

The Relationship between E-commerce Factors and Consumer Purchase Intention among Generation Z

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Abstract: E-commerce becomes a popular platform in selling and buying since COVID-19 epidemic hit in worldwide. With exception, Malaysians were unable to carry out their routine activities, including selling and buying activity which consequently trigger a trend of buying and selling activity using E-commerce platform. Therefore, this research aims are to determine the dominant factor of E-commerce, determine the level of consumer purchase intention, and explore the relationship between E-commerce factors and consumer purchase intention. This study is quantitative in which the questionnaire has been used as the main instrument for data collection. The respondent in this study was a student of Generation Z from Universiti Tun Hussein Onn Malaysia (UTHM) in Parit Raja. The results of this study were analysed using descriptive analysis and correlation analysis. The study results show that all objectives and hypotheses have been achieved and accepted. Respondent agreed that price is the dominant factor in consumer purchase intention, while the level of consumer purchase intention is high on E-commerce platform. E-commerce characteristics influence customer purchase intent, according to the study. The respondent does not anticipate a low price, but it should be reasonable and satisfactory to the buyer. Suggestion for the future is the scope of the studies and data collection through the qualitative method, which can get more descriptive results and findings. In conclusion, the research is essential since it helps Malaysia discover what causes consumers to buy via E-commerce, one of the fastest-growing company sectors.

Keywords: Purchase intention, Price, User-friendly interface, Online review, Responsiveness

1. Introduction

Malaysia reported the first case of COVID-19 on January 24, 2020. Malaysia enforces the Movement Control Order to stop the spread and get a better handle on the clusters (Aziz, Othman, Lugova & Suleiman, 2020). Malaysia needs to enforce this regulation due to the government cannot handle the spread of the virus, and when a Movement Control Order is implemented, it changes the way people live and what they buy, which hurts the Malaysian economy (Verma & Naveen, 2021). Generation Z is the largest age group in Malaysia right now. They comprise 29% of the total population and have a monthly disposable income of US\$327 million. Generation Z in Malaysia is very tech-savvy. They spend an average of 8 hours daily on the internet and are very dependent on their smartphones and social media (Tjiptono, Khan, Yeong & Kunchambo, 2020). Gen Zers are generally well-educated, technologically adept, and community minded. One of the contributors to E-commerce growth is university students, who are those in Generation Z. During the lockdown, they have enough money to spend on themselves. For example, they spend more on gadgets, clothes, and accessories. One of the reasons is that they have enough money to be saved due to no food expenses and no transportation expenses because most of their classes are done online. Thus, Generation Z is much more tech-savvy and is constantly changing how things work, which leads to discoveries all the time (Khing, Shan & Arsad, 2019), meaning that Generation Z is more exposed to technology and is more open to learning new ideas about technology, making it a factor that encourages them to use E-commerce platforms.

Consumer purchase intention changed from physical stores to online shopping. People in Malaysia have widely used this E-commerce platform. According to the Department of Statistics Malaysia, the income from E-commerce transactions in 2020 was RM896.4 billion, which is 32.7 percent more than in 2019, which is RM675.4 billion. It indicates that consumers are inclined to purchase through online transactions. Pandemics, such as COVID-19, alter a consumer's lifestyle and purchasing habits, negatively impacting the global economy (Verma & Naveen, 2021). The use of internet platforms as a shopping technique has risen quickly, particularly under the Movement Control Order (Fadhillah, Pauzi, Zaini & Azni, 2021). Due to the government policy enforces the movement control order, causing people to change their style of purchasing their needs (Aziz *et al.*, 2020). Luckily although due to the issue, Malaysia's economy can still survive in Gross Domestic Product (GDP) because most Malaysians are purchasing through E-commerce. E-commerce factors that have been found for this study are price (Pribanus & Muhammad, 2019), user-friendly interface (Ali, 2019), online review (Liu, Fei, Yan, Wu & Tsai, 2020), and responsiveness from the seller (Koponen & Rytsy, 2020). For the previous study, there was a lack of reflection on four of these factors simultaneously since most previous studies only studied one factor of purchasing intention. By factorizing the factor, one can see the effect of those factors on E-commerce and consumer purchasing intention (Auf, Meddour, Saoula, & Majid, 2018; Nyländen, 2020; Silky, Kushwah & Singh, 2019; Zhang, Leng & Wang, 2020), thus there is a need for studies on this topic due to consumer purchase intentions changing rapidly after COVID-19.

The first issue that affects consumers' purchase intention is that price. It is a sum of money or value that consumers exchange to get profits from ownership or charge for a product or service (Pribanus & Muhammad, 2019). The sellers need to decide the price and accurately put the price to increase sales and profit while being competitive in E-commerce. Unfortunately, there will be many problems, and a study on markets needs to be done for the seller to make the best decision. pricing may neglect the impact on consumers' psychological feelings about the price, which may influence whether to buy the product or switch to competitor products (Hanzaee & Yazd, 2010). The second issue that affects consumers' purchase intention is the user-friendly interface that has been a factor of E-commerce. Past studies show that the characteristic user interfaces of web design, content, reliability, and privacy have a significant effect (Ali, 2019). Interface design should be simple to use and easy to navigate so that people can do what they need. But what people think about the user-friendly interface is more important than what it does or how it looks (Fu, Jiang, Zhang & Zhang, 2019), which confuses the developer in handling what needs to be prioritized. The third issue that affects consumers' purchase intention is

online reviews. Online customer reviews at a higher rate can considerably improve sales performance (Liu *et al.*, 2020). It is supported by Blal & Sturman (2014) and Li & Hitt (2008) agreed that if the seller shows advantages in online reviews will improve their network embeddedness and win more customer trust. But there are several problems with online reviews.

