THE FACTORS OF INTERNET USAGE THAT AFFECT ON CONSUMERS ONLINE SHOPPING BEHAVIOUR AMONG GENERATION Y IN COMMERCE DEPARTMENT UNGKU OMAR POLYTEHCNIC IPOH, PERAK.

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ABSTRACT

The internet shopping can be defined as one of the types of electronic commerce has increase with rapidly since the middle 1990s where web technologies have major role in this decade. In this study, the generation Y are choose as a buyer or consumer online shopping because they was identified are the first generation integrated with technology in their daily life. The aim of this research is to investigate the factor of internet usage on consumer's online shopping behaviour among generation Y in Commerce Department at Ungku Omar Polytechnic Ipoh, Perak. The independent variables are Time saving, Convenience, and Security. In this descriptive research, there are 97 respondents generation Y selected from Commerce Department Ungku Omar Polytechnic. There are 20 elements of the factors of internet usage on consumers online shopping behaviour among generation Y process was explored. The research showed the highest factors is time saving, followed by Convenience and lastly Security. There are four method of data analysis that had been used, it included frequency analysis, descriptive analysis, reliability analysis and correlation analysis. The findings implications for practice are briefly discussed.

Keywords: Time saving, Convinince, and Security

1.0. Introduction

Every individuals consumer behaviour varies from another, depending on their buying choices during shopping. The characteristics of consumer behaviours are culture, social class, refenrces group, education, level of income, lifestyle, age, gender to different their behaviours.

Online shopping behaviour can be define is one of the process buying theproductor services through online website. Consumer online shopping behaviour also refers to the willingness of customers to adopt Internet for the purpose of making actual purchase or comparing offering price by different online retailers (Iqbal,Rhaman and Hunjra, 2012)

Internet today become widely in people daily life because most of them used internet as a mediums for communicate each other's (Bourlakis et al., 2008). The internet shopping can be defined as one of the types of electronic commerce with rapidly growth since the middle of 1990s through Web technologies. Then, Internet usage in Malaysia increase among internet

users and today it's become of part their daily activities. (Albarq, 2006). According to Internet World Stats, 1 July 2016 incerasing of the population Internet users in Malaysia increased from 3,185,996,155 in 2015 to 3,424,917,237 in 2016 and the trend on online shopping among buyers has improved time to time. From the report of stras news 2016, result shows in, 500 Malaysia of internet users buy online at least monthly. Online shopping is a convenience that suitable with the busy lifestyle of today's consumers. Online shopping also known as a new trend for Malaysians, because it shown that almost half of Malasyian consumers making online purchases at least monthly in their life where it's proven by Southern Asia Report om 2016.

In this study, the generation Y are choose as a buyer or consumer shopping because they was identified are the first generation integrated with technology in their daily life. Generation Y also called the Millenials or iGen where is described as a group of people born between years 1980-1994 (Bednell, Valos, Adam, McLeod, 2012). Department of statistic Malatsian in 2011 mention that 40 percent of 11 million populations in Malaysia are generation Y in year 2010. Its proved that the generation Y are the largest segment of Malaysia's population than other generation.Generation Y has become a unique target and demography for marketers to study in order to succeed in the markets. They also are heavy users in the online shopping because they are more frequently using Internet than the elder people or called as baby boomers (International Telecommunications Union (ITU), 2011). In Malaysia, approximately 55.6 percent of the Internet users are generation Y (Malaysia Communication and Multimedia Commision, 2013). Online shopping holds a great potential for the market of generation Y as they are the regular users of Internet.

According to Anderson (2001) as cited in Liang (2009), generation Y is the richest generational cohort because they have high purchasing power during shopping in the supermarket either through online.

The reason doing this study in Ungku Omar Polytehcnic at Ipoh Perak because none of the researcher doing the study about teh factors that affects on consumer online shopping behaviour among generation Y. This study to most factors that affects on consumer online shopping behaviour among generation Y.

2.0. Problem Statement

There are several factors contributed to these issuess. The security issue of payment is one of the problems that usually happened when consumers do online shopping. This is because most of consumers online shopping worried that their personal information will be stole and especially during using credit card (Comeegys et al., 2009). The product that consumer order is categorized as an intangibility of online The product that consumer order is categorized as an intangibility of online product because consumers have no change to try actual products it's mention by Comegys, 2009. Consumers only can view the product on website but its different seeing it in the store because they cannot touch, feel, smell, see or try the product (Federal Trade Commission, 2003).

