The Relationship between Purchase Experience and Online Purchase Behaviour

Tan Yun Qi[1], Siti Aisyah Salim[1]*

[1] *Department of Management and Technology, Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia, 86400 Batu Pahat, Johor. MALAYSIA*

*Corresponding Author: aisyash@uthm.edu.my
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Abstract

With the rapid development of the Internet and social media, it is now much easier than before to purchase anything on the Internet. Online shopping, often referred to as buying and selling items through the Internet, is a process of purchasing goods directly from a seller without the use of an intermediary. Therefore, the study aims to explore the relationship between purchase experience and online purchase behaviour among the Generation Y in Kuala Lumpur. The four types of online purchase experience are delivery, packaging, customer support, return and exchange, the target respondents of this study are Generation Y which was born between 1982 and 1994. This research provided one dependent variable which is online purchase behaviour and independent variable which are delivery, packaging, and customer support. This study used randomly selecting respondents from the population Generation Y without any specific criteria or stratification. Thus, a total of 384 respondents of Generation Y in Kuala Lumpur must answer the questionnaire which will be distributed via Google form. This study encompassed a sample of 351 respondents from Generation Y in Kuala Lumpur, employing a quantitative research method. The data collection involved the utilization of a self-administered questionnaire and an online survey. The collected data underwent analysis using the Statistical Package for Social Science (SPSS), enabling the generation of quantitative reports represented through frequency, percentage, mean, and standard deviation. This study helps marketers to understand the best marketing strategy to adopt, especially Generation Y. As a result, all variables have a significant relationship with online purchase behaviour and delivery refers to the purchase experience that can give a great experience to consumers has the highest correlation coefficient of 0.256.

1. Introduction

Online shopping has been defined as buying and selling items through the Internet and it process of purchasing goods directly from a seller without the use of an intermediary. Online sales give customers access to a wide range of goods and services, allowing them to compare their offers with those of other intermediaries and choose the best bargain for them (Daroch *et al.*, 2021). The trend was to move from brick-and-mortar platforms to online platforms to outperform the competition. As a result, many retailers opened their online touchpoints, which offer customers the advantage of convenience and time savings (Goyal & Deshwal, 2022). Online businesses need to build effective websites and keep up with their customers from an e-commerce perspective. Major online retailers compete for market share, including Amazon, Shopee, Zalora, Hermo and Lazada.

There is an increase of young consumers in Malaysia who use the internet for shopping online, opening fantastic potential for electronic commerce (e-commerce). Online shopping is a key component of e-commerce, representing one of the most popular and visible aspects of e-commerce. The platforms host online stores that slows businesses to show case their products or service to a global audience. E-commerce refers to the exchange of goods, services, and information over computer networks. One of the various forms of e-commerce interactions or transactions is business to consumer (B2C). It can also be considered as the process of purchasing or selling products on the Internet. Customers are increasingly opting for online shopping because it is more convenient and timesaving. A study found that the most important factors influencing online purchasing are availability, lower prices, discounts, comparison, customer service, ease of use, time, and choice.

1.1 Research Background

With the rapid development of the Internet and social media, it is now much easier than before to purchase anything on the Internet. As Internet penetration increases worldwide, the number of digital shoppers also increase year by year. From 114 million internet users in 2000 to 1938 million in 2017, the number of internet users increased by 1965,6 percent; in Malaysia, the number increased by 1.3 percent, reaching 24,554,255 internet users in 2017 (Cheong *et al.*, 2020). Malaysia's digital economy has grown and is now a key driver of the national economy, with projections that it will contribute 20% of GDP by 2020 (Ng *et al.*, 2019). The purchase experience refers to the range of feelings, understanding, and satisfaction that a consumer has both before and after making a purchase. It can make people place orders and make purchases easily and swiftly. The model of technology acceptance, which consists of two basic elements (ease of use and usefulness), is one of the concepts commonly used in the online context and can be associated with the utilitarian side of online purchasing.

The rapid adoption of e-commerce is due to several factors, including the low cost of products available online and the convenience of shopping online. In addition, e-commerce allows companies to save money by reducing production costs, improving company communication, increasing productivity, ensuring high-quality products and services, and enhancing overall performance. It supports the development of new ideas and offers a new approach to business. Because an online purchase goes through numerous sequential stages, that include both online information gathering and offline product evaluations, a customer's perception of quality may change over the course of the transaction (Sun *et al.*, 2016).

1.2 Problem Statements

There have been some changes in consumer behavior in Malaysia, and there is increased curiosity about the factors that influence online repurchase intentions (Rezaei *et al.*, 2014). A customer's satisfaction or dissatisfaction with an online purchase can be influenced by the positive or negative experiences they have with the transaction (Bijmolt *et al.*, 2014). If a customer has a bad experience when shopping online, they can contact customer care or leave feedback to the merchant. Hence, try your best to solve the problem under peaceful circumstances, which will benefit both parties. If everyone has a positive experience while shopping online, this will make customers have the desire to repurchase the product, which means that they are satisfied with the seller's products, and services.

Due to low customer satisfaction with online shopping platforms, consumer behavior has recently shifted regarding online shopping. This is because most internet shoppers encounter product quality and mismatches when making purchases. According to the Adyen Retail Report (MalayMail, 2022), 76% of Malaysians stated they would still shop in physical stores for pleasure, while 74% of them would want the ability to buy products online but return them to the shop. Another survey by Global Consumer Trends (2022) found that not being able to physically touch products topped the list of disadvantages of online shopping. No less than 46% of consumers surveyed said this was a disadvantage of purchasing online.