Studies show that positive online review was not significantly correlated with purchase behavior (Zhang *et al.*, 2020). It can be explained that the intention has been determined as a salient predictor of actual behavior to shop online. So, the problem is cause when some of the customers do not see the online review but still intend to buy (Zhang *et al.*, 2020). The seller's responsiveness is the last issue that affects consumers' purchase intention. It proves that the responsiveness and attraction of the consumer will have a strong relationship (Koponen & Rytsy, 2020). E-commerce platforms should help people build online communities faster by giving them the technical help they need. In other words, if the consumer contacts the seller through the chat box, the seller needs to respond to the consumer's curiosity (Liu *et al.*, 2020). However, suppose the seller is not able to entertain the customer. In that case, it may cause them to have less interest in purchasing the item. But in some situations, although the customer's response does not reach what the customer expects, they are still buying from the store. Because some customers think that taking considered about the quality of the product (Liu *et al.*, 2020), the above problems have been mentioned. Finally, show that there is a need for this study to investigate the E-commerce factor on consumer purchase intention.

Therefore, to achieve the research objectives the dominant factor of E-commerce and level of consumer purchase intention among Generation Z are determined. Consequently, the relationship between E-commerce factors and consumer purchase intention has been done. This research focuses on Generation Z in university students whose scope is limited to the student at Universiti Tun Hussein Onn Malaysia (UTHM) undergraduate degree in Parit Raja. As they part of Generation Z that born between 1997 and 2012 (Rajaendram, 2022). This research conduct can enhance the knowledge of the researcher about the topic. Thus, the study will also benefit future researchers as the study gives some information about E-commerce factors and consumer purchase intention. The uncertainty of threats and opportunities in the market causes spending time reading about E-commerce factors to be worth the time. Next, for business purposes, this study can provide knowledge on which part of E-commerce factors needs to be focused more on to understand consumer purchase intention. Other than that, Generation Z also will gain from this research. For them, E-commerce lets them buy a product or service from any seller, no matter where they are. Therefore, understanding this research paper will alert them that purchasing an item online will directly contribute to our gross domestic product (GDP). Also, with this research, they can try to use the factor of E-commerce to purchase products wisely in the E-commerce platform.

2. Literature Review

This study reviews literature related to E-commerce factors and consumer purchase intention, Past studies between E-commerce factors and consumer purchase intention, research hypothesis, and conceptual framework.

2.1 Consumer Purchase Intention

Purchase intention represents the willingness and intention of consumers toward a product to be purchased at a specific time or in a particular situation. An individual's purchase intention is the desire to buy a good (Cheong, Muthaly, Kuppusamy & Han, 2020), or based on Artana, Fattah, Putra, Sariyani, Nadir, Asnawati & Rismawati (2022) purchase intention is the consumer's attitude toward a given purchase action and willingness to pay for it. Modern marketing is more than simply producing a product and setting a decent price. It's also about attracting the buyer's attention (Zhou, 2007). Attracting the buyer in different ways can encourage the desire of the consumer to purchase the good. Consumers

are likely to spend on products or services if they need to, but due to the attraction by seller it can be a reason consumers purchase things they do not need.

2.2 E-commerce Factors

From other Malaysian studies, E-commerce is the sale or purchase of goods or services over computer networks using methods designed to receive or place orders. Payment and final delivery of goods or services bought through E-commerce can be made through a computer network or the internet. They can be done the same way they have always been done. This set of ideas, definitions, and categories has been changed to fit the needs of Malaysia's E-commerce industry (Mat & Ya'akub, 2019). E-commerce is inherently unsafe, so you cannot count on it. A virtual environment entails risks and opportunities for fraud. Also, customers are often hesitant to buy or sell things online because they do not trust the site (Muhammad, Muhammad, Suhaimi, Hussin, Jalaldeen & Abdullah, 2013). However, the success of E-commerce has been linked to people being able to trust each other online. Please make it so that any online business that does not build trust with its customers is doomed to fail (Muhammad *et al.*, 2013). Also, in Malaysia, the standard issue focused on in this research is price, user-friendly interface, online review, and responsiveness.

(a) Price

Previous research has shown that pricing impacts customer purchasing intention (Pribanus & Muhammad, 2019). The term "price" refers to an element of trade or a transaction that occurs between two parties who are often represented by the term's "buyer" and "seller". It indicates what the buyer must give up to the seller to get the provided object. Consumer purchase intention is influenced by several elements, including individual decision-making and other people's experiences with a product or service, as well as the price of the product or service and the brand's eagerness to become a preferred option (Maia, Lunardi, Dolci & D'Avila, 2019).