Consumer assume that the product information provided in website is not complete to them make decision during purchase the product because they will be disappointed if the products information does not fulfil their expectation (Liu and Guo, 2008). Consumer will complain when they dissatisfaction with online shopping when they product fragile, wrong, or not working very well but some online sellers they not agree to refund those product even though it is not ask by the customer wanted.(Comegys et al.,2009
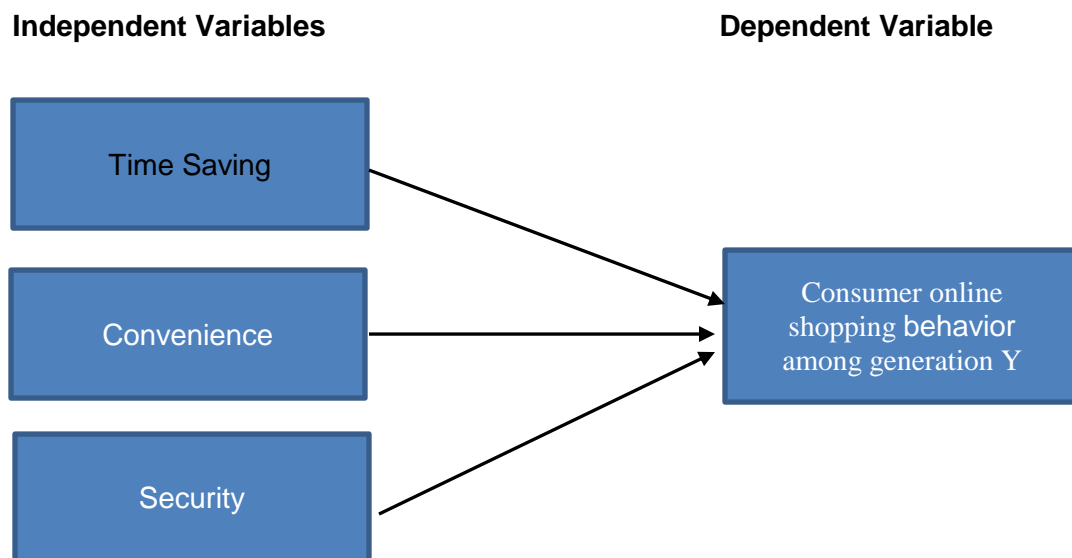
2.1. Research Objective

I. To determine the relationship between time saving and consumer's online shopping behaviour among generation Y
II. To determine the relationship between convenience and consumers' online shopping behaviour among generation Y
III. To determine the relationship between security and consumers online shopping behaviour among generation Y

2.2. Research Questions

I. What are the relationship between time saving and consumers online shopping behaviour among generation Y?
II. What are the relationship between convenience and consumers online shopping behaviour among generation Y?
III. What are relationship between security and consumers online shopping behaviour among generation Y?

2.3. Research Framework

Independent Variables   **Dependent Variable**

Time Saving

Convenience

Security

Consumer online shopping behavior among generation Y

	SOURCES
Dependent Variable	
Online Shopping Behaviours	**A study on Factors Affecting Online Shopping Behaviour of Consumers in Chennai, Journal of Management Research and Analysis. (R.Ganapathi, 2015)**"
Independent Variable	
• Time saving	**A study on Factors Affecting Online Shopping Behaviour of Consumers In Chennai, Journal of Management Research and Analysis. (R.Ganapathi, 2015)**
• Convenience	**A study on Factors Affecting Online Shopping Behaviour of Consumers in Chennai, Journal of Management Research and Analysis. (R.Ganapathi, 2015)**
• Security	**A study on Factors Affecting Online Shopping Behaviour of Consumers in Chennai, Journal of Management Research and Analysis. (R.Ganapathi, 2015)**

3.0. Research Methodology

3.1. Research Design

In this study, an exploratory research was used to conduct the study and quantitative data were collected in order to gain an insight into the elements of factors that affect on consumer behaviour among generation Y at Ungku Omar Polytehcnic. On this research it involves acquiring primary data, preparing questioners and sampling method on how the variables be measured. Simple random sampling technique is used to avoid bias and unwanted effects to make sure data are obtained accurate.