Next, repurchase intent can be evaluated from a range of perspectives, including the way people process information or the strength of their relationships. (Chou & Hsu, 2016) Customer service should always follow up customer demands, feedback, and other requests. Effective communication can increase customers' trust and loyalty in sellers and products because it is the seller's responsibility. To avoid needless situations, be sure the information being sent is accurate. There are a few studies that have been conducted to explore purchase experience and online repurchase intention in online shopping.

Therefore, to achieve the research objectives the level of purchase experience towards online purchase behaviour among Generation Y is determined. Furthermore, the level of online purchase behaviour towards Generation Y also determined. Consequently, the relationship between purchase experience and online purchase behaviour among Generation Y is identified.

1.3 Scope of the Study

This research will apply the quantitative method. The research scope in this study was to determine the online purchase experience can affect consumer's online purchase behaviour among Generation Y. The research was carried out the survey in Kuala Lumpur, Malaysia. The data collection for this research is through quantitative research and consumers that fall in the Generation Y category in Kuala Lumpur have been targeted as the research respondent. The survey will be distributed through social media. The researcher developed two sets of questionnaires to capture the data which is about purchase experience and online purchase behaviour. To quantitatively examine the data, the researcher used Statistical Package for the Social Science (SPSS) software to analyze the data.

1.4 Significance of the Study

This study plays a significant role in understanding the online purchase experience in Kuala Lumpur. The objectives of this research are to examine the level of purchase experience towards online purchase behaviour among Generation Y. At the same time, this research also aims to explore the relationship between purchase experience and online purchase behaviour among Generation Y in Kuala Lumpur. There are several benefits that could be gained from this study. The findings of this study will help understand customer online purchase experience when receiving product mismatch and product quality different. In addition, this study also yielded answers about how customer online purchasing experience affects customers' online purchase behaviour.

2.   Literature Review

This chapter will further discuss the keywords of this study. This chapter provides an elaborated and comprehensive review of literature including definitions, theories, and concepts regarding the relationship between purchase experience and online purchase behaviour towards Generation Y in Kuala Lumpur. The researcher gathered a variety of expertise and information for this study from journals, books, proceedings, previous researchers, and literature sources to find the answers and resolve the issue.

2.1 Online Shopping

Online shopping is a form of electronic commerce that allows customers to purchase products or services from merchants directly over the Internet using a web browser. The benefits of internet and digital technology for mobile applications are consumers' buying and shopping behavior has shifted from traditional brick-and-mortar stores to online channels (Agrawal, 2022). The scope of online commerce is changing thanks to technology in businesses. By providing an unlimited structure of market opportunities and acting as a medium for interactions between parties, the Internet is a major contributor to this transformation process (Oloveze *et al.*, 2022). and providing an unlimited structure of market opportunities (Oloveze *et al.*, 2022). As online shopping platforms become more popular, they have become an everyday activity for people around the world.

2.2 Online Purchase Behaviour

Online shopping behaviour includes both the intention to buy goods or services online and the actual buying of those goods or services. The importance of intention in predicting behaviour is generally acknowledged. Online shopping has become the predominant method of daily consumption. Against this background, consumer behaviour research focuses on analyzing the purchasing behaviour of online customers (J. Zhang *et al.*, 2020). Consumer acquisition of knowledge is one of the most important prerequisites for consumer purchasing behaviour. The influence of information acquisition on consumer purchasing behaviour has been demonstrated in numerous previous studies (Cheung *et al.*, 2008). However, word-of-mouth (WOM) communication also has a significant impact on consumers' purchasing decisions, as they tend to rely on the opinion of their fellow customers rather than on the company's communication messages (Nofal *et al.*, 2022).

2.3 Online Purchase Experience

The overall process and satisfaction a consumer experiences when making an online purchase is referred to as the "online purchase experience". This includes various aspects, such as website usability, product selection, ease of navigational, checkout, payment methods, customer service, and delivery experience. Customers should have a seamless, convenient, and enjoyable shopping experience when shopping online, as this increases their satisfaction and brand loyalty. The term online purchasing experience commonly used to describe the process of buying goods or services on the internet is "online shopping" and "e-commerce". The successful growth of online shopping is due in large part to the rapid rise of social media as a means of communication.

2.4 Generation Y

Generation Y (Gen Y) also known as millennials, those born between 1982 and 1994 with ages 41 and 29 years old, where the first generation to grow up in a world were digital devices, information networks, and the promise of constant connectivity were pervasive (Soares *et al.*, 2017). Just like their parents from the baby boomer generation, members of Gen Y are also heavily involved in the economy. The extent of consumer spending by Gen Y, they have the power to change the market at every stage of their lives. The largest teenage population consists of people born between 1982 and 1994. In addition to the influence that the younger members of Gen Y still have on their parents' spending, this group already has significant buying power (Noble *et al.*, 2009). Technology is a favourite pastime of Gen Y, and they are known for their risk-taking, entrepreneurship, and independent attitudes, and behaviours.