(b) User-friendly interface

A user-friendly software interface is easy to understand and lets the user move quickly through the program. Users paid more attention to design elements, like rich activity elements or push information, that could make them want to buy something. At the same time, users liked the user-friendly interface with more buttons for functions because it made them feel very comfortable. Also, users liked colorful user interfaces better (Kim, 2019). However, the parts of user-friendly interface design that users cared most about did not catch the eye of designers.

(c) Online review

An online review is a website function where reviews of people, businesses, products, or services can be posted. These sites might be used to get reviews from people who use the site, or they might hire professional writers to write reviews on topics that are important to the site. A past study by Liu *et al.* (2020) said that customer responses to online reviews help boost sales.

(d) Responsiveness

Consumers chat with the seller because the consumer who buys things online is not sure about the product's value because they cannot touch and feel it. When people get a product that does not meet their expectations, they may be disappointed and want to send it back if they can (Liu *et al.*, 2020). In the E-commerce channel, the way customers act can significantly affect the response to the question asked by the consumers (Xu & Duan, 2020). Due to this, the consumer will take their time to carefully ask the seller the details that have not been told in the description, relating different consumer groups to varying degrees of online marketing responsiveness (Scheuffelen, Kemper & Brettel, 2019).

2.3 Past Studies between E-commerce Factors and Consumer Purchase Intention

The relationship between E-commerce factors and consumer purchase intention is to find the relationship between each factor and consumer purchase intention. Also, to find the relationship between each factor to do the hypothesis, the relationship between E-commerce factors and consumer purchase intention may be significant.

(a) Price and consumer purchase intention

Auf *et al.* (2018) found that customers encourage sellers to have a fair price for any product. Which prices advantages made people remember the cost less and made them more likely to buy. The same finding with Maia *et al.* (2019) that found price advantages will gain customers' trust. Research from Cheah, Waller, Thaichon, Ting & Lim (2020) has almost same view that price perception is likely to have a halo effect on a consumer's decision to buy. This means that when a customer wants to purchase, they are most likely to see the analyze the price before deciding to buy. But different opinion from Saleki, Quoquab & Mohammad (2019) is that price-conscious buyers seek low prices before they believe. Lastly, Büyükdag, Soysal & Kitapci (2020) see that price promotion makes things more appealing to customers and allows them to feel that they benefit more. Based on the above reviewed, this study hypothesized that:

H₁: There is a positive relationship between price and consumer purchase intention.

(b) User-friendly interface and consumer purchase intention

Cheng, Wu & Leiner (2019) claimed that color is considered an important aspect of interface design due to different places having different preferences in looking at color on E-commerce platforms. But different from Patel, Das, Chatterjee & Shukla (2020), the attractiveness of the design in shopping applications indirectly influences purchase intention. A different view from Athapaththu & Kulathunga. (2018) that perceived ease of use and website content cause purchase intention, which same with Lindh, Rovira Nordman, Melén Hånell, Safari & Hadjikhani (2020), customers' Internet abilities and perceived ease of use of websites favor purchase intention; other researchers like Chung & Al-Khaled (2021) respondent buys things online based on how happy they are, how good the service is and how involved they are with the brand or product. Based on the above reviewed, this study hypothesized that:

H₂: There is a positive significance between a user-friendly interface and consumer purchase intention.

(c) Online review and consumer purchase intention

Zhang *et al.* (2020) found that reviews significantly affected people's plans to buy, and goods with a high ratio of positive online reviews were much more likely to be bought than those with a high ratio of negative online reviews, which same with Cheong *et al.* (2020) when the response rate is strong, the number of online reviews will automatically grow. Also believe the same Tran (2020) that online reviews create direct value for customers since customers depend on textual comments and contextual image components. The reason may be because Ruiz-Mafe, Chatzipanagiotou & Curras-Perez (2018) see that methodical and emotional processing of internet reviews might have different effects on customer purchase intent and because of that perceived information quality of favorable internet evaluations has been demonstrated to have a greater influence on trust, contentment, and purchase intention (Zhu, Li, Wang, He & Tian, 2020). Based on the above reviewed, this study hypothesized that:

H₃: There are positive differences between online reviews and consumer purchase intention.

(d) Responsiveness and consumer purchase intention

Li *et al.* (2018) found that seller friendliness and response quality influence buy intent. Because the customer believes an e-retailer is committed to encouraging two-way communication between the consumer and the seller and has a substantial impact on trust, satisfaction, repurchase, and purchase intention (Järvinen, 2018). In different view that Koponen & Rytty. (2020) see buyers' interactive, emotional, and relationship maintenance reactions integrated social presence in online platform. Lv, Jin & Huang (2018) found that live chat use is favorably related to consumer purchase choices, and seller conduct while utilizing live chat may influence consumer purchase decisions. Which same with, McLean, Osei-Frimpong, Wilson & Pitardi (2020) the perceived utility of interacting with real live chat assistance increases client attitudes and confidence in the website, as well as raising buy intention. Based on the above reviewed, this study hypothesized that:

H₄: There are positive significant responsiveness and consumer purchase intention.

2.4 Conceptual Framework

Based on Figure 1, the conceptual framework can be shown in the following figure, which shows the independent variable with the dependent variable. This study shows the relationship between the independent variable, E-commerce factors, and the dependent variable, consumer purchase intention.

