & Strutton, 2007) which confirm that subjective norm is positively associated with consumers' purchasing intention during their online shopping. Based on previous qualitative studies conducted by Ho and Chen (2014) which the result show that subjective norms have a direct impact on online consumer behavioral intentions to do online shopping.

The Relationship between Online Reviews and Online Buying Behavior

Social media have a big impact on online business industries because social communications such as online reviews, social media posts and word-of-mouth have an important influence on millennial online buting decisions (Taylor & Cosenza, 2002). Next, a survey by Power Reviews reports that in May 2010, 64% of the online shoppers spend minimum 10 minutes reading reviews and 68% of the online shoppers read at least four product reviews before purchasing (Berger, Sorensen, & Rasmussen, 2010). Furthermore, negative review has been found to have a greater relationship on consumer attitudes towards product and their purchase intention (Sung, Soon, & Lee, 2015).

According to Schlosser (2011), it was found that there is a relationship between product reviews and rating with consumer purchase intention. As per Mangold and Smith (2012), product online review impacts the millennial decision-making process directly in online shopping. Chatterjee (2001) found that previous online consumer reviews, were significantly give an impact to consumer purchasing intentions. Instead, Amblee and Bui (2012) argue that online review has no relationship and is not a dependable in the online shopping environment. Moreover, a survey that was conducted by Bright Local shows that 88% of the users have read online reviews to determine the quality of the company (compared to 85% in 2013), and 39% do so on a regular basis (compared to 32% in 2013) (Anderson, 2014).

The Relationship between Price and Online Buying Behavior

Chatterjee (2001) found that product prices were significantly related to consumers purchasing intentions. Next, low price has operated as major determinant of buyer choice (Kotler, Keller, Koshy, & Jha, 2013). Furthermore, according to Jadhav and Khanna (2016) main influencing factors for online shopping were availability, low price, promotions, comparison, convenience, and customer service, perceived ease of use, attitude, time consciousness, trust and variety seeking. New online retailers will use the price as the focal competitive weapon to attract the online shopper or prospective customer to purchase their products or services (Keegan & Green, 2013). According to Lo, Hsieh, and Chiu, (2014), there is a relationship between price and purchase intention. Furthermore Lo, et.al (2014) also emphasize that price as an important phenomenon of online shopping also has been analyzed by whose findings show that consumers perceive online retailers overhead costs as lower than store-based retailers overhead costs.

METHODOLOGY

The type of investigation is based on quantitative study. A total of 120 set of questionnaires will be distributed to the respondents. The location of this research is in Selangor. The time frame of this research is from early May to the end of June. This research will be using the non- probability sampling which is the elements in the population will have any probabilities attached to their being chosen as sample subject. The type of sampling used is quota sampling as the subjects are conveniently chosen from targeted group. The targeted respondents will be the employees that were born from the year 1980 and 2000. Researcher focused on the primary and secondary data in order to gather information in completing the research. Primary data is obtained from questionnaire surveys that are distributed to respondents. Meanwhile, secondary data collected via online sources, websites, journals and articles. All primary data are processed and analyzed using Statistical Package for Social Science Version 23 (SPSS).

Questionnaires for this research was divided into five sections in order to study the characteristics of the significant factors in recognizing the connection between the relationships between subjective norms, online reviews, price and factors influencing millennial towards purchasing online product. The measurements were adopted from prominent researchers and the responses were standardised according to Likert scale rating from 1 to 5 which valued 1 as equal to strongly disagree, 2 as equal to disagree, 3 as equal to neutral, 4 as equal to agree and 5 as equal to strongly agree. The measurement for online buying behaviour was adopted from Angela, Chai, Chiang, and Tee (2014), subjective norm from Javadi, Dolatabadi, Nourbakhsh, Poursaedi, and Asadollahi (2012), online review from Lee (2016) and price from Fatin. (2015).

RESULTS AND DISCUSSION

The total numbers of respondents are 105. Based on the findings in Table 1, it shows that 62.9 percent of respondents are female while remaining 37.1 percent are male. 30.5 percent of respondents who participated in this research are between the 18 to 25 years that makes up the majority. 34.3 percent of respondents are qualified up to bachelor's degree. The larger proportions of the respondents are Malay with a percentage of 35.2 percent. The rest are Chinese, Indians and others which are 30.5 percent, 21.9 and 12.4 percent respectively

As shown in Table 2, the reliability test result has revealed that all the 6 constructs are above satisfactory as their values are above 0.6. Reliability test such as internal consistency has been done in this study. This test is to determine the reliability of each variable. Table show the interpretation of reliability based on Cronbach's alpha for 105 respondents. Based on Cronbach's alpha result for purchase intention the value is .893 which is good with 9 questions. Next, the value for subjective norm is .829 showing good result with 6 questions. Followed by online review with .836 Cronbach's alpha and also show a good result with 6 questions. Lastly is price which it's Cronbach's alpha value is .881 with a good result and 6 questions.