2.5 The Relationship between Purchase Experience and Online Purchase Behaviour

Few studies have found a high correlation between online purchase experience and online repurchase. For instance, a consumer's assessment of a brand's value and, ultimately, their desire to make a purchase is influenced by their online shopping experience. A positive attitude, increased customer self-efficacy, and influencing future intentions are the result of a positive online shopping experience, but the opposite is true for a negative experience (Pappas *et al.*, 2014). Online shopping experience marketing is often included in a company's marketing plan. The online purchasing experience is the "cognitive state experienced during navigation" (Liu *et al.*, 2016). Online purchase experience has been shown to increase the accessibility of online purchase behaviour.

2.6 Theories Related to Online Purchase Behaviour

There are a few theories that have been used to explain online purchase behaviour. For example, Theory of Human Brand (Thomson, 2006) and Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975), Theory of Technology Acceptance Model (TAM) (Davis, 1989), Theory of Planned Behavior (TPB) (Ajzen, 1991) and Para-Social Interaction (PSI) (Horton & Richard, 1956). Theoretical frameworks have been employed to comprehend the behavioral elements that influence consumer decision-making about purchases and post-purchase experiences. The Theory of Reasoned Action (Fishbein & Ajzen, 1975) is used in this study because it has been shown to explain why customers do actions they believe will result in a specific outcome, whether one they are familiar with or not.

2.6.1 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action, introduced by Martin Fishbein and Icek Ajzen in the late 1960s, focuses on a person's intention to behave in a certain way. This theory of consumer behavior emphasizes the value of specificity over abstraction. In other words, a consumer may behave in a particular way only if he or she has reason to believe that his or her behavior will lead to the desired outcome. The consumer has the option of changing their mind or choosing a different course of action at any point between the decision stage and the completion of the activity. The theory of reasoned action focuses on a person's attitude toward a behavior, as well as the subjective norms of influential people and those around them that may affect those attitudes, to get a clear idea of behavioral intentions.

2.6.2 Theory of Planned Behaviour (TPB)

The Theory of Planned Behavior (TPB) is a theory that grew out of the Theory of Reasoned Action (TRA) and was extended to include perceived behavioral control to measure behavior and behavioral intention. According to the theory of Reasoned Action (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975), the most direct determinant of behavior is a person's intention to behave. The more motivated someone is, the stronger their intention is expected to be motivated to perform the behavior or not (Dawkins & Frass, 2005). According to this theory, a person's intention to engage in a behavior increases proportionally to how positively they feel about it. The decision to purchase the goods is referred to as the situation in which the term "perform behavior" is used.

2.7 Research Framework

A framework's organization helps people connect the dots so that existing linkages discovered via earlier investigations are arranged in a systematic assembly (Paul *et al.*, 2018). The process of conceptualizing the research framework and the factors that lead to repurchase in online shopping is informed by the work of Ki *et al.* (2020). In their study, the factors leading to online purchase were discussed based on online purchase experiences. The aim of the conceptual framework is to show the key points of comprising the framework which include the independent variable and the dependent variable of this study. This study has dependent variables,

which is online purchase behaviour and an independent variable with four dimensions. The independent variables are further discussed based on four dimensions of online purchasing experience which include delivery, packaging, customer support, return and exchange.

2.7.1 Delivery

Reliable, safe, and fast delivery is the fundamental and crucial objective for internet shoppers (Vasic *et al.*, 2019). Delivery has s a significant impact on online purchase adoption and continuation throughout the entire electronic commerce process and logistics chain (Xiao *et al.*, 2018). Final delivery is an important factor (Xiao *et al.*, 2018). Due to the physical distance between customers and sellers and the distinction between transaction and consumption, the ordering and delivery process is one of the most important e-commerce functions (Dai *et al.*, 2022). Delivery services make online shopping more convenient than offline shopping. Online shoppers have a basic expectation of fast and reliable delivery (Tzeng *et al.*, 2020). Customers are concerned about delivery time and consider it as one of the key performance indicators for online delivery (Uzir *et al.*, 2021).

2.7.2 Packaging

In online shopping, packaging serves as a crucial sensory link between the customer and the company (Krishna *et al.*, 2017). Consumer engagement, brand perception, and attention are all likely to be influenced by packaging. Consumers value the impact of packaging on the condition of products, so packaging is a crucial touchpoint in the post-purchase phase of online shopping, which is likely to promote customer satisfaction and repurchase intention. In addition, packaging is important to protect products, optimize logistics, and promote sales. Consequently, it is an essential part of the movement of goods (Pan *et al.*, 2021). The function of packaging as a communication tool can be analyzed from different angles.

2.7.3 Customer Support

In the realm of online shopping, timely delivery of products emerges as a paramount customer expectation. The efficacy of customer service is heavily contingent on the swift delivery and hassle-free return of goods (Raman, 2019). The virtual nature of online transactions, coupled with the physical distance between customers and sellers, intensifies customer skepticism, rendering them more cautious compared to the environment of a traditional brick-and-mortar store. This heightened caution is attributed to increased perceived risks and diminished reliability in the online (Singh, 2019). Brand loyalty characterized by a behavioral response evolving over time and influencing psychological processes, plays a crucial role in elucidating overarching patterns of consumer purchase behavior within a specific product category. The consistent selection of the same brands, despite potential constraints, fosters brand loyalty, resulting in regular and more substantial sales. Customers exhibit greater expenditure on brands they perceive as trustworthy, emphasizing the significant impact of trust in shaping consumer behaviour (Sharma *et al.*, 2019).
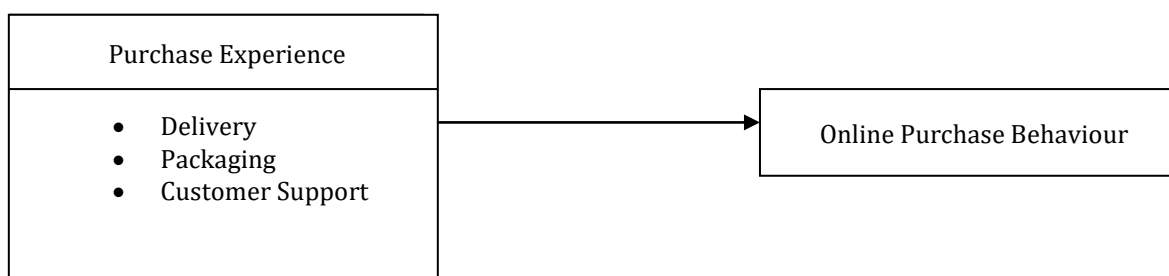