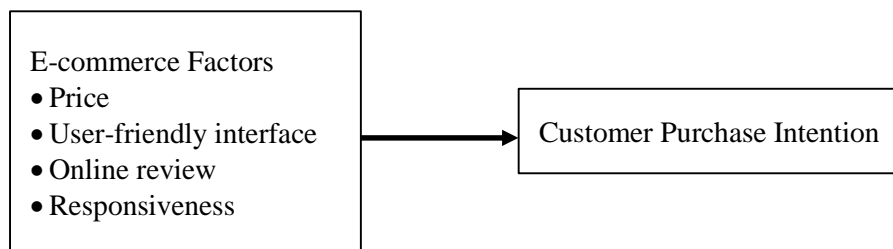


Figure 1: Conceptual between E-commerce factors and consumer purchase intention

3. Research Methodology

This chapter includes the research design, sample and population, research instrument, data collection, and data analysis.

3.1 Research Design

According to Thyer (1993, p. 94), "A traditional research design is a blueprint or detailed plan for how a research study is to be completed-operationalizing variables so they can be measured, selecting a sample of interest to study, collecting data to be used as a basis for testing hypotheses and analyzing the results." Research design is used to identify and develop the research procedures and to ensure the quality of the results is reliable, valid, and accurate (Kumar, 2011). Statistical methods are used to look at the relationships between dependent and independent variables of the research and express the patterns with numbers. It also helps the researcher to decide on accepting or rejecting the hypotheses of the study, which determine the relationship between both variables (Rudestam & Newton, 2015).

Quantitative methods, like questionnaires, are used. These methods look at the relationship between the two variables. The goal of quantitative research is to find and change the independent variable to see how it affects the dependent variable (Rudestam & Newton, 2015). The quantitative method was suitable for this study and was used to collect data. Questionnaires were chosen as a way for the researcher to gather information. The people who answered the survey were answered conveniently from a sample of Generation Z students at the University Tun Hussein Onn Malaysia (UTHM). Then,

the results were looked at using SPSS software. This included a reliability analysis, a descriptive analysis, a normality test, and a correlation test, all of which helped answer the research questions.

3.2 Sample and Population

The population is the group of people for whom the results have been analyzed and whose needs will determine how much data and information needs to be gathered (Konting, 1990). A population is a group of people who have at least one thing in common that makes them different from other people (Best & Kahn, 2006). The population is a term for all the people in a group to whom the research applies. The target population comprises undergraduate students from the University Tun Hussein Onn Malaysia (UTHM). According to the official university website statistics, there are 11243 UTHM students. Sampling is figuring out how many people have been used as respondents or how large a sample of the target population should be. Convenience sampling is a type of nonprobability sampling in which people are chosen because they are convenient sources of information for researchers. In non-probability sampling, each person in the population has a chance of being picked at random that is greater than zero. In convenience sampling, the respondent can be asked to help with the research by gathering data from nearby places, sending a survey in the mail, or sharing a link on social media. Using a technique called “convenience sampling,” the survey data were gathered. Generation Z students at University Tun Hussein Onn Malaysia (UTHM) in Parit Raja have been chosen.

3.3 Research Instrument

The questionnaire is an instrument that includes a series of questions to collect information from respondents. The data collected from the questionnaire were used to determine the factors. The questionnaire is divided into three parts. There are three sections that are in the questionnaire. Section A asked about the demographic of the respondent. In Section B, the research instruments pertaining to E-commerce factor were adopted from previous studies. These E-commerce factors such as price (Zhao, Yao, Liu & Yang, 2021), user-friendly interface (Dhingra, Gupta & Bhatt, 2020), online review (Sutanto & Aprianingsih, 2016), and responsiveness (Järvinen, 2018). Section C includes statements about the dependable variable which is consumer purchase intention, and adopted from Athapaththu & Kulathunga (2018). Statistical Package has analyzed the data for the Social Sciences (SPSS) which showed the pilot test and actual study reliability.

3.4 Data Collection

Two categories of primary and secondary data were used in the research to gather information about the topic. Primary sources included questionnaires. It is first-hand information from the respondent. Primary data has not been published, changed, or altered by human beings, so it is more reliable and valid (Kabir, 2016). The researcher used a questionnaire to collect the primary data from respondents in this research. Secondary data refers to the source that had already been published in other forms. This is useful for the study design of subsequent primary data and can provide a baseline that can be compared to the primary data results collected (Kabir, 2016). Secondary data were grouped into four categories: the government or semi-government publications, earlier research, personal records, and mass media (Kumar, 2011). Familiar sources of secondary data used in the research include books, journal articles, newspapers, statistics via government websites, and so on (Khing *et al.*, 2019).

3.5 Data analysis

The quantitative statistical software programs have been utilized to address the research objectives, including reliability analysis, descriptive analysis, normality analysis, and correlation analysis. A reliability test will be done first to figure out how closely related the questions on your questionnaire. Both the dependent and the independent variables have high Cronbach's alpha values.

The consumer's purchasing intention has a Cronbach's alpha of 0.915, and responsiveness also has a score of 0.919, both of which are deemed to be excellent. The review has a Cronbach's alpha of 0.853, while the user interface and pricing both have an alpha of 0.857, and the price has an alpha of 0.843. This suggests that this view is good. According to Sekaran & Bougie (2016), Cronbach's Alpha value must be more than 0.50 for the research instrument that is being used to be considered reliable. The value that is being shown by Cronbach's Alpha is acceptable. Therefore, the actual study can be done by the researcher until the data reach the sample size wanted, which is 375 based on the (Krejcie and Morgan, 1970). The actual research was carried out after the pilot study's conclusion, which found that the questionnaires were valid and trustworthy.