3.2. Population and Sample

This study population comprises the customer online shopping among generation Y in Commerce department Ungku Omar Polytechnic at Ipoh Perak. The population were selected randomly among lecturer and Barchelor in Business and Administration students from Commerce departments. Both of the respondents are buyers in the online shopping. The population of this study are 128 of generation Y and the sample size are 97 respondents. (Morgan, Krecjie, 2003)

3.3. Research Instrument

In this study, questionnaire survey is used to obtain a data from respondents in Ungku Omar Polytechnic. There are 97 questioners distribute directly to respondents at commerce department in Ungku Omar Polytechnic.

The questionnaire consits of four parts, A,B,C and D. Part A consits of 4 general questions to measure the demographic profail of respondents including age, gender, race and marital status. Part B consits of 5 questions which related to general information regarding buying pattern of respondents. Part C consits of 15 questions to measure the 3 independent variables (Time saving – 5 questions, Convenience – 5 questions and Security-5 questions).

The purpose of this questions is to measure regarding whether the respondents concern about time saving, about convenience during online and concernn regarding security during making payments. Lastly part D consits of 5 questions dependent variable regarding respondents behaviour during making online shopping.. All the variables are determined by 5 point linked scale which required respondent to choose 1 as strongly disagree, and to 5 as strongly agree.

All instruments were adapted from various literatures and were modified for the purpose of understanding satisfaction on student learning at Politeknik Ungku Omar.

4.0. Data Analysis and Result in Interpretation

4.1. Respondents' Profile

Table 4.1 Profile of Respondent

VARIABLE	FREQUENCY	PERCENTAGES %
AGE		
20-25 years old	67	69.1
26-30 years old	8	8.2
31-35 years old	13	13.4
36-37years old	9	9.3
TOTAL	**97**	**100**
Gender		
Male	18	18.6
Female	79	81.4
TOTAL	**97**	**100**
Race		
Malay	95	97.9
Indian	1	1.0
Others	1	1.0
TOTAL	**97**	**100**
Marital Status		
Single	74	76.3
Married	23	23.7
TOTAL	**97**	**100**

Table 4.1 represent the frequency and percentage of each demographic profile and its part A in questionnaire. In this study, 130 questionnaires were distributed in commerce department at Ungku Omar Polytecgnic Ipoh, Perak but only 97questionnaires that valid and can be used for this study. According to the table above, respondents from 20-25 years old are 69.1% then followed by 26-30 years old are 8.2 %, 31-35 years old are 13.4% and 9.3 % of the respondent from 36-40 years old. The respondents that are from commerce department.

Other than that, from the table 18.6 % of respondent are male and 81.4% are female. Besides that, the table also represent the race frequency. It shows 97.9% of the respondents are Malay, Indian and Others both of them are 1.0% respectively. Meanwhile, the respondent demographic by its marital status from respondents shows 76.3% are single and 23.7% of respondent are married.

Lastly, the table show on education background of respondent in commerce department. Whereas 79.4 % of respondent are with Degree Holders and 20.6% of respondent are in Master Holders. So that, this will conclude that the demographic information are important to create the result on the findings.

4.2. RELIABILITIES OF MEASUREMENT

Table 4.2: reliability coefficients for the major variables

Variables	Number of items	Cronbach's Alpha
Time saving	5	0.824
Convenience	5	0.740
Security	5	0.883
Consumer online shopping behaviour among generation Y	5	0.802

The results indicates that the Cronbach's Alpha for five (5) items from independents variables. Cronbach's Alphavalue for time saving is 0.824, while for convenience is 0.740, then security is 0.883 and for the last variable is consumer online shopping behaviour among generation Y with the value is 0.802. So that, it can be concluded that each of variable are in very good range because it shows strength value of Cronbach's Alpha 0.6 above (Hair et. al, 2006).

4.3. Descriptive Analysis

Table 4.3: Descriptive for the Major variables

Variable	Mean
Time saving	4.1794
Convenience	4.0990
Security	3.8515
Consumer online shopping behaviour among generation Y	4.3361

The results indicates, the means on consumer online shopping behavior found to be highest which is (4.33) followed by time saving (4.17), then convenience (4.09) and the lowest means is security (3.85).