Fig. 1 *Purchase Experience*

2.8 Hypothesis development

The following is of paramount interest in the current study when examining the question: "What is the relationship between purchase experience and online purchase behaviour". Variable that applied to the context of this research such as delivery, packaging, customer support, return and exchange which asserts the purchase experience towards online purchase behaviour. The relationship between purchase experience and online purchase behaviour served as the foundation for the hypothesis development for this research. It led to the following hypotheses being made:

H_1: There is a significant relationship between delivery and online purchase behaviour.
H_2: There is a significant relationship between packaging and online purchase behaviour.
H_3: There is a significant relationship between customer support and online purchase behaviour.

2.9 Conclusion

There are some literature reviews that include this chapter. For instance, websites, the internet, and journal publications. The chapter take a briefly to review the literature of earlier studies from several studies that used certain theories, methodologies, or methods in relation to social media marketing and online purchase intention. To explanation, researchers will choose the concept that is often discussed in customer purchase intention that was proposed by Kim and Ko (2010) to examine the relationship between social media marketing and online purchase intention.

3. Research Methodology

Research methodology will conduct this study will be covered in this chapter. The part of literature review, research methodology, and research process had been used in this study from various definitions. In this chapter, it includes the approaches and method used including research design, sampling method, research instruments, data collection, data analysis and so on. The purpose of the research methodology is to establish and clarify the procedure utilized to gather the data to accomplish the goals and objectives.

3.1 Research Design

The deterministic research design employed in this study serves the primary purpose of describing observable phenomena within the study's scope. The research design incorporates both descriptive research and quantitative research methodologies. Descriptive research is instrumental in offering a comprehensive and precise portrayal of the study, facilitating the exploration of new data that may challenge existing information. It also aids in the categorization and clarification of various aspects related to the study. The data gathered from respondents belonging to Generation Y, who possess familiarity with online purchasing experiences, will be subjected to analysis using SPSS software. This quantitative analysis aims to achieve the study's overarching objectives by providing statistical insights and enhancing the depth of understanding regarding online purchase behaviours within the specified demographic.

3.2 Sampling Method

Prior to initiating the research, it is crucial to define the population and sampling strategy to ensure the achievement of the research objectives. Research sampling methods are essential because it will affect the reliability and validity of the research. To choose participants for this study, simple random sampling methods were used to select respondents for this study. This study used randomly selecting respondents from the population Generation Y without any specific criteria or stratification. The population under consideration consisted of consumers from Generation Y, estimated at 3,793,680 individuals. As highlighted by David (2021), the population represents the broader group to which the research findings are intended to be applied. Following the recommendation of Krejcie and Morgan (1970), a sample size of 384 respondents was deemed appropriate for this study. Consequently, a questionnaire will be distributed via Google Form to obtain responses from 384 respondents of Generation Y in Kuala Lumpur, contributing to the representativeness and generalizability of the study findings.

3.3 Research Instrument

A research instrument is a tool used to obtain and gather research data. A questionnaire is a type of quantitative research tool that consists of a list of questions intended to gather information or data from respondents. To gather response and feedback, the researchers decided to use questionnaires as their instruments. Quantitative methods and the suitable instrument will be used in the questionnaire form. The questionnaire was used since it allows for the collection of a lot of data at once. Section A, Section B, and Section C make up the three sections of this questionnaire. Section A explained the background of the respondents while Section B asked the question about online purchase behaviour and lastly Section C inquired about the purchase experience dimensions which are delivery, packaging, customer support, return and exchange.

3.4 Measurement Scale of Questionnaire

The questionnaire can be divided into several types such as dichotomous questions, multiple questions, and Likert scale questions. A dichotomous question is one that has two possible answers. In a survey, dichotomous questions are used to ask about yes or no, true or false and whether someone is male or female. There are a few possible responses for the multiple-choice questions. Part A used dichotomous and multiple questions. In section B, the question is a Likert style question. A Likert scale is a type of scale that is frequently used in survey research to assess the degree of agreement with a statement on a scale from 1 strongly disagree to 5 strongly agree. It is used to examine respondents' opinions towards a specific issue.

3.5 Data Collection

Data collection is a process of collecting information related to the topic from any kind of relevant sources to find answers for the research problem, testing the hypothesis and finding the outcomes. According to Torabi et al/, (2015) data collecting is one of the steps that must be followed when conducting any kind of research. As mentioned by Harry (2019) data collection can be divided into two categories which are primary data collection and secondary data collection on the relationship of purchase experience and repurchase in online shopping.