Table 1: Cronbach's Alpha of pilot study

Reliability of pilot study result	Cronbach's Alpha	N-item in scale	Interpretation
Independent Variables			
Price	0.84	4	Good
User interface	0.86	4	Good
Review	0.85	4	Good
Responsiveness	0.92	4	Excellent
Dependent Variable			
Consumer purchase intention	0.92	6	Excellent

Both the dependent and the independent variables have high Cronbach's alpha values. Cronbach's alpha for the price, user interface, reviews, responsiveness, and consumer purchasing intention are all 0.915, 0.920, 0.917, and 0.925, respectively. Consumer purchase intention has the highest value at 0.958. The test outcome demonstrates that the questionnaire's reliability is excellent. According to Sekaran and Bougie (2016), Cronbach's Alpha value must be more than 0.50 for the research instrument to be credible. Therefore, the deal that is being utilized is acceptable.

Table 2: Cronbach's Alpha of actual study

Reliability of actual study result	Cronbach's Alpha	N-item in scale	Interpretation
Independent Variables			
Price	0.92	4	Excellent
User interface	0.92	4	Excellent
Review	0.92	4	Excellent
Responsiveness	0.93	4	Excellent
Dependent Variable			
Consumer purchase intention	0.96	6	Excellent

4. Results and Discussions

This study includes the response rate, demographic analysis, descriptive analysis, normality test, and correlation analysis.

4.1 Response rate

In this research, the respondents were students from UTHM. Based on the population of 11243 students, there are 375 sample sizes based on (Krejcie and Morgan, 1970), refer to Table 3. Questionnaires were distributed to around 450 students through Google Forms. The number of students was counted as the questionnaire was sent through university email, which lead to a high number of questionnaires collected. The percentage of completed surveys that were returned is shown in Table 3.

Table 3: Response rate items.

Response rate Item	Description
Population	11243
Sample size	375
Questionnaires distributed	450
Questionnaires collected	283
Usable respondent	283
Percentage (%)	62.89%

4.2 Demographic analysis

Based on Table 4, most of the respondents are male, which is more than half of the respondents, and the female respondent is lower than the male respondent. The most dominant race is Malay which almost reaches half, followed by Chinese in second with a quarter of the respondent. Indian in the third and last place is from other races, including Kayan, Sabahan, Indigenous, and Siamese. The dominant respondent is from Year 4, followed by Year 2. In third place is from Year 3 and lastly from Year 1. The dominant is FPTP which more than half. The second is from FKMP, followed by FKEE and FPTV which share the exact percentages. Then in last place is FKAAS which has the lowest rate. More than half of the respondents have used an E-commerce platform for 3 to 5 years, the lowest usage in more than 10 years. The second place is from the user 2 years and below, followed by 6 to 9 years of use of E-commerce.

Table 4: Demographic of Universiti Tun Hussein Onn Malaysia Generation Z students.

Demographic	Details	Frequency	Percentages (%)
Gender	Male	161	56.9
	Female	122	43.1
Race	Malay	116	41
	Chinese	76	26.9
	Indian	51	18
	Others	40	14.1
Year of Study	Year 1	36	12.7
	Year 2	86	30.7
	Year 3	42	14.8
	Year 4	118	41.7
Faculty	FKEE	38	13.4
	FKMP	44	15.5
	FKAAS	23	8.1
	FPTV	38	13.4
	FPTP	105	37.1
	FSKTM	35	12.4
Period of using E-commerce	2 years and below	97	34.3
	3-5 years	156	55.1

6-9 years	24	8.5
10 years and above	6	2.1

4.3 Descriptive analysis

Table 5 shows all the variable means in the range of 3.86 to 3.96 and std deviation in the range of 1.05 to 1.08. Overall, the meaning of the E-commerce factors and consumer purchase intention is high.

Table 5: Means and std deviation of the price, user-friendly interface, online review, responsiveness, and consumer purchase intention.

Variable	Num, n	Average mean, μ	Std deviation, σ	Interpretation
Price	283	3.96	1.08	High
User-friendly interface	283	3.90	1.06	High
Online review	283	3.91	1.08	High
Responsiveness	283	3.86	1.05	High
Consumer purchase intention	283	3.89	1.06	High

(a) Price

Overall, the total average mean price is ($\mu=3.96, \sigma=1.08$), which is still within the high central tendency level of the range. The highest mean of price is from item number 3 “I feel E-commerce firm offers reasonable and satisfactory prices” with the ($\mu=4.03, \sigma=1.05$), which has a high central tendency level of the range. Item number 4 gain the lowest mean ($\mu=3.89, \sigma=1.1$): "I can buy products or services at low prices through this E-commerce”. Because many online shops pay lower overhead expenses, E-commerce companies can provide affordable and desirable prices. For example, they may not be required to pay rent for a physical shop and might operate with a smaller workforce. This indicates that they are likely able to provide more competitive pricing.