4.4. CORRELATION ANALYSIS

Table 4.4: The Correlation between the Independent variable and Dependent variable

		DV_CO	TIMESAVING	Convenience	Security
DV_CO	**Pearson Correlation**	1			
	Sig. (2-tailed)				
	N	97			
TIMESAVING	**Pearson Correlation**	.335(**)			
	Sig. (2-tailed)	.001			
	N	97	97		
Convenience	**Pearson Correlation**	.538(**)	.587(**)		
	Sig. (2-tailed)	.000	.000		
	N	97	97	97	
Security	**Pearson Correlation**	.670(**)	.317(**)	.499(**)	
	Sig. (2-tailed)	.000	.002	.000	
	N	97	97	97	97

** Correlation is significant at 0.01 levels (2-tailed)

The table 4.5 above showed that all the variables related to each other. Correlation for consumers online shopping behaviour among generation Y between time saving variable showed the result of positive weak correlation with r –value =0.335 Besides that, convenience also has a positive medium correlation with r-value is 0.538. Then, correlation for consumers online shopping behaviour among generation Y between security variable showed the result of positive medium correlation with r –value =0.670 where this value has positive significant relationship with dependent variable.

Correlation Strenght	"r" Value
No correlation	0.00
Weak correlation	0.01 to 0.49
Medium correlation	0.50 to 0.79
Strong correlation Perfect correlation	0.80 to 0.99 1

In a conclusion, the result showed that all the one independent variable that is time saving has a positive weak correlation, while convenience and security have a positive medium significant at 0.01 (2-tailed) correlation with dependent variables which is consumer online shopping behaviour among generation Y.

5.0. Discussion and Conclusion

5.1. Discussion of Main Findings

Here is a conclusion of research findings based on the identified research question and also the research objectives.

The mean value for time saving is 4.17 which show that most of respondent at commerce department in Ungku Omar Polytechnic are answered the question with agree. Reliability test indicates time saving reach 0.824 for the value of Cronbach's Alpha.Then, based on Pearson Correlation analysis, the correlation is 0.335 which is in positive weak correlation association with the dependent variable where it is also having positive value and it means that the time saving affecting to consumer online shopping behaviour. Therefore, the research has met the objectives, which is (i) to determine the relationship between time saving and consumers' online shopping behaviour.

The mean value for convenience is 4.09 which shows most of the respondents answered agree. Reliability test indicates convenience reach 0.740 for the value of Cronbach's Alpha. Based on the Pearson Correlation analysis, the correlation is 0.538 which is in moderate association with the dependent variables, consumer online shopping behaviour .It is also having positive value and it means that the convenience gives effect to the respondents online shopping. Therefore, the research has met the objectives, which are (ii) to determine the relationship between convenience and consumers' online shopping behaviour.

The mean value for security is 3.83 which means most of respondents answered the questionnaire with agree. Reliability test indicates sales promotion reach 0.883 for the value of Cronbach's Alpha. Based on the Pearson Correlation analysis, the correlation is 0.670 which is in moderate association with the dependent variables, consumer online shopping behaviour. It is also having positive value and it means that the security gives effect to consumer online shopping behaviour at commerce department in Ungku Omar polytechnic.Therefore, the research has met the objectives, which are (iii) to determine the relationship between security and consumers' online shopping behaviour.

According to descriptive analysis result, the mean value for is 4.32. It shows respondents are answered the questionnaire with most of the agree. Reliability test Cronbach's Alpha reach 0.802 for dependent variable. indicates with, the value of

5.2. Conclusion

Based on the results obtained from this research, the variables used in this research might be too general, thus in the future must go depth while doing the research or study in other to obtain the imperative result. So that there are the suggestions for research study r to improve this study field in the future investigation and to overcome the limitation of studies that have been mention earlier in this study. Other than that, from the recommendation of the respondents which the future it can study in different type of factor such as website creativity, product or service characteristics, quality of service , privacy, trust etc.

In addition, in this study would like to suggest for the future research which is to increase the number of population. This is because it's has limitation with the population where this research only focus on respondents at commerce department in Ungku Omar Polytechnic but in the future for this study it will be choose their target sample in a large population

6.0. References

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