3.5.1 Primary Data Collection

Primary data is a group of original data that is being gathered by researchers to solve a specific research problem. Harry (2019) defines primary data as information that was acquired using original sources specifically for the research project. Targeted respondents will receive the Google form to collect data. The link to access the online questionnaire was distributed to the respondents through social media platforms. In this study, online questionnaires will serve as the main source in identifying and investigating the relationship between purchase experience and online purchase behaviour among Generation Y in Kuala Lumpur, Malaysia.

3.5.2 Secondary Data Collection

Secondary data is data that has been gathered by another party and is used for purposes other than the present research. Walliman (2017) asserts that secondary data provided primary research information based on prior study to explore interesting topics. According to Johnston (2017) secondary data as data obtained from literature reviews that serves as the foundation for further study into certain topics of interest. Common sources include newspapers, books, television, the internet, and artwork. Repurposing quantitative data collected by others for a new use is known as secondary analysis. Therefore, secondary data contributes to a greater comprehension of the issue or topic and enhances the views or opinions of researchers.

3.6 Data Analysis

To enable a better understanding of the research results, all collected data are systematically organized. Data analysis helps researchers to determine the outcomes of the research and to establish whether that this research will be meeting the research objectives. Descriptive analysis techniques and correlation analysis will be used to analyze the main resource data that was gathered through a questionnaire survey. The researcher used SPSS (Statistical Package for Social Science) to analysis the data collected in this study. It makes the calculation of quantitative data more gathering and analyzing data simpler. It will clearly assist the researcher when examining the data by directly displaying the outcome in a table or graphical chart.

3.6.1 Description Analysis

The primary characteristics of the data collection are quantitatively described using descriptive statistics. A descriptive analysis describes the distribution of each variable, the range of possible responses to each variable, and looks at the data. According to Flynn (2011) descriptive analysis presents data in terms of percentages, averages, and frequencies. To determine how to extract population data from the sample in this study, descriptive and inferential analysis are used. Descriptive analysis is used to explain the mean and median of respondents for both nominal and ordinal measurements. Descriptive analysis is therefore used to examine the respondent's demographic information of respondents, including their age and gender. The Statistical Package for Social Science (SPSS) software will be used in the statistical analysis strategy to examine the data. Apart from this, the software also can help researchers to provide clarity on the relationship between social media marketing and online purchase intention based on percentage and mean.

3.6.2 Correlation Analysis

Correlation analysis is a term used to describe the connection between two (or more) quantitative variables. The relationship between the independent variable and the dependent variable will be identified and its strength measured using correlation analysis. In this research, it will use correlation analysis in relation to know how to measure the extent of correspondence between the variables which is to measure the extent of correspondence between the online purchase experience and repurchase in online shopping among Generation Z. With the use of the SPSS program, the statistical analysis approach will be used to examine and interpret the data gathered for this study. Due to its adaptability and user-friendliness, the Statistical Packages for Social Sciences (SPSS) is a helpful piece of software for questionnaire surveys. According to Patrick *et al.*, (2018) the Pearson's correlation approach can be used to determine the strength of the link. The value of r will always lie between -1 and 1 inclusive.

3.7 Conclusion

This chapter shows the usage of the research methodology by the research flow chart. To select the total of respondents who are appropriate for the research design, instrument, and data collection technique so that sample data and population were used. The techniques used to create systematic and accurate data include research tools, data collection, and data analysis.

4.   Data Analysis and Findings

This chapter discussed the data and findings derived from the research, employing questionnaires distributed through Google Form to gather responses from the participants. The analysis of the collected data was conducted using the Statistical Package for Social Science (SPSS), aligning with the research objectives. The analytical process encompassed various facets, including reliability analysis to ensure the consistency of the measurements, demographic analysis to understand the characteristics of the respondents, descriptive analysis for a comprehensive overview of the data, and inferential analysis to draw meaningful conclusions and insights from the dataset.

4.1 Response Rate

Table 1 *Questionnaire response rate*

Population	Sample size	Questionnaire distributed	Questionnaire received	Percentage (%)
3,793,680	384	384	351	91.4

4.2 Reliability Test

The result of data collection from questionnaires that had been distributed to respondents has determined the validity and reliability by using Cronbach's Alpha method.

4.2.1 Pilot Study

A total of 30 questionnaires have been distributed to Generation Y respondents and the data has been analyzed using the SPSS. If the value of Cronbach's Alpha is more than 0.7, then the questionnaire can be distributed to the exact number of respondents and if it is less than 0.7, the questionnaire needs to be modified. The table below shows the reliability test of a pilot study.

Table 2 *Cronbach's Alpha value for 30 respondents*

Factors	Cronbach's Alpha	No.item
Delivery	0.768	15
Packaging	0.708	4
Customer Support	0.723	3

Table 3 *Actual study for 351 respondents*

Factors	Cronbach's Alpha	No. item
Delivery	0.604	4
Packaging	0.697	3
Customer Support	0.753	4

Table 3 shows the Cronbach's Alpha value for 30 respondents while Table 3 shows the Cronbach's Alpha value for the actual data in this study. The Cronbach's Alpha value must be more than 0.7 to be acceptable. The value of Cronbach's alpha for delivery and packaging is less than 0.7, it is because most of the respondents selected scale of 3 in Likert Scale, which is neutral interpretation between agree and disagree.