(b) User-friendly interface

Total average means of the user-friendly interface is ($\mu=3.9, \sigma=1.06$), which is still within the high central tendency level of the range. Item number 1 gain the highest mean of the user interface where “I purchase from an online retailer if the site material is simple to comprehend and the information offered is useful with the mean at ($\mu=3.97, \sigma=1.07$) which has a high central tendency level of the range. Item number 3 gain the lowest mean is ($\mu=3.85, \sigma=1.04$) which “I only purchase from online retailers if they are aesthetically attractive and well-organized”. Most respondents only purchase from online retailers if the site material is simple to comprehend and the information offered is beneficial. Consumers are likelier to have a user interface that is easy to understand. If the interface is complicated, causes difficulties in the process of purchasing and if the interface to simple, it will have low trust in that platform.

(c) Online review

Overall, the total average mean of online reviews is ($\mu=3.91, \sigma=1.08$), which is still within the high central tendency level of the range. The highest mean of online reviews is from item number 2 where “I feel that the individuals who submitted reviews have previous experience with the product” with ($\mu=3.97, \sigma=1.07$) which has a high central tendency level of the range. While the lowest items number 1 which is ($\mu=3.85, \sigma=1.1$) which “I have faith in the reliability of the individuals who have posted

comments regarding the product”. Most of the respondents believe that feel that the individuals who submitted reviews have previous experience with the product showing that to review the product, consumers need to purchase the product first, and after having experience with the product they can start to express what they feel about the product on the E-commerce platform.

(d) Responsiveness

The total average means responsiveness is ($\mu=3.86, \sigma=1.05$), which is still within the high central tendency level of the range is high. The highest mean of responsiveness from item number 2 where “I belief in the seller's information is trustworthy” with the mean at ($\mu=3.99, \sigma=1.02$) which has a high central tendency level of the range. The lowest mean is from item number 4 ($\mu=3.82, \sigma=1.05$) “If the good service continues, I doubt switching my purchases to another E-commerce store”. Most of the respondents believe that information the seller provides is trustworthy, which shows consumers have a high belief in the information and response the seller has provided.

(e) Consumer purchase intention

Consumer purchase intention has a high average mean score of ($\mu=3.89, \sigma=1.06$) This indicated that they have a high central tendency level of range. The data for item number 3 ($\mu=3.95, \sigma=1.04$) is the highest mean of the consumer purchase intention “I intend to continue using E-commerce in the future”. While the lowest meaning is from item number 1 ($\mu=3.84, \sigma=1.09$) for “If I hope to shop for an item, I would like to purchase it on the E-commerce platform”. The respondents agreed that they will use the E-commerce platform in the future which has a positive value in consumer purchase intention due to globalization and the most important trend in E-commerce today is the increasing number of people engaging in online shopping. More engagement means more potential customers and a more diverse base of customers with unique interests and needs.

4.5 Normality Test

Table 6 shows the result of the normality test. The significant level of the dependent variable by Kolmogorov-Smirnova is $p < 0.05$, which is a not normal distribution where the value is 0.000. The statistical testing by Kolmogorov-Smirnova is not normal. Due to these findings, the research will proceed with a non-parametric analysis, the Spearman correlation analysis.

Table 6: Result of the normality test

Test normality					
Kolmogorov-Smirnova			Shapiro-Wilk		
Statistic	df	Sig.	Statistic	df	Sig.
.157	283	.000	.888	283	.000
a. Lilliefors Significance Correction					

4.6 Correlation analysis

As illustrated in Table 7, the correlation between E-commerce factors and consumer purchase intention. All the correlations between E-commerce factors and consumer purchase intention which are price, user-friendly interface, online review, responsiveness, and consumer purchase intention have strong significance.

Table 7: Results of Spearman's Correlation Coefficient

		Price	User-friendly interface	Online Review	Responsiveness
Spearman's rho	Correlation Coefficient	.824**	.832**	.855**	.875**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	283	283	283	283

First, hypothesis the result of Spearman's Correlation Coefficient, r is 0.824 which was a very strong relationship between price and consumer purchase intention. The correlation analysis supports a strong significant positive relationship between price and consumer purchase intention. Second hypothesis, the result of Spearman's Correlation Coefficient, r is 0.832 which was a very strong relationship between a user-friendly interface and consumer purchase intention. Therefore, the correlation analysis supports a strong significant positive relationship between user-friendly interface and consumer purchase intention. Third hypothesis, the result of Spearman's Correlation Coefficient, r is 0.855, a very strong relationship between online review and consumer purchase intention. Therefore, the correlation analysis supports a strong significant positive relationship between online reviews and consumer purchase intention. Lastly, fourth hypothesis, there is a very strong relationship between responsiveness and consumer purchase intention where the r is 0.875. The correlation analysis supports a strong positive relationship between responsiveness and consumer purchase intention. Therefore, H_1 , H_2 , H_3 , H_4 are achieved and supported.