Table 1: Demographic Profile

Variable	Frequency	Percentage%
Gender		
Male	39	37.1
Female	66	62.9
Age		
18-25	32	30.5
26-30	31	29.5
31-35	29	27.6
16-38	13	12.4
Academic Qualification		
SPM	13	12.4
STPM	24	22.9
Diploma	32	30.5
Bachelor's degree	36	34.3
Race		
Malay	37	35.2
Chinese	32	30.5
Indian	23	21.9
Others	13	12.4

Table 2: Interpretation of reliability based on Cronbach's alpha for 105 respondents

Variable	Cronbach's Alpha	No. of item	Result
Purchase Intention	.893	9	Good
Subjective Norm	.829	6	Good
Online Review	.836	6	Good
Price	.881	8	Good

Table 3: Total of Mean Scores and Standard Deviation

Variable	Mean	Standard Deviation
Purchase Intention	3.2037	.86013
Subjective Norm	2.9587	.76961
Online Review	3.5492	.74569
Price	3.6583	.74159

Sources: Primary data from IBM SPSS statistics V23

Table 3 shows the total mean score and standard deviation for each of the variable. The highest total mean score compare to other variable is price (M = 3.6583, SD = .74159) followed by online review variable (M = 3.5492, SD = .74569). Furthermore, purchase intention variable (M = 3.2037, SD = .86013) is the third highest mean score and last but not least is subjective norm variable (M = 2.9587, SD = .76961) with the lowest mean score among the others.

Table 4: Correlation

		Purchase Intention	Subjective Norm	Online Review	Price
Purchase Intention	Pearson Correlation	1	.659**	.800**	.741**
	Sig. (1-tailed)		.000	.000	.000
	N	105	105	105	105
Subjective Norm	Pearson Correlation	.659**	1	.581**	.568**
	Sig. (1-tailed)	.000		.000	.000
	N	105	105	105	105
Online Review	Pearson Correlation	.800**	.581**	1	.842**
	Sig. (1-tailed)	.000	.000		.000
	N	105	105	105	105
Price	Pearson Correlation	.741**	.568**	.842**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	105	105	105	105

Note: **. Correlation is significant at the 0.01 level (1-tailed).

Table 4 shows the entire summary of findings. The result found the correlation between independent variables that is subjective norm, online review and price is significant at the 0.01 level (1-tailed) towards the dependent variable (online purchase intention). The result indicated that there is a positive association between all the independent variables and dependent variable.

Table 5: Summary result Pearson correlation coefficient

Variable	Correlation	Interpretation
Subjective Norm	.659**	Moderate correlation
Online Review	.800**	High correlation
Price	.741**	High correlation

The subjective norms variable have a positive moderate correlation with online purchase intention ($r=0.659$), and the relationship is significant as ($p= 0.000, p<0.05$). Therefore, H1 is accepted, there is a relationship between subjective norms and Generation Y online buying behavior. Next, the findings show that online review have a positive high correlation with the online purchase intention, which is ($r= 0.800$), and the relationship is significant as ($p= 0.000, p< 0.05$). Thus, the result show H2 is accepted, there is a relationship between online reviews and Generation Y online buying behavior. Lastly, it is followed by positive high correlation between prices price and online purchase intention which is ($r= 0.741$), and the relationship is significant as ($p= 0.000, p< 0.05$). Therefore, H3 is accepted, there is a relationship between prices and Generation Y online buying behavior.

Table 6: Model Summary Multiple Regression Analysis

R	R Square	Adjusted R Square	Std. Error of the Estimate
.839a	.704	.696	.47461

In this section display the value of $R=0.839$ and the coefficient of determination (R^2) of 0.696 . This suggest the notion that online buying behavior of Generation Y (dependent variable) is influenced 69.6% by independent variables (subjective norm, online review and price), while the rest ($100\%-69.6\% = 30.4\%$). Thus 30.4% of the variance dependent variable is not explained in this study. This indicates that there are other independent variable is not included in this study.