4.3 Descriptive Analysis (Demographic)

Table 4 *Gender of respondents*

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percent
Valid	Male	165	47	47	47
	Female	186	53	53	100
	Total	351	100	100	

Table 4 shows the number of male respondents a total of 165 respondents while the total number of male respondents is 186 respondents out of 351.

Table 5 *Age of respondents*

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percent
Valid	25-30 years	255	72.8	72.8	72.8
	31-35 years	83	23.5	23.5	96.3
	36-40 years	13	3.7	3.7	100
	Total	351	100	100	

Table 5 shows the majority of respondents that answered the questionnaire in this study are aged within 25 to 30 years with a total of 255 respondents.

Table 6 *Race of respondents*

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percentage
Valid	Malay	77	21.9	21.9	21.9
	Chinese	231	65.8	65.8	87.7
	Indian	43	12.3	12.3	100
	Total	351	100	100	

Table 6 shows the majority of respondents that answered the questionnaire in this study is Chinse with a total of 231 respondents.

Table 7 *Percentage of respondents' use the internet for shopping*

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percentage
Valid	Less than 1 year	0	0	0	0
	1 to 2 years	16	4.6	4.6	4.6
	2 to 3 years	103	29.3	29.3	33.9
	4 years and above	232	66.1	66.1	100
	Total	351	100	100	

Table 7 shows the majority of respondents that answered the questionnaire in this study is using the Internet for shopping for 4 years and above with a total of 232 respondents.

Table 8 *Percentage of respondents prefer buying what online*

		Frequency	Percentage (%)	Valid Percentage	Cumulative Percentage
Valid	Apparel and accessories	113	32.3	32.3	32.3
	Books and magazines	52	14.8	14.8	47.1
	Daily necessities	117	33.3	33.3	80.3
	Electronic goods and gadgets	69	19.7	19.7	100
	Total	351	100	100	

Table 8 shows most of the respondents prefer buying daily necessities online with 117 out of 351 respondents while only 52 respondents prefer buying books and magazines online.

Table 9 *Percentage of the reason respondents make the purchase*

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	I fell empathy toward the seller	72	20.5	20.5	20.5
	I love the product	98	27.9	27.9	48.4
	The product can solve my problem	181	51.6	51,6	100
	Total	351	100	100	

From the Table 9, the majority pf respondents that answered the product can solve my product with 181 out of 351 respondents while only 72 respondents answered I feel empathy toward the seller.

4.4 Descriptive Analysis (Variables)

Descriptive analysis is employed to scrutinize the features of individual variables. The researcher conducted an analysis of the data, computing the mean and standard deviation for all variables, including delivery, packaging, customer support, and online purchase behaviour. The Likert Scale was utilized to quantify the levels of both independent and dependent variables, offering an effective method to differentiate each component within the mean distribution. This analytical approach facilitates a detailed examination of the central tendency measurement for each question item in the questionnaire, providing insights into the participants' perceptions and evaluations. The level of measurement of the center of the tendency for each question item in the questionnaire is shown in Table 10.

Table 10 *Level of measurement*

Average Mean Score	Level
1.00-2.33	Low
2.34-3.67	Medium
3.68-5.00	High

The interpretation of the mean or average is guided by scale established by previous researchers. As presented in Table 10, the average mean values are categorized into three levels. A low average mean falls within the range of 1.0 to 2.33, indicating a relatively lower level. Similarly, a moderate average mean is situated between 2.34 to 3.67, reflecting mid-range level. Conversely, the high average mean falls within the range of 3.68 to 5.00, signaling a higher level. This interpretation scale provides a structured framework for understanding and categorizing the mean values obtained in the study, offering a clear and standardized way to assess the significance and magnitude of the findings.

4.4.1 Delivery

Table 11 *Mean and standard deviation analysis for delivery*

No.	Item Delivery	Mean (M)	Std. Deviation (SD)	Level
1	I am using online platform as it is easy to track package order during transit.	4.45	0.657	High
2	I am using online platform because it delivers the product to me on time.	4.34	0.750	High
3	I am using online platform because I am getting what I ordered.	4.29	0.776	High
4	I am using online platform because it provides flexible delivery/pick up options.	4.22	0.813	High
	Total Average	4.33	0.749	High

Based on Table 11 shows the value of the mean, standard deviation, and level of agreement for each question for the Delivery variable. In this study, the level of online purchase behaviour towards delivery is high with the mean average is 4.33.

4.4.2 Packaging

Table 12 *Mean and standard deviation for packaging*

No.	Item Packaging	Mean (M)	Std. Deviation (SD)	Level
1	I am using online platform because the product labelling gives me with variety of information.	3.98	0.774	High
2	I am using online platform because the packaging material could provide for good preservation.	4.11	0.827	Hight
3	I am using online platform for shopping because the package was exquisite.	4.19	0.872	High
	Total average	4.09	0.824	High

Based on Table 12, shows the value of the mean, standard deviation, and level of agreement for each question for packaging. In this study the average mean value of packaging is high with the mean average is 4.09.