5. Conclusion

5.1 Discussion on Research Objective 1

The first research objective is to determine the dominant factors of E-commerce factors on consumer purchase intention. Descriptive analysis is used to measure the mean to answer the objective of this study. There are four factors of E-commerce factor which include price, user-friendly interface, online review, and responsiveness. Based on the findings, the major factor of E-commerce is price. From the previous chapter, price has the highest mean, meaning that price is the dominant factor for consumer purchasing on E-commerce. The respondents agreed where most of the respondents feel E-commerce firm offers are reasonable and satisfactory. In term of price, consumer purchase intention is influenced by several elements, including individual decision-making and other people's experiences with a product or service, as well as the price of the product or service and the brand's eagerness to become a preferred option (Maia *et al.*, 2019). The respondent's finding that the seller can put a reasonable and satisfactory price correlates with the finding of Auf *et al.* (2018) that said customers encourage sellers to have a fair price for any product. The customer usually does not expect the price to be very low, but the price needs to be put off in a place that will give the customer a reasonable and satisfactory mind.

The highest mean is not the same as the findings according to Maia *et al.* (2019) that products or services with lower prices also get people's attention, making them more likely to buy them. Same with Saleki *et al.* (2019) which in their finding, rice-conscious buyers seek low prices before they buy. The previous researcher found out that some customers think low prices will seek more purchase intention, and the difference in the finding may be because of the location and respondent. When choosing

between two equally appealing items, customers are influenced by sales and marketing strategies. Pricing frames affect how much customers are charged and how much they think they are getting for that price. But respondents are not expecting to have the lowest price they can find in E-commerce, but they need to have a reasonable and satisfactory price. Which support by Auf *et al.* (2018) saying that customers encourage sellers to have a fair price for any product. Prices made people remember the total cost less and made them more likely to buy.

One of the methods that consumers can get reference prices from different tools and websites on the Internet that compare prices. This lets them decide if the product price is high or low (Maia *et al.*, 2019). If customers like how much something costs, they will be happy with that price. If, on the other hand, they do not like the Price, they would not be happy with it and would not buy it. Which support from the previous researcher, Cheah *et al.* (2020) that price perception may likely have a halo effect on a consumer's decision to buy. Also, the fear of being disappointed makes people less willing to pay, so sellers have to lower prices to get these people to buy their products (Xu & Duan, 2020). Customers can also be happy when the trade-off between what they give up and what they get is fair. This means the product's price should align with what it can do for you. How customers feel about a certain price. In the end, the high-low price of a product can have a big effect on how they feel about it and whether they will buy it. Customers will decide if a product is worth buying based on the price's fairness (Pribanus & Muhammad, 2019). Because having a price advantages that can gain trust from the customers can bring to more purchase intention (Maia *et al.*, 2019)

5.2 Discussion on Research Objective 2

The second research objective is to determine the level of consumer purchase intention toward E-commerce platforms. The highest means of question is respondents agreed to continue using E-commerce in the future. Most Malaysian are preferable to have a way to purchase easier. Also, due to some reasons for globalization, the most important trend in E-commerce today is the increasing number of people engaging in online shopping. More engagement means more potential customers and a more diverse base of customers with unique interests and needs. Causing consumer purchase intention, respondents agreed to continue using E-commerce. Due to nature of E-commerce is through online which making easy to seller to promote their product. By advertising their product online, they will reach more people and be able to find more people who are interested in buying it (Muzellec, Ronteau & Lambkin, 2015). Consumers will purchase for their need through E-commerce because it is more likely to be attractive for them. People in Malaysia do not have as much time to go to stores, so the number of people buying things online has grown significantly in the last few years. This is because E-commerce sites are easy to use, find, and convenient (Dhingra *et al.*, 2020).

Seller sees that E-commerce can generate high chance for their business and customer are more attracting by factors such as price, user-friendly interface, online review, and responsiveness in E-commerce platform causing them to purchase item at their (Athapaththu & Kulathunga, 2018). There are many ways to make money through E-commerce. ICT, the Internet, and electronic commerce are coming together more. This is a big change for economic growth. It should not be surprising that buying and selling have moved to the internet. This gives people many chances to stand out in the global market. This has become a trend, leading to many changes in society that have changed how people live and the economy works. In Malaysia, the manufacturing and service parts of the economy have been affected by the big changes in E-commerce. So, a standard idea and definition have been used to measure the impact, especially on the growth of E-commerce and what it brings to the economy (Mat & Ya'akub, 2019).

5.3 Discussion on Research Objective 3

Based on Table 6 result of the normality test and Table 7 results of spearman's correlation coefficient. All the hypotheses between E-commerce factor and consumer purchase intention showing

positive relationship. With support from previous journal that validated the statement and the result from the questionnaire showing the data valid and can be used for the future researcher.

Start with price, where there is hypothesis which positive significant between price and consumer purchase intention supported. Based on the finding, there is similar with Auf *et al.* (2018) that said price is correlate with customer purchase intention. Also same with (Maia *et al.*, 2019) that a competitive price can indicate a significant explanatory power and predictive relevance of the E-commerce and purchase intention. Which price advantages will gain trust from customers. In the context of the respondent which UTHM degree student which they are focusing on having reasonable and satisfactory price. But from the other researcher (Maia *et al.*, 2019; Saleki *et al.*, 2019) who agreed that the lower price bring more purchase intention can also be said true because the questionnaire about the lower price is gain high of mean. It can be said that the price of the product or service may be a factor but the most important is that the price needs to be reasonable and satisfactory.