Table 7: ANOVA Multiple Regression Analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	54.190	3	18.063	80.189	.000 ^b
Residual	22.751	101	.225		
Total	76.941	104			

As shown in ANNOVA Table 7, which indicates the F value of 80.189 is significant because F value is more than 1, meanwhile p value has significant value because of the result ($p=0.000, p<0.05$). Therefore, the overall regression model of the four predictor variations which are subjective norm, online review and price has worked well in explaining the variation in the online buying behavior of Generation Y.

Table 8: Coefficients Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-.452	.245		-1.849	.067
Subjective Norm	.306	.076	.274	4.048	.000
Online Review	.587	.119	.509	4.939	.000
Price	.183	.118	.157	1.546	.125

Note. Dependent variable: Online buying behaviour

Based on the table, it shows that online review is the most influenced variable towards millennial online purchase intention as ($b=0.509$) which is 51% . It is significant because ($p=0.000, p<0.05$). Next is followed by subjective norm where ($b=0.274$) which is 27.4% . It is also significant because ($p=0.000, p<0.05$). Last but not least is price as the least influenced variable towards millennial online purchase intention as ($b=0.157$) which is only 15.7% . This variable is not significant because ($p=0.125, p<0.05$). As a conclusion, online review is the most influenced variable towards millennial online purchase intention and the relationship is also significant. While the least influenced variable towards millennial online purchase intention is price variable, however this variable have significant relationship with millennial online purchase intention

CONCLUSION AND RECOMMENDATIONS

In conclusion, this research has successfully achieved the research objectives accordingly, which is to examine the relationship between subjective norm, online review and price towards Generation Y online buying behavior. All independent variables have a significant relationship with the dependent variable. Moreover, the entire tested hypothesis show positive relationship between both variable. This finding is consistent with the findings from the previous studies. According to Verbeke and Vackier (2015), subjective norms are found directly to affect people's purchasing intentions. The study on online users in France previously has shown that online reviews influenced the consumers purchasing decisions positively (Mangold & Smith, 2012). Meanwhile, Chatterjee (2001) found that product prices were significantly related to consumers purchasing intentions. In addition researcher also found that among the three tested independent variable, online review is the most factor that influence gen y online buying behaviour . The researcher found that online review is the most powerful predicting factor that has influence Generation Y online buying behavior. This result was also consistent with the viewpoint of Leeraphong & Mardjo (2013), who pointed out that there is a relationship between online consumer review has been examined to influences customers behaviour. Moreover, Generation Y commonly believes in the opinions of experts and media. Therefore, collective voice is necessary to encourage consumers to purchase via the internet. For instance, e-Commerce providers should present a balanced perspective in their websites by including opinions from buyers who have purchased the items previously, as well as opinions from experts on specific areas and so on. Consumers are seeking good testimonials, feedbacks and reviews all the time before they commit in the purchasing activity.

E-commerce providers can also co-operate with Facebook, blogger writers and experts. In addition, e-commerce providers can propose experts to link the website address to their blogs or post link at certain professional nature websites. Perhaps, e-commerce providers can also hire them to spread the word of mouth which serves as a popular marketing tool. For the future research, it is highly recommend if others variable is included to expand the knowledge on factor that influence millennial to shop online. In addition, researcher wants to recommend a larger sample size to be carried out for future study so that the result is more reliable. In order to obtain accurate evaluation of factor that contribute to Generation Y purchase intention a longitudinal study and focus group interviews are recommended for future research. These improvement strategies can help the researchers to get detailed information and a deeper understanding of each person perception. Moreover, the research should be carried out on people in the older age groups. This would be helpful in understanding the factor that can influence older people to shopping online.

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Muna Wadhiha Mohd Fauzi
Faculty of Business and Management
Universiti Teknologi MARA, Puncak Alam Campus, 42300 Selangor.
Email: mwadhiha@gmail.com

Muhamad Khalil bin Omar
Faculty of Business and Management
Universiti Teknologi MARA, Puncak Alam Campus, 42300 Selangor.
Email: khalil.omar@salam.uitm.edu.my

Rozilah Abdul Aziz
Faculty of Business and Management
Universiti Teknologi MARA, Puncak Alam Campus, 42300 Selangor.
Email: rozilah@puncakalam.uitm.edu.my

Muhammad Amir Hariz bin Zainal Abidin
Faculty of Business and Management
Universiti Teknologi MARA, Puncak Alam Campus, 42300 Selangor.
Email: amirhariz94@gmail.com