4.4.3 Customer Support

Table 13 *Mean and standard deviation for customer support*

No.	Item Customer Support	Mean (M)	Std. Deviation (SD)	Level
1	I am using online platform for shopping because it makes me easy to talk with sales representative.	3.97	0.796	High
2	I am using online platform for shopping because the customer representative answered my questions professionally.	4.06	0.846	High
3	I am using online platform because the customer representative has a good service attitude.	4.21	0.844	High
4	I am using online platform for shopping because the conflict resolution time was reasonable.	4.11	0.836	High
	Total average	4.09	0.831	High

Based on Table 13, shows the value of the mean, standard deviation, and level agreement for each question for customer support. In this study the average mean value of customer support is high with the mean average is 4.09.

4.4.4 Online Purchase Behaviour

Table 14 *Mean and standard deviation for online purchase behaviour*

No.	Item Online Purchase Behaviour	Mean (M)	Std. Deviation (SD)	Level
1	I will continue to use online platform for shopping in future.	4.62	0.638	High
2	I think using online platform for shopping is good.	4.34	0.745	High
3	I will use online platform for shopping in future.	4.28	0.758	High
4	I will make an effort to use online platform for shopping in future.	4.29	0.753	High

5	I will use online platform for shopping next time.	4.26	0.765	High
	Total average	4.36	0.732	High

Based on Table 14, shows the value of the mean, standard deviation, and level of agreement for each question for online purchase behaviour. In this study, the level of online purchase behaviour variables is high with a mean value is 4.36.

4.4.5 Analysis of Purchase Experience towards Online Purchase Behaviour

Table 15 *Analysis of purchase experience towards online purchase behaviour*

Item	Average Mean Score	Level
Delivery	4.33	High
Packaging	4.09	High
Customer Support	4.09	High
Online Purchase Behaviour	4.36	High

Based on Table 15, the variable that had the highest mean score is an independent variable which is Delivery with the total average value (M=4.33). Meanwhile, the variables that had the same mean score are packaging and customer support with the total average value (M=4.09).

4.5 Normality Test

Normality analysis is needed to assess whether the study population follows a normal distribution before proceeding into correlation analysis. According to Ghasemi (2012), a normality test was employed to ascertain the normal distribution of the study population. It the data is found to be normally distributed, parametric tests, such as the Pearson correlation test, are appropriate for analysis. While if the data does not exhibit normal distribution, non-parametric tests, specifically the Spearman correlation test, are more suitable. Additionally, researchers typically use either the Kolmogorov-Smirnov or Shapiro-Wilk test to determine the normality of data distribution. This meticulous approach ensures the validity of subsequent statistical analyses and the reliability of the study's findings by selecting the most appropriate method based on the distribution characteristics of the data.

Table 16 *Normality test analysis*

Variables	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Delivery	.126	351	<.001	.935	351	<.001
Packaging	.148	351	<.001	.923	351	<.001
Customer Support	.132	351	<.001	.928	351	<.001
Online Purchase Behaviour	.143	351	<.001	.912	351	<.001

a. Lilliefors Significance Correction

Table 16 shows the results of the normality test using the Kolmogorov-Smirnov and Shapiro-Wilk test. The analysis used 351 respondents and Shapiro-Wilk test values were taken into account because they exceeded 50 respondents. This analysis shows that all the values of variables p-value <.005 which are <0.001. As a result, this data is not normal and non-parametric. A Spearman correlation test was used to describe the relationship between two variables and to achieve the objectives of the study.

4.6 Correlation Analysis

In this research, the parametric test of Spearman correlation test was used to describe the relationship between two variables.

4.6.1 The Relationship between Delivery (D) and Online Purchase Behaviour (OPB)

Table 17 *Correlation between delivery and online purchase behaviour*

		Online Purchase Behaviour
Delivery	Correlation Coefficient	0.256
	Sig. (2-tailed)	.000
	N	351

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

H1= There is a significant relationship between Delivery and Online Purchase Behaviour.

4.6.2 The Relationship between Packaging (P) and Online Purchase Behaviour (OPB)

Table 18 *Correlation between packaging and online purchase behaviour*

		Online Purchase Behaviour
Packaging	Correlation Coefficient	0.139
	Sig. (2-tailed)	.009
	N	351

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

H2= There is a significant relationship between Packaging and Online Purchase Behaviour.

4.6.3 The Relationship between Customer Support (CS) and Online Purchase Behaviour (OPB)

Table 19 *Correlation between customer support and online purchase behaviour*

		Online Purchase Behaviour
Customer Support	Correlation Coefficient	0.107
	Sig. (2-tailed)	.044
	N	351

*. Correlation is significant at the 0.05 level (2-tailed).

H3= There is a significant relationship between Customer Support and Online Purchase Behaviour

4.6.4 The Level of Correlation

Table 21 *Level of coefficient correlation*

Item	Correlation Coefficient	Level
Correlation between Delivery (D) and Online Purchase Behaviour (OPB)	0.256	Weak
Correlation between Packaging (P) and Online Purchase Behaviour (OPB)	0.139	Weak
Coreelation between Customer Support (CS) and Online Purchase Behaviour (OPB)	0.107	Weak

Based on Table 21, all the independent variables which are delivery, packaging, and customer support do correlate with the dependent variable, online purchase behaviour. The result in table 4.21 shows the level of correlation between independent variables and dependent variables. In this research, the correlation coefficient between all variables with online purchase behaviour.

5. Discussion, Recommendations, and Conclusions

5.1 Discussion

In general, all the research questions have been answered. The next few sections will discuss the objectives of this study that has been carried out to identify the level of online purchase behaviour among Generation Y, the relationship between the level of purchase experience and online purchase behaviour among Generation Y.