Next, user-friendly interface also have a positive significance between a user-friendly interface and consumer purchase intention is supported. Based on the findings, there is same with Poddar, Donthu & Wei (2009) who agree that a user-friendly interface correlates with purchase intention because having a good interface can determine consumer willingness to make further transactions with the site. But different from Patel *et al.* (2020). This rejects the hypothesis because shopping app interface quality does not directly affect perceived trust or purchase intention. Because of their finding that the design's attractiveness in shopping applications indirectly influences purchase intention. Instead, Patel *et al.* (2020) more agreed with Cheng *et al.* (2019) that said color is considered an important aspect in interface design because different places have different preferences in looking color on E-commerce platforms. Still other researcher such Athapaththu & Kulathunga. (2018) perceived ease of use and website content cause purchase intention, meaning that website content needs to be understand by the user to enable them to feel and understand the E-commerce, having perceived ease of use and website content cause purchase intention.

Others than that, online review also have hypotheses where there are positive significant between online reviews and consumer purchase intention is supported. Based on the findings, there is same with Tran (2020) which positively moderates the relationship between the online review and purchase intention. Most of the researcher view the same on the online review as the fuel for purchase intention such as Zhang *et al.* (2020) found that reviews had a big effect on people's plans to buy and that goods with a high ratio of positive online reviews were much more likely to be bought than those with a high negative online reviews. The same with Cheong *et al.* (2020) found that when the response rate is strong, the number of online reviews will automatically grow. Zhu *et al.* (2020) believe that this is because perceived information quality of favorable internet evaluations has been demonstrated to have a greater influence on trust, contentment, and purchase intention. But it not involve methodical and emotional processing which have separate effects on customer purchase intent (Ruiz-Mafe *et al.*, 2018).

Lastly, responsiveness also has a positive relationship hypothesis number 4 said that there is positive significant between responsiveness and consumer purchase intention is supported. Based on the findings, there is similar with McLean *et al.* (2020) who agreed that correlation between responsiveness and consumer purchase intention. Having a seller responding to our questions directly gives attraction to buy the product. Customers are more feel welcome to buy when their questions are entertained. Järvinen. (2018) believe that customer believes an e-retailer is committed to encouraging two-way communication between the consumer and the seller has a substantial influence on trust, satisfaction, repurchase, and purchase intention because it relates to the finding by Koponen & Rytty. (2020) buyers' interactive, emotional, and relationship maintenance reactions integrated social presence in E-commerce. But in the end, seller need to keep friendliness and response quality to influence buy intention (Li *et al.*, 2018).

5.4 Limitations

There are some challenges and limitations to completing this research. Firstly, time consideration limited the number of respondents. The data collection period for this research is only about two months. Causing there are lack in data which targeted 375 respondents. But only available to achieve 283 during that period, which if time be given more will be able to collect more data. Issues with research samples and selection. The data that has been collected through the google form is more likely to have a biased and inaccurate result causing the data may be misleading. Some of the respondent not answering accurately and some of the are just spamming without reading the question first.

The scope that chooses which Universiti Tun Hussein Onn Malaysia may relate to the research, but the result of this research may affect the student's condition. In other words, the outcome can be predicted, and the reason is that the student does not have a constant income which causes them to be worried about the price rather than other E-commerce factors.

5.5 Recommendations

Recommendations are required to improve the shortage of research. The recommendations given for future research is focus to future on the relationship between E-commerce factors and consumer purchase intention. Thus, it is recommended to expand the topic with the same objective which is to develop more relevant questions in the questionnaire. For example, try to bigger the scope to people in rural areas and citizens. By trying in other scope research will help future research to get different finding. It may be in term of people that using E-commerce platform in rural areas due to older folk causing the usage of it less rather than in the city.

Conducting data collection through a set of papers, to help the researcher get more accurate results. Most of the result is showing high in terms of means which quite unreal. Thus, it would be good if a set of papers collected the data. Also, when do it using paper, it causes respondent to answer the survey with more reliable. Through paper they will have enough time to commit to answer the survey with a reliable perspective.

Lastly, for future research, it can be conducted qualitatively. The interview can be conducted to have more accurate answer from the respondent. It could have linked our results to the objective like the reason of respondents purchasing through an E-commerce platform based on their perspective, not on the researcher's perspective. It will bring new findings and will bring solid explanations for the relationship between E-commerce factors and consumer purchase intention. But that can be investigated in future research.

5.6 Conclusion

Based on the analysis, price is the dominant factor in E-commerce because E-commerce companies can offer affordable and appealing prices. After all, many online shops have lower overhead costs. They might not have to pay rent for a retail shop and might be able to run with a smaller staff. This means that they are likely to be able to offer better prices. In addition, all the relationship between E-commerce and consumer purchase intention has a high correlation. Besides price, there is a user-friendly interface which, when well-organized, enables consumers to get the items or information swiftly they want to cause easier to use. Online reviews can help the consumer to make their purchasing process smoother. Consumers found out that studies had a big effect on people's plans to buy goods with a high ratio of positive online reviews that were much more likely to be purchased. The seller's responsiveness makes the consumer easy because the seller attempts to boost client purchase intentions by incorporating social interaction into the online setting. Buyers' interactive, emotional, and relationship maintenance reactions integrated social presence. At end of the research, price is strongly linked to how something is seen, how it is trusted, and how it is felt. Finally, a consumer's purchase intention is likely affected by how they see the price (Auf *et al.*, 2018).

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