5.1.1 Level of purchase experience towards online purchase behaviour among Generation Y

This study employed descriptive analysis to elucidate the average mean scores across three dimensions of the purchase experience, namely delivery, packaging, and customer support. The findings reveal that the levels of these dimensions are notably high, signifying a positive evaluation by participants. The results of the data analysis robustly affirm the hypotheses set earlier in the research, providing substantial support for the anticipated relationships. Three specific items emerge as strong influencing factors on online purchase behaviour among Generation Y. These findings align with previous studies, reinforcing the notion that a reliable, safe, and expeditious delivery process is foundational and pivotal for online shoppers (Vasic *et al.*, 2019). Consumer engagement, brand perception, and attention are all likely to be influenced by packaging and customer service is strongly influenced by prompt delivery and easy return of goods (Raman, 2019).

5.1.2 Level of online purchase behaviour among Generation Y

The findings show the overall level of factors that influence online purchase behaviour among Generation Y is at a high level. The result shows that the delivery, packaging, and customer support are strong factors that influence online purchase behaviour among Generation Y.

Moreover, most of the respondents agreed that they will continue to use online platform for shopping next time. In general, the respondents in this research have very positive feedback when they use online platform for shopping which can conclude that the level of online purchase behaviour among Generation Y are high level.

5.1.3 Relationship between the level of purchase experience and online purchase behaviour among Generation Y

Overall, all hypotheses have been accepted and all hypotheses have a weak level of correlation coefficient which is the significance between delivery, packaging, and customer support with online purchase behaviour. Besides, positive attitude, increased customer self-efficacy, and influencing future intentions are the result of a positive online shopping experience, but the opposite is true for a negative experience (Pappas *et al.*, 2014). Delivery, packaging, and customer support have a positive significant relationship and it has been proved in this research. Time and weather, recognized as pivotal external influences, have the potential to significantly impact delivery operations due to their dual effects on both demand and supply (Das & Yadav, 2021). The preference for speedy deliveries, including the popular same-day delivery option, motivates consumers to transition from local brick-and-mortar stores to online platforms. On the other hand, online shopping delivery delays often lead to consumer complaints, negatively shaping their overall perception of the online purchase experience. Another contributing factor is the weak correlation coefficient observed in packaging, indicating insufficient attention to this critical element of the marketing offer. Packaging, with its far-reaching implications for the overall customer experience, requires heightened consideration. In the online retail space, the spatial and temporal gap between consumers and retailers introduced a disjunction between payment and product receipt. The temporal discrepancy contributed to consumer anxiety about timely deliveries (Mariani & Zappalà, 2012), potentially influencing the weak correlation coefficient in customer support metrics. Addressing these interconnected factors holistically may offer opportunities to strengthen the correlation coefficients and enhance overall customer satisfaction in the delivery process.

5.2 Limitation of Study

There are several limitations encountered in this research just like other studies. Firstly, the time constraint due to other research that needs to be handled at the same time therefore researchers cannot fully focus on this research. Secondly, the limitations of respondent's cooperation to give their feedback out because researcher can only distribute the questionnaire through social media. Plus, the respondents must choose what the researcher already prepared for the questionnaire. Other than that, this research only focused on descriptive analysis and there is not much information that can be interpreted in this research.

5.3 Recommendation for the Future Research

The recommendation is needed to improve the future research related to this topic which makes it better than the past research. Firstly, future researchers may pay more intention to the users' feedback and surveys. Collect extensive user feedback through surveys, interviews, and focus groups to gain qualitative insights into the nuances of online purchase behaviour. Secondly, extending the duration for data collection over a longer period is advice. This prolonged timeframe allows for the accumulation of a more substantial volume of data from respondents, enriching the dataset and enhancing the robustness of the study's findings. Additionally, incorporating by capturing diverse feedback on the research topic Lastly, the recommendation for this research is to examine the comparison of the different study areas to determine whether group differences in consumer purchase behaviour affect significant outcomes.

5.4 Conclusion

Purchase experience is significantly shaping consumer perceptions. The overall process and satisfaction a consumer experiences when making an online purchase is referred to as the "online purchase experience". Businesses must recognize the pivotal role of user interface, personalization, and customer support in creating positive purchase experience. The objective of the research is to examine the level of purchase experience towards online purchase behaviour among Generation Y as well as to identify the level of online purchase behaviour among Generation Y. Besides that, this research also aims to explore the relationship between purchase experience and online purchase behaviour among Generation Y.

In conclusion, this study underscores the paramount significance of delivery as the most influential factor shaping the online purchase behaviour among Generation Y, surpassing the impact of variables such as packaging and customer support. Notably, the research reveals that online purchase behaviour within Generation Y is characterized by a high level of engagement. Furthermore, the findings indicate a positive and significant relationship among all the variables under consideration, with delivery exhibiting the highest correlation coefficient and average mean. As a result, the research successfully attains the three predefined objectives. Ultimately, this study contributed valuable insights that enhance our understanding of Generation Y's perspective on the purchase experience in the realm of online shopping, thereby enriching the overall knowledge in this domain.

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Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

Author Contribution

*The authors confirm contribution to the paper as follows: **study conception and design:** T.Y.Q., and S.A.S,; **data collection:** T.Y.Q.; **analysis and interpretation of results:** Tan Yun Qi; **draft manuscript preparation:** T.Y.Q., and S.A.S. All authors reviewed the results and approved the final version of the manuscript.*